

O. Pietukhova,

Doctor of Economic Sciences,
Head of the Department of Fundraising and Logistics,
National University of Food Technologies

H. Chornoshtan

Postgraduate Student,
National University of Food Technologies

DEVELOPMENT OF THEORETICAL APPROACHES TO DEFINITION OF ENTERPRISE'S ECONOMIC DIAGNOSTICS

The peculiarity of the modern business environment is a high degree of uncertainty due to the significant influence of external factors. In this situation, an effective system of economic diagnostics as a tool of management improvement is especially relevant.

Content of the term “economic diagnostics” underwent some changes in the process of development of diagnostics as one of the areas of scientific and applied research.

The purpose of this article is to summarize and specify theoretical views of scholars on economic diagnostics of the enterprise, as well as to clarify the essential characteristics of economic diagnostics.

The term “diagnostics” is used in medicine, engineering and biology. In economics, the term began to be used in the second half of the twentieth century. Diagnostics is considered to be the study of methods and principles for the recognition of problem situations.

In the 1990th among the main theoretical aspects of diagnostics as a science or as a method of research special attention was paid to: the relationship between the concepts of “diagnostics” and “analysis”; determination of economic essence and target orientation of economic diagnostics; research of methodical and

methodological aspects of economic diagnostics; clarification of the prerequisites of the concept of “diagnostics” in economic science and practice.

Most authors see the nature of economic diagnostics in identification of deficiencies, deviations and violations in the financial and economic state of business processes that take place at the enterprise.

The study of approaches to the links between diagnostics and analysis enables to distinguish the following views of scientists: diagnostics is one of the methods of analysis; diagnostics is identical with analysis; diagnostics is broader than analysis; diagnostics is a separate science, which has its own direction of research; diagnostics is a characteristic of managers’ abilities.

Based on the statements of leading scholars we found that economic diagnostics is an improvement and logical continuation of the economic analysis. Prerequisites for the appearance of economic diagnostics were elaboration and improvement of business management as a complex system, development of technologies and management practices, the growing influence of the environment on the activities of businesses, increase in the amount of information needed to make effective management decisions. Diagnostics as a method means the improvement and development of methods of economic analysis, adapted to the needs of modern enterprise management in conditions of transformation processes. The main function of diagnostics is assessment function and result of the diagnostic examination is the opinion on the state of the subject of diagnostics.

The main essential characteristics of economic diagnostics are:

- focus on assessment of enterprise in a certain period of time;
- target detection of dysfunction, imbalances, pathologies, “bottlenecks” and other shortcomings at the enterprise;
- the use of incomplete information about the object of study;
- the use of a limited range of analytical parameters;
- study of the relationship between processes and phenomena;
- the result of diagnostics is clear identification of the state of the object of diagnostics;

- the result of diagnostics precedes decision-making.

Promising area of research on economic diagnostics is improvement of its variants such as organizational diagnostics, diagnostics of processes, business diagnostics, diagnostics of corporate relations.

One of the important areas of economic diagnostics we believe to be diagnostics of corporate management at enterprises of manufacturing sector.

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