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KEY ASPECTS OF ENTERPRISE ACIVITY MONITORING

In modern conditions an assessment of economic state of an enterprise is a part of problems of enterprise effective activity in competitive environment. Effectiveness of enterprise activity is one of the main objects of enterprise monitoring system, which, in turn, are of current importance for enterprises functioning in various branches of economy and forms of property.

The aim of the study is to determine main criteria of enterprise activity monitoring by functioning spheres. Monitoring – is a type of management activity, which supposes a control over state, parameters and characteristics of a certain object for the purpose of forming of informational basis of its behaviour and grounded management decision-making. Choice of monitoring range is important since the case in question is the time-limited period, which is considered at the current level (hours, days, weeks, ten-day periods etc.).

The monitoring helps to conduct a control over processes and objects of an enterprise in all stages of life cycle and to draw conclusions about the influence of internal and external factors changes on the state and development of the object.

The conducted research has shown that in economic conditions monitoring is one of the most important elements of the enterprise management system, which are caused by necessity to ensure management decision-making. Monitoring organization should tend to control over indicators of effectiveness of enterprises' activities, as well as timely response on changes of the system of

external and internal factors of influence on the enterprises' activities.

To get the fullest information and its most effective use in monitoring the quantity and composition of indicators based on the own image of importance of different factors' influence on business state should be chosen. Those indicators should be used in monitoring that determine business operating characteristic and compare them in time aspect. But it is shouldn't take a great interest in choosing of indicators, since the more indicators, the harder to come to know the particulars of all interrelated data, as a result of which management of an enterprise will have to face a responsibility for decision-making at a strategic level.

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