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THE PRACTICAL ASPECT OF THE APPLICATION OF METHODS FOR ASSESSING THE ECONOMIC DECISIONS OF ENTERPRISES

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SUMMARY

The article considers the essence and content of the concept of "economic decisions". Examines methodological approaches to evaluation of economic decisions. The expediency and identified recommendations regarding the application of certain techniques in the practice of modern-governmental enterprises.

Key words: economic decision, evaluation of economic decisions, mathematical expectation, mathematical hope, risk.

ПРАКТИЧЕСКИЙ АСПЕКТ ПРИМЕНЕНИЯ МЕТОДОВ ОЦЕНКИ ЭКОНОМИЧЕСКИХ РЕШЕНИЙ ПРЕДПРИЯТИЙ

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АННОТАЦИЯ

В статье рассмотрена сущность и смысловое наполнение понятия «хозяйственное решение». Исследуются методические подходы по оценки хозяйственных решений. Даны рекомендации относительно применения конкретных методов принятия хозяйственных решений в практической деятельности современных предприятий.

Ключевые слова: хозяйственное решение, оценка хозяйственных решений, математическое ожидание, математическая надежда, риск.

At the present stage of development of the domestic economy, industrial sub-undertakings of Ukraine suffer from significant financial and economic problems, the solution of which requires the immediate development of new and improvement of existing forms, methods, tools and management

techniques, which cannot be used to increase production efficiency. That is why the issue of making fundamentally new sound and effective business decisions that will significantly increase the effectiveness of the economic system is particularly relevant.

The analysis of scientific sources and the formulation of problems. The study of the nature and features of managerial decision were carried out by paternal and foreign scientists, namely: I. Ansoff, A. Vihansky, V. Gerasimchuk, F. Kotler, M. Porter, S. Shershneva, A. Terebukh, T. Zubko, A. Shapovalov, A. Kushik, A. Solomenko, A. Vinogradov, Yu. Gerasimenko, A. Yakovenko and others, but the question of the nature and classification of economic decisions was not sufficiently reflected in these works. Therefore, there is a need for further studying of this issue and systematization of classified features.

The purpose of the article: to explore the concept and essence of business decisions to clarify their meaningful content, as well as to determine practical river recommendations on the application of methods for evaluating business decisions in the management of an enterprise.

Objectives follow from the goal:

- to determine the nature and structure of the concept of "economic decision";

- explore modern methodological approaches to risk assessment in the process of making economic decisions;

- to identify features and give practical recommendations on the application of modern methods of risk assessment in the conditions of uncertainty of economic decisions.

The results of the study. Each person makes decisions daily, both in his professional activity and in everyday life. It means that, depending on the timeliness and rationality of such decisions, the level of financial status and social status of each person is formed. Thus, the decision to play a crucial role in economic activity, creating prerequisites for obtaining future profits or losses from the activities carried out. Note that one of the key problems of management theory so far is that scientists interpret the notion of "decision" differently, depending on the scope and conditions of their adoption [1, p. 1].

Here are the most common approaches to the definition of the concept of "solution", using our and foreign scientists:

- the choice of the most feasible alternative to the possible set of options, the solution is the "product" of the manager's work [4, p. 10];

- the choice of alternatives [3, p. 195];

- a decision is a conscious and volitional act of a person, which involves choosing between alternative options for possible behavior in the process of achieving a specific goal [2, p. 15];

- the decision is the choice of the action that a person needs to do when he has insufficient information to get the right answer [6, p. 171];

- decision means both a process and an act (result) of choice. Solution as a process consists of several stages [5, p. 8];

- the decision is the result of human mental activity, leads to a conclusion or to the necessary actions [7, p. 171].

On the basis of the above definitions, it can be concluded that the essence of the notion of "solution" reveals most clearly V.R. Kegel [3], because the scientist defines it as a process and a result of a choice, whereas most scientists consider it only as a result of choosing an action from a set of alternatives. Considering the decision as a reaction to internal external influences aimed at solving problems and getting as close as possible to a given goal, we can assume that the realization of the goals of any organization is ensured by making and implementing a number of business decisions. Therefore, the concept of "economic decision" is becoming increasingly common in business practice, which makes it possible to single out among a multitude of management decisions those that are aimed at resolving purely economic issues.

Note that the essence of the economic decision depends on the stage of its adoption or implementation. Note that at the stage of selection and adoption is the process of determining the best alternative option, and at the implementation stage it is the result of choosing a method of influencing a resource to solve a task.

Analysis of scientific sources shows that a business decision is a result of analysis, forecasting, optimization of economic justification and choice of alternative from the set of options for achieving a specific goal of an enterprise [8, p. 7]. For our study, the definition is interesting, S. Klimenko [4, p. 8]. Under the economic decision, he proposes to understand the result of the analysis, forecasting, optimization, economic justification, and the choice of an alternative from a set of options for achieving a specific goal of an enterprise.

The study showed that the essence of economic decisions is manifested in various aspects, certifying the influence of these decisions on the economic, organizational, legal and technological interests of the enterprise.

Note that the economic essence is manifested in the fact that the development and implementation of any solution requires financial, material and other costs. Therefore, each decision has a real value, and its implementation should bring the company direct or indirect income. Note that a wrong or wrongly perceived decision by subordinates can lead a company to losses or to bankruptcy.

It should be noted that the organizational essence lies in the fact that in order to implement and implement the solution, an enterprise must have: a personnel is necessary; documents regulating the powers, rights, duties and responsibilities of employees and the enterprise itself; well-established control system, as well as coordinate the work of staff.

We believe that the social essence is laid in the mechanism of personnel management for the coordination of their activities within the team.

The legal essence of the decisions, according to our research, lies in the possibility of implementing

certain measures within the legislative field (based on the provisions presented in the legislative acts of Ukraine, international obligations, statutory and other documents of the enterprise itself).

The technological essence of solutions, in our opinion, is manifested in the possibility of providing personnel who carry out the development and implementation of solutions with the necessary technical and information resources. [9, p. 4].

You consider it expedient to dwell on a more detailed consideration of the methods of choosing the best option for an economic solution in conditions of irrelevance and risk.

So, to choose the optimal solution in a situation of risk, they use the Bayes rule (criterion of mathematical expectation), the criterion of the mean and standard deviation, the Bernoulli, Laplace, and Hurwitz criteria. [7, p. 10]

Note that the Bayes rule (expectation criterion) is based on the assumption that the probabilities of occurrence of possible states of the environment are known. This is a criterion for maximizing the average expected income. Note that it is used in a situation in which a decision is made, behind the following conditions:

- the probability of occurrence of the state Sj is known and does not depend on time;

- the decision was made theoretically to allow an infinite large number of implementations;

- some risk is allowed with small numbers of implementations.

Mandatory requirement $-\sum_{j=1}^{n} P_i = 1$. It means that all possible states of nature are used and there can be no others. The optimal alternative is calculated according to the formula 1.1 [9, p. 15]:

$$F = x_{ij} \times p_j \quad (1.1)$$

Note that, in accordance with the Bayes rule, the optimal alternative is considered an alternative with a higher value of mathematical expectation than in other alternatives [9, p. 7].

Note that one of the main indicators for assessing a business decision is the mathematical expectation.

According to our research, the mathematical expectation of the value of an economic indicator due to the uncertainty of the situation is usually defined as the weighted average of the probability of all its possible values, where the probability of each value is used as the specific weight, or become a contiguous frequency [10, p. 5].

The expectation is calculated by the formula 1.2 [11, p. 8]:

$$M(x) = \sum_{i=1}^{n} x_{ij} \times p_i \quad (1.2)$$

The mathematical expectation shows the average income (profit) that the enterprise can expect in the case of the implementation of the chosen solution. Usually, the more this indicator is, the more profitable is the strategy of the enterprise.

Expectation gives only a general idea of the possible consequences of a decision. However, in the implementation of any solution, an important task is not only the determination of the expected value of income, but, first of all, an assessment of the risks associated with its response. To do this, calculate the standard quadratic (standard) deviation according to the formula 1.3 [10, p. 18]:

$$\sigma(x) = \sqrt{\sum_{i=1}^{n}(x_{ij} - M(x))^2 \times p_1} \quad (1.3)$$

In risk theory, this indicator is considered the main indicator of risk. The larger the standard deviation, the greater the risk when making a certain decision [10, p. 18].

Note that the Bernoulli-Laplace criterion is used in the case when it can be assumed that any of the variants of the medium is no more likely than the other. Here it is assumed that all the states of the environment (all variants of the real situation) are equally likely (see Formula 1.4):

$$F = \frac{1}{n} \times \sum_{i=1}^{n} x_{ij} \quad (1.4)$$

Using the Hurwitz criterion, a balance is established between cases of extreme optimism and cases of extreme pessimism using the coefficient of optimism α. The optimal alternative by the Hurwitz criterion is found by the formula 1.5 [11, p. 6]:

$$F = \alpha \times (max_j \ x_{ij}) + (1 - \alpha) \times min_j x_{ij} \quad (1.5)$$

Note that the optimism coefficient α is determined from zero to one and shows the degree of the tendency of the decision maker to optimism or pessimism. If α = 1, then this indicates extreme optimism, if α = 0 is extreme pessimism. The best solution would be an alternative with the maximum result [11, p. 7].

Conclusions and offers. So, on the basis of the conducted study of the essence of the concept of "a formal solution", it can be concluded that economic decisions are the result of the analysis, forecasting, optimization of economic rationales and the choice of alternatives from a set of options to achieve a specific goal, not related to the activities of economic entities the sphere of production and sales of products (performance of works, provision of services). I considered the main elements and aspects of the manifestation of economic decisions, the classification of their classification features, which will significantly improve the performance of the economic system.

To select the optimal, effective and efficient solution, we recommend using the Bayesian criteria (expectation criterion), the criterion of the mean and standard deviation, Bernoulli, Laplace, and Hurwitz criteria. If the criteria indicate that it is necessary to take the same decision, then this is confirmed by his optimality. In the case of pointing to different solutions, priority should be given to the one with the higher expected value. In a risk situation, it is the main one.

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ANALIZA CONSUMULUI DE PRODUSE ALIMENTARE DE ORIGINE ANIMALIERĂ

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REZUMAT

Consumul de produse alimentare este determinat de prețurile de vânzare, cantitatea produsă, precum și de tradiții și obiceiuri. Lucrarea are drept scop analiza consumului de produse alimentare de origine animalieră pe cap de locuitor, pe calorii și factori nutritivi. În procesul investigației au fost utilizate metodele analizei, sintezei și comparației, iar baza informațională au constituit-o lucrările recente din domeniu, precum și datele statistice ale BNS. Rezultatele obținute arată că atât în mediul urban, cât și în cel rural consumul de carne și preparate din carne, lapte și produse din lapte, ouă, pește și produse din pește s-a majorat în anul 2017 față de anii precedenți. De asemenea a crescut și consumul de calorii total și consumul de calorii de origine animală în această perioadă în mediul urban și în cel rural. Consumul mai mare de proteine și lipide se datorează creșterii efectivului de păsări, iepuri de casă și caprine în perioada analizată. Creșterea consumului de glucide pe cap de locuitor în perioada analizată s-a produs pe baza creșterii volumului producției obținute de grâu, fructe sământoase și sâmburoase, nucifere, pomușoare, struguri de masă, precum și a mierii de albini în cadrul întreprinderilor agricole și gospodăriilor țărănești.

Cuvinte cheie: consum, produse alimentare, calorii, proteine, lipide, glucide.

ANALYSIS OF THE ANIMAL ORIGIN FOOD CONSUMPTION

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SUMMARY

Food consumption is determined by the sales prices, the obtained quantity, and traditions and habits. The paper aims to analyze the animal origin food consumption per capita, on calories and nutrients. The methods of analysis, synthesis and comparison were used in the investigation process, and the recent works in this field, as well as the statistical reports of the NBS formed the informational basis. The results show that in both urban and rural areas the consumption of meat and meat products, milk and milk products, eggs, fish and fish products increased in 2017 compared to previous years. Also, the consumption of total calories and the consumption of animal origin calories in this period increased in urban and rural areas. Higher protein and lipid consumption is due to the increase of poultry, rabbits and goats during the analyzed period. The increase of the carbohydrates consumption per capita was based on the rise of the production volume of wheat, seed orchards and orchards stone fruits, walnut, berry, table grapes and honey in agricultural enterprises and peasant farms.

Keywords: consumption, foods, calories, proteins, lipids, carbohydrates.