INFLUENCING OF EXTERNAL ENVIRONMENT AS A SYSTEM ON STRATEGY OF ENTERPRISE

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Forming on the enterprises of strategy of development what was based on the foresight of prospects of influence of external environment requires departure from the usual understanding, that success of firm depends only on good organization of production, effective use of all types of resources. The process of search of co-ordination of administrative decisions to the external environment and adaptation of internal processes is one of important tasks of activity of enterprise.

The environment determination is an open system which is proper to the certain requirements such as: integrity, hierarchical, synergetic. Means of integrity is that any change of structure of the system, its communications and conduct influences on functioning of its elements. Synergetic is property of the system, uninherent to its components. The hierarchical means that any system can be represented as subsystem of more high order from one side, and with other - includes elements which it is possible to represent as certain system.

Many scientists are interpreted the concept "system" on different, depending on an object and article of research. The most capacious and structural determination of the system is given Erohina E.A.: «the system is examined as aggregate of objects and processes, urgent by components, associate and interactive between itself, which form single whole, possessing properties, uninherent to making his components, taken individually» [1]. The Ukrainian scientists M.V. Bormotova and C.K. Zolotarev represent the category «economic system» as: «difficult purposeful guided dynamic aggregate of elements, which carry out production, distributing and consumption of material welfares with the purpose of satisfaction of increasing human necessities in the condition of narrow-mindedness of resources» [2].

The external environment has a different influence on enterprise and requires different strategies. All of them have certain position at the market, life cycle, description of commodities and services. But in the same time, there are some fundamental moments of influencing of external environment on strategy of enterprise. So, for example, on activity of enterprises the intensive influencing of unfavorable events is on the slump of the economy growing. In also time stability and balanced of economy abbreviates possibility of development of insolvency of enterprises. This period is the effective form of economic co-operation and adaptation of enterprise and stable activity. According to one of basic tasks there is determination of points of equilibrium of the economic system. This condition is very effective using of resources. It should be noted that it is necessary to examine a dynamic equilibrium.

A theory about the equilibrium of the system was first represented in the XVII item by the European scientists of T. Gobbsom and Leybnytsem. They examined a public equilibrium as certain certain proportional correlation between parts of society. In an economic theory conception of equilibrium was learns by such scientists as T. Poppy, S. Fortei and in the development passed certain stages. The most ponderable deposit is had by the following directions:

- classic model of economic equilibrium (Adam Smith, D. Rikardo, L. Valras and other);
- keynsyanskaya model of common economic equilibrium (Keyns);
- monetarism (M. Frydman).

As the account of influencing of all macroeconomic conformities to the law at forming of strategy of enterprise is an intricate problem, for simplification we will take advantage of assumption, that by basic factors determining the state of economic equilibrium, are:

- combined demand;
- suggestion of goods and services;
- volume of natural resources necessary for production.

We will make the system of the got differential equalizations:

$$\begin{cases} \dfrac{dX}{dt} = a_1(a_2Y - a_3X) - a_4YZ \\ \dfrac{dY}{dt} = c_1(c_2X - c_3Y) \\ \dfrac{dZ}{dt} = d_1XY - d_2Z \end{cases}$$

where Y - is money term of volume of profits;

X - is volume of goods and services;

Z - is volume of the natural resources used for production.

Determinations of managing parameter of order which depends on volume of natural resources necessary for production and his adjustment will help enterprises to get the effective functioning.

References
1. *Erohina E.A. Theory of economic development: system is synergetic approach./http//ek-lit.agava.ru/eroh/index.html*
2. *Bormotova M.V., Z Zolotarev C.K. Theoretical problems of interpretation of essence of the socio-economic system // Economy of development.-2004.-№3.- With. 35-38.*