EXPERT FORECASTING METHODS OF INDUSTRIAL ENTERPRISE

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Nowadays there are some special economic policy around industrial enterprises in Ukraine. It makes the necessity of effective strategic management formation, general techniques specifying and methods of effective management of their activity areas determining. Creating of an integrated approach to enterprise strategic management is impossible without the development and justification of enterprise state forecasting and further innovation implementation.

Forecasting in all areas of business, including innovative development, as every economic category must have the methodology and be based on commonly defined methods. The term «method» is derived from the Greek «meto» and means the way of exploration or from «methodos» and means a way. The economy method is a combination of techniques and practical and theoretical operations of economic processes. They are subordinated to the achievement of the main goal. This objective is the increase efficiency of economic agents [1].

Consider expert method in details. The peculiarity of this method is that it covers the probabilistic nature of the forecasts creation. There are many ways to develop forecasts on the basis of statistical analysis. They do not cover incidental changes in the object of prediction behavior. Effect of random events might be considered using experts and their ratings. The advantage of expert prediction method is that the expert knows all of the features and challenges. Also he sees the alternatives of further development in a given industry with innovation use.The expert method in enterprise activity forecasting should be used in the following cases:

1. There is no reliable statistical information.

2. Conditions of the enterprise functioning are quick and often not identifiable.

3. The time period for prediction is not sufficient for complete coverage.

4. There is a force majeure.

There are several types of expert methods that are still relevant in predicting the industrial enterprise. They are distributed according to various attributes, in particular:

• by the number of experts: individual and collective;

• by the distance from the object of study: full-time and part-time;

• by the form of conducting: interviews, questionnaires, discussion, etc.

Thus expert method is a qualitative type of research. This method of forecasting within the industrial enterprise provides access to the opinions of competent experts in the specific situation. It allows to create an overall picture of the situation. The quality of received information depends on the experts, level of their competence, knowledge, willingness to share information, etc. The «quality» level of each expert is unclear. Special sociological methods exist to determine the «quality» of experts.

References.

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