

INTEGRATED ASSESSMENT OF ECOLOGICAL AND ECONOMICAL EFFICIENCY OF FUEL-ENERGY VERTICAL AND HORIZONTAL MERGED COMPANIES

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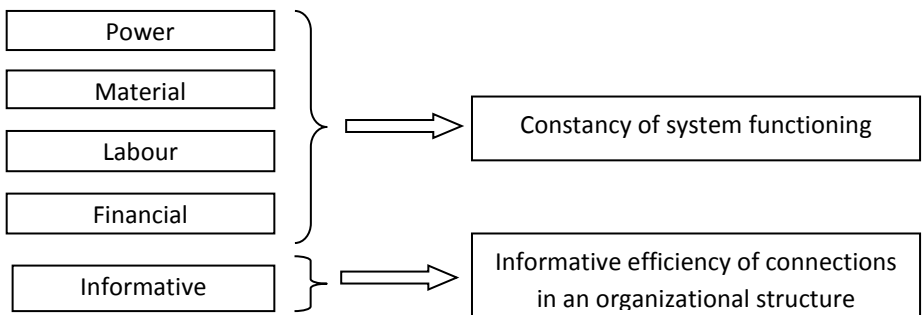
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Determination of efficiency of merging processes, also in industries of fuel and energy complex, is a complicated methodological and practical problem.

Steady development of any enterprise, in particular power, is necessary to examine on the basis of methodology of the systems.

Both suppliers and users of all types of resources and eventual products have a strong influence on functioning of any enterprise, including power. Every organizational structure which functions in the conditions of market can be presented as an open system, which is determined by principles of marketing and logistic. Thus, at the market or in his segment, an enterprise is under an obligation not only to win the consumer, but also form the system of relations between partners on the chain of transformation of the resources.

Strategy of market development in any economic system must be built foremost on the basis of positive tendencies of macroeconomic changes, providing of the permanent state and after it the deepening of relations of markets is possible. For providing of these terms the process of optimization of separate constituents of the system is needed. Functioning of the optimum system is accompanied achieving a minimum of its generalized power, material, labour, financial and informative descriptions. The first four descriptions testify to constancy, and last - fifth, about informative efficiency of connections in an organizational structure (pic.1).



Picture 1 – Description of the optimum functioning of the system

Presently division of resources at all levels of management is possible to consider far ineffective. High charges of transactions in the conditions of incompleteness of markets and vagueness of information give the ineffective division of resources in Ukrainian economy. The division of resources is the functioning of material, informative, financial, money streams in the different types of the systems.

System of pricing, built on the basis of methods of highly developed countries, can not adequately take into account the feature of development in Ukraine. In addition, such methods were created in relation to stable economies.

On the basis of theory of analysis of the systems and by methodology and tool of marketing and logistic an exit from a socio-economic crisis must be related to the change of strategy of companies. It is necessary to change not only the state of the system but also its management. Presently it is possible at the waiver of paradigm of maximization of profits and income and passing to the paradigm of steady development of companies on the protracted period time. A theory and practice show that a problem can not be solved without the construction of mechanisms which provide steady development. Such approach is applicable to all companies, including power enterprises.

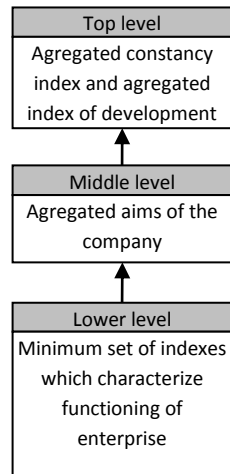
In general case constancy of functioning of the system - is the generalized concept which is determined the large group of factors. The loss of constancy can take place on different factors. Basic from which followings: situations of crises; unforeseen at planning external and internal actions; consequences of restructuring.

Structural approach of steady development of power enterprise is assumed by the construction the mechanisms of redistribution the resources and providing of steady development of the production economic system on the basis of choice functions. The choice function will convert the plural of alternatives in the plural of rational decisions.

A rational compromise is determined by principles of optimum set at top level of management. It is necessary and enough to select three levels of management.

At lower level the minimum set of indexes is formed which determines only most essential for the power enterprise description of his functioning.

At middle level - the strategic aims of this enterprise are aggregated, and at the top level - the index of constancy is aggregated and the index of development is aggregated.



Picture 2 - Levels of management on the power enterprise

The multilevel system develops certain intervals-stages on which the correction of relations is carried out between power enterprises, and also between power enterprises and users of energy, and their function of choice will be realized by concrete mechanisms (pic.2).