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THE CORE COMPETENCES OF THE INDUSTRIAL ENTERPRISE

A modern market economics produces heightened requirements to the flexibility and adaptivity of functioning of managing subjects. Diversification of activity is one of the instruments able to promote the economic efficiency of native industrial companies in modern terms. The most part of native enterprises have a certain experience in diversification, including within the framework of strategic partnership, but in many cases, its aims were not achieved because there were not sufficient amount of the methodical developments of diversification for Ukrainian industrial branches.

Theoretical and methodical bases of diversification of production are expounded in works of the known scientists. Their works are devoted to such questions, as the development of production strategy, research of features of strategic management, meaning of the core competences for the successful development of a firm.

The aim of this article is a ground of the methodical going to the development of diversification of production of Ukrainian industrial complex, research of theoretical aspects of strategic management by a production on the basis of core competences of the enterprise.

The core competences of enterprise, as some internal knowledge, are inaccessible for direct perception of a consumer. They find indirect expression in the consumer value of the finished product through efficiency of the use of capabilities and resources in the productively-administrative activity of the enterprise. From positions of strategic management and its modern paradigm of resource approach, the realization of core competences becomes the important factor of the enterprise competitiveness.

Modern terms managements forming the market environment of native industrial enterprises are characterized by a high dynamic quality of business environment, height of competition in the sale markets. In these terms, the expedient is the strategy of

production diversification. From positions of resource approach, the basic factor of success of diversification is the active using of core competences for mastering of new markets and development of new foods. Those foods, which production and realization involve the core competences, have durable competition positions and also prospects for further development.

A process of adaptation to the dynamic market conditions begins from the selection of partners. This process is oriented to the skilled and economic networks of responsible businessmen. So, the market of enterprise partnership and its innovative possibilities are formed. Joint realization of projects by industrial enterprises results not only in a general structure but also a general strategy. The general strategy is directed to the achievement of stability, durable market positions.

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