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### **1.3. Філософія економіки: теоретичний та прикладний аспекти**

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#### **MANAGEMENT THE ENTERPRISE'S COMPETITIVENESS**

The main task of the modern enterprise are improve the technology of production and organization of labor in order to increase its competitiveness, productivity work, reducing the cost of production [1]. This task is solved through the introduction of an enterprise system of measures management the competitiveness.

Management the competitiveness enterprises is defined as a set of interrelated economic, organizational, and technological tools, which have the effect of increasing competitive advantage and determination of importance and value of management activity for successful development and functioning of the enterprise.

Interaction and interdependence of enterprise competitiveness management tools has to make systematic search for events to identify and take into account the main organizational, economic and technical components the influence of the internal and external environment of the enterprise in order to ensure the management potential of the enterprise for the increase its competitiveness.

Definition of the management objects is a key element in building an effective mechanism for managing an enterprise's competitiveness. The object of enterprise competitiveness management can be considered areas of effective activity and

management business processes in the enterprise. Modern methods of enterprise competitiveness management include the following methods: quantitative evaluation and diagnostics; forecasting and forming strategic guidelines; rating; marketing research.

For manage the competitiveness of the enterprise, it is necessary to take into account the integrated approach of influence of the basic functions of planning, forecasting, analysis, control, regulation and organization to ensure the effective functioning of all spheres of activity of the enterprise [3].

Creating a successful enterprise competitive management system includes:

- analysis of the level of competitiveness of the enterprise;
- determination of the purpose and tasks of increasing the competitiveness;
- definition of the main functions of competitiveness management;
- formation of a system of influence of organizational-economic and technical-technological indicators on competitiveness management;
- implementation of the proposed management measures at the enterprise;
- determination of the efficiency of implementation of the enterprise competitiveness management system.

For effective implementation of management decisions it is necessary to:

- to define strategic directions of achievement of synergy of corporate governance;
- implement a comprehensive approach to managing the enterprise's competitiveness;
- introduce a system of work motivation and personnel management;
- to implement a comprehensive approach of production planning, forecasting and production diversification strategies;
- improve the management systems of production and organizational processes at the enterprise.

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### **1.5. Новітні дослідження у галузі онтології, філософії релігії, моралі та культури**

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### **THE GENESIS OF THE INTERRELATION OF MORALITY AND ECONOMY: SOCIAL AND PHILOSOPHICAL ANALYSIS**

The economy, on the one hand, is governed by the economic laws, on the other, is determined by people, whose wishes and choices are always determined by a set of norms, values, attitudes, representations, in particular, moral ones. The economy is not free from the morality, because the market includes not just the "economic individuals" in its "orbit" but the multifaceted and multidimensional personalities.

The development of the problem of the interconnection of the morality and the economy contributes to the philosophical understanding of the economic existence of the human and the society. It expands and enriches the economic consciousness (without