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IMPROVEMENT OF AN ENTERPRISE COMPETITIVENESS MANAGEMENT IN THE MARKET-DRIVEN ECONOMY

The management system demonstrates a high efficiency not only in the situation when company managers who make decisions and establish control forms and employees, who become responsible for decision accomplishment and act in arranged way, but when there is a definite and clear algorithm of relationship between different levels of management (institutional, managing and operative). The absence of such structure between the management levels decreases administrative efficiency of the whole system.

The improvement of the enterprise management system must be completed in the main directions:

- improvement of organizational structure of an enterprise management;
- optimization of management organization and business processes through the system planning elevation, accounting and controlling of the main indications of a company activity;
- improvement of productive resources and reserves management;
- increasing of management efficiency of innovative processes, product quality improving.

The enhancement of a company organization structure first of all means the necessity of optimal number establishment and apparatus of an enterprise management structure and the number of productive unit's workers according to existing norms, standards and real needs of a business considering modern market conditions and so on.

Effective system of inner control establishment will definitely improve the system of planning, accounting and control of the main indicators of a company activity. Wide and extensive applying of computing techniques, the development of digital communications, using of modern program

means such as management and information technologies can also be very effective in this process. The improvement of productive resources and stores management means rational usage of all kinds of material sources, appliance of energy environment technologies, regulation of production resources usage according to the current requires.

One of the management system improvement directions is object-aimed approach with completed cycle of management while defining organizational structure, new rules and duties of the staff, as well as responsibilities of administrators and specialists of different levels are considered. Aimed object-function structure of management apparatus will allow performing managing processes in competent, complex, compact and on time, as it is required in the market economy. Material, labor, financial resources are the aimed objects as well as main means of production, ready goods and other assets. The management process of any resource is considered as the whole unit, in which borders interdependent information streams act while coming through all management functions (planning, audit, control and so on).

Organization of automization and processing system of economy information is also one of the directions of the management system improvement which puts forward rational structure apparatus' formation of a company management and makes its usage more effective in productive ways achievement.

Functioning of the mentioned system creates conditions for management culture rising, and releases directors and specialists of different levels from manual work of information collecting and processing, makes terms of making decisions shorter, improves their quality and so on.

So, the strategy of the management system improvement is focused on:

- aims of the development and order of the management enterprise's complex system improvement and its parts for providing of effective decisions and mutual arrangement of information streams and processes, of making decisions as well as organizational, personnel and technical conclusions;

- modern means implementation and management methods in the terms of the chosen complex management system conception (integrated management of automatized production process);

– improvement of enterprise management organizational structure mainly by appliance of modern flexible forms (adaptive, program-aimed etc);

– information system improvement for a company managing in order to elevate information quality and expanding of its immediate usage possibility;

– automatization means and computing technologies usage to upgrade technical-economic level and production quality (robot-based application, flexible productive sites);

– exertion of the world experience as well as cooperation with foreign partners for necessary level system development quality providing.

The lack of financial resources in the management system is one of the main problems of Ukrainian companies. However, according to scientists' point of view, money invested in management improvement usually satisfies itself in a very short period.

So, to increase the efficiency of a business activity through the management system, all necessary instruments are used, which will affect the enterprise development.

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ENSURING STABILITY OF UKRAINIAN BANKING SYSTEM IN CONTEXT OF INSTITUTIONAL TRANSFORMATION

The stability of banks determines the competitiveness of the economy, therefore the issue of optimizing the institutional structure of the Ukrainian banking system, including a result of the foreign capital expansion, is important. Since 2005 in the banking system of Ukraine the share of foreign banking capital has increased significantly, whose impact on the economy is not unambiguous. In turn, the institutional transformations of the banking