

MARKET MASTERY: THE UNVEILING OF ORGANIZATIONAL AND ECONOMIC MECHANISMS FOR A COMPETITIVE EDGE

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Abstract

General system component methodologies serve as the foundational core of problem-solving approaches, providing a fundamental understanding of common concepts and principles. These methodologies lay the groundwork for the development of applied methodologies, encompassing practical models, techniques, and schemes tailored to address specific problem domains. Figure 1 illustrates the hierarchical relationship between these essential components, highlighting their integral role in problem-solving processes.

Introduction:

General system component methodologies (core of methodologies), understand the most common concept and basic approach to solving problems, on the basis of which the applied methodology will be developed, that is, a set of practical models, technique and schemes to solve the problem figure (1).

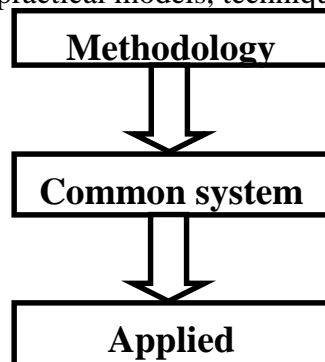


Figure (1): classification of methodology.

For each level the translated of the translated classification of methodologies is characterized by a certain level of knowledge. First level: general philosophical which is collection of views and the environments. This level forms sciences as philosophy, mathematics, information theory, and others; Second level: general scientific, which give an understanding of common approaches, principles, and forms of organization system. This level forms the science: system theory, cybernetics, organization theory and others. Third level: specific methodology of science forming a body of knowledge about the production and economic activity of the enterprise, and the formation of the organizational economic mechanism to increase the specific ability of the enterprise.

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The features of mechanism and organization:

From a general philosophical point of view –the mechanism is organized system, viewed from the point of view of organization, or rather than the terms of the implementation of the organization. Mechanism: system ownership, its part, however, such affiliation, and such a part which are embodied in the system itself, in its holistic. Mechanism –systematic - organization of system. Mechanism: organization image of the system. Its poor in the system and quantitatively, and high quality, however, this does not prevent it from representing the system a whole to be its own. Organization and mechanism are inseparable, they are one. Organization is impossible without a mechanism, the mechanism is the organization itself. And yet this is not the same. Features of the mechanism is that a carrier and implementer of organization and its process. With the carrier and implementer completely material regarding the organization. Organization mechanism function, the result of his action. The fact that the mechanism itself is organized, what itself is the result of the organization, doesn't refute prior output: not the organization itself creates a mechanism, and some other mechanism creates this mechanism , and organization is here only show link. Mechanism description: description of his organization, its design, and its activities. Mechanism organizes, but it organized itself. Organizational mechanism description this disclosure of essence by the mechanism. The essence of the mechanism is a goal + goal achievement (the amount of necessary laws and qualities).

Knows the organization: means to know the mechanism and vice versa. So, what is the essence of the organizational mechanism? Every concept of organization implies action, organizational activity. The most important organizational characteristic of the system is structure. It reflect the structure of the system, construction, spatiality (temporary arrangement of parts, interconnection between elements). The basic of organization theory is systems theory. According to Smirnov, the organization should be considered as process, and as a phenomenon, so, as organization of the process: it is a set of sequential actions, and as a phenomenon of organization it is a combination of elements for the implementation of a program of goals acting on the basis of certain rules and procedures.

The basic features of systems:

Each organization should have all the features of the systems. The loss of at least one of the inevitably leads to organization to liquidation system signs are as follows: set of elements; unity main goals and for all elements; The connection between them; integrity and unity of elements; structure and hierarchy, relative autonomy; clear management (control); Subsystem: this is a set of items; representing the autonomous region within the system (eg.

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Economic and organizational subsystems)basic systems properties: the desire to preserve its structure (based on an objective organization laws of self-reservation); The management need; the presence of complex dependencies on the properties of its constituent elements and subsystem (the system may have properties, not inherent in its elements, may not have the property of their elements). Each system has input influences, processing technologies, final results and feedback. According to the author, mechanism has a dual essence. One side, form a mechanism – means to form a process, sequencing, aimed to achieve certain goals. On the side, form a mechanism – means a system of interconnected elements, that interact based on certain rules and procedures, to implement the program or goals. Economics mechanism is commonly understood as a sequence of interconnected economic phenome. According to the author - form the organizational and economic mechanism – means to form a organization of interrelated elements of the economic system and to achieve the goals, namely, to improve the competitiveness of the enterprises. The problem investigated in this paper can divided into series of problems for which solution various approaches should be used. In the general case when developing integral approaches and applied tools (methodologies) are used heuristic principles, hard and soft system approaches, methodologies structure. Heuristic principles and represent the most common empirical patterns. The principles of analogy is based on targeting in some cases to use the fact of the complexity of the problems and applying already know solutions to new, but similar to the previous solved problems. Principle of abstraction is based on generalized problems and categorizing the according to number of formulated parameters. The principles of formation and boundary conditions is based on the fact that in some cases it is necessary to set boundary conditions for a solved

problem; the ranking principle is based on the obvious fact that there are no goals absolutely equal in importance and unlimited resources to achieve them.

The principles of splitting to subsystem are based on the inexpediency of a number of cases leading to system analysis and solvable problems, highlighting the subsystem of any nesting orders. The principle of analyzing results and costs is based on the need to optimize costs and outputs, hard system approach is the system-technology, developed by company (Bell Telephone laboratories) and system analysis corporation (BANDA). Hard system approaches are most appropriate for situations in which some degree of consistency with the nature of the task, as well as some degree of confidence, that the effectiveness of any decision can be assessed from the point of view of satisfying requests in involved subjects. Hard system approaches are characterized by the fact the whole development process is divided into logical expedient stages so that after each of these you can get understandable results, the connection between the stages is maintained with the help of the accompanying documentation. Systematic approach consist of six stages: formulation of the problem; system analysis; system design; implementation; exploitation; and correction. In those cases, when there is no clear understanding of the nature of problem or management of the system highly complicating uncertain and / or rapidly changing parameters, using hard system approaches becomes impossible. In these cases take soft systematic approaches. Among the soft system approaches have speed the so-called flexible methodology system by Checkland. Approach consists of the following steps: general description of the problem situation, formation of basic definitions for system analysis, creating and testing conceptual models, comparison of the results of the first and third stages, development of possible and desired changes, actions to solve a problem situation.

Structural methodology is understood as a list of requirements for an object or information process. Within the framework of structural methodologies, requirements for the provision of document action are regulated, presentation structure, aggregation and so, on. For example: in 70s – 80s there were such structural methodologies, as: CAC/ICL, IEM, GSD, SSADM, SSAD, STRAUDS, SADT. Hard system approaches are applicable to a large extent in those cases, when there is a clear statement of the problem, subject to formulization with a certain precision framework. Hard system approaches are applicable to a large extent in those cases, when the problem statement is generalized, the role of subjective factors is great, and introduction of innovations or gradual improvements is facing with resistance.

The results: Solvable problem, generally being soft, nevertheless, it implies the use of general system approaches for solving hard problems, requiring solutions within its framework. Therefore, when developing a general system methodology, an approach will be taken, used to solve both kinds of problem.

Conclusion

Depending on the above, according to the author, organization and economic mechanism to increase the competitiveness of the following subsystems:

- Target definition- increase competitiveness of the enterprise;
- Analysis of factors of the internal and external environment effecting the increase in the competitiveness of the enterprise;
- Forecast of the development of the enterprise, taking into account the risk of implementation of the developed measures;
- Development of measures to improve the competitiveness of the enterprise;
- Implementation of measures to improve the competitiveness of the enterprise;
- Evaluation of the effectiveness of the developed mechanism to increase the competitiveness of the enterprise;
- Adjustment of the developed measures to improve the competitiveness of the enterprise.

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