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INFORMATION TECHNOLOGIES IN THE ANALYTICAL TOOLS MANAGEMENT OF THE INDUSTRIAL ENTERPRISE DEVELOPMENT

The purpose of the article is the development of theoretical, methodological principles and practical recommendations on the application of information technologies in analytical tools complex of the economic development management of the industrial enterprises.

In research author used the following methods: theoretical generalization is to study and systematize the theoretical approaches to the definition and justification of the investigated problems; mathematical statistics is to justify the methodological support in the framework of the comprehensive evaluation and forecasting of the enterprise development tendencies; multiobjective optimization is to form the individual scenarios of the enterprise development.

The system of interconnected indicators of engineering enterprise performance taking into account the criteria of economic efficiency of enterprise has been formulated by the author. It has been suggested the methodical approach that makes it possible to carry out the continuous monitoring of above-mentioned scope of the enterprise activity and correlate the obtained data with certain economic development goals.

It was discussed the conceptual basis for effective enterprise development management, investigated the analytical tools for the jump control of the enterprise development. It was conducted the approaches systematization to assessing the enterprise development performance.

The research carried that the main scientific effect is the analytical tools improvement of the economical management of the industrial enterprise by defining the priorities while choosing the management actions and the usage of preventive regulation principles.

On the basis of the analysis, there are described and justified measures for improving the methodological support of the modeling components of the enterprises development management mechanism and implementation of the optimization model parameters of economic growth using the SPT MS Excel "Solver".

The connection between economic criteria of efficiency has been studied at the engineering enterprises of town of Kremenchuk. The method for integral indicator calculation has been tested.

The basis of the methodical providing of the development control mechanism is the technique of the complex influences formation on enterprise development management that identifies and justifies the choice of those spheres of the enterprise, changes of which will lead to effective changes in future trends in the enterprise development.

The practical application of optimization model using the SPT MS Excel is reasonable for setting the main aggregated parameters of the forecast budget expenses not requiring additional expenditure for the specialists services from outside.

The author gave the proof that economic development of the industrial enterprise activity should take place on the staged basis. At each stage of formation scenarios of development it is appropriate to solve the particular complex of tasks in accordance with the criteria of efficiency evaluation, which was defined in the paper.

The practical significance of the obtained results of the research is to improve the evaluation system and analyze the impact of oriented development of engineering enterprise that made it possible: to form the basis for implementing the model of parameter optimization for economic development of the engineering enterprise and develop suggestions on methods of selection of areas for engineering enterprise based on the interconnection indicators.

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