



УНІВЕРСИТЕТ імені АЛЬФРЕДА НОБЕЛЯ

ФОРМУВАННЯ МЕХАНІЗМІВ УПРАВЛІННЯ ЯКІСТЮ ТА ПІДВИЩЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВ

**XIV Міжнародна науково-практична
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моподих вчених та студентів**

Тези доповідей

5 квітня 2023 р.



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Електронне видання

Дніпро
2023

2. Писаренко Т. В., Кваша Т. К., Рожкова Л. В., Коваленко О. В. Інноваційна діяльність в Україні 2019: Науково-аналітична доповідь. К: УкрІНТЕІ, 2020. 45 с.

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CLARIFYING THE IMPORTANCE AND ROLE OF COMMUNICATIONS IN THE EFFICIENCY OF THE ENTERPRISE

When considering communications from a business perspective, it is important for an enterprise to transfer information between all employees, where the presentation of business ideas is the purpose of communication and understanding of the information context. An enterprise is fully focused on communication only when everything is organized and structured in the context of the organization, and the executives themselves are focused on the tasks they face. The specificity of the work of the company's management with its subordinates is manifested through the presentation of business information for general distribution in the team, which is aimed at establishing contact with customers [1].

It is the proposed dominants of the essential characteristics of enterprise communications, which, unlike the existing definitions, reveal their constitutional characteristics in business, technical and semantic terms, which allow us to systematize them according to the following classification criteria: scope, method of origin, method of implementation, volume and place of information receipt, type and form of communications, and all this will contribute to the search for new opportunities to improve communications management.

In particular, based on the scientific work of foreign and domestic scholars, we come to the conclusion that communication management in enterprises ensures support of the system of communication (interaction) between participants of business processes, transfer of management information aimed at ensuring the achievement of the enterprise's goals.

Communication is inherent in the professional staff of the enterprise, because it is through the employees involved in the information exchange that the communication process with all managerial and organizational rights takes place. The systematic and integrated use of communications at the enterprise is digital in nature because it is scientifically substantiated by the effectiveness of the addressee's information impact on the business environment in which the enterprise is located. If we consider communications in the business context, they become the philosophy of the business itself, in which all communication processes take place, which are not without the modern technologies development [2].

Thanks to the coordination of actions and the rapid development of technological levers for managing communications in enterprises, the enterprise itself develops. The more developed an enterprise is, the stronger its foundation becomes, which consists of information processes and the latest technologies that are so necessary for a modern enterprise. While maintaining information integration, the enterprise must quickly create duplication of technical and electronic information products for a better understanding of the transmitted information through such means as press, radio, sound and video recordings of working moments. Three phenomena are inherent in such technical characteristics of communication capabilities: the process of information transmission and dissemination, the information itself, and the means of communication at the enterprise. Participants in the communication process must take into account in their activities the means of communication, which act as tangible, material components of the communication process and are integral to the transmission, storage, distribution and production of communication data as values that are adjacent to the business environment of the enterprise with all its structural units [3].

If we rely on the semantic characteristics of enterprise communications, we will see not only the processes of communication and management in an enterprise with its various organizational aspects, but also the most complete and perfect system of interactions. The interests of semantics extend to all kinds and types of communications. Texts and sign systems are important, as they are a unique phenomenon in the transmission and receipt of information data that is presented as material carriers. Everything becomes clear only when the addressee chooses a communication channel through which the information message will move. In this case, messages are encoded into symbols, and the code itself must be known to the addressee, and the environment in which the process takes place must be accessible for perception. Mostly, communications affect the situation at the enterprise. The enterprise is becoming an information unified structure, as the communication role is constantly growing and the expansion and

accumulation of information data and information and communication technologies are expanding.

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CONTEXT AND DYNAMICS OF DEVELOPMENT OF THE CONFECTIONERY

Is the most developed industry in the food industry of Ukraine, and its production volumes make it possible to meet both domestic demand for confectionery products and create export potential.

When choosing a product, consumers increasingly pay attention to the country of manufacture, and in recent years, consumers increasingly choose products of Ukrainian manufacturers.

However, due to the 30 pandemic, the volume of sales of confectionery on the world market fell to 188.52 billion dollars. This decline continued in 2021. As for the confectionery market in Ukraine, it can be estimated at approximately 1.69 billion dollars. USA, which is 0.9% of the world market of confectionery products [1].

The analysis of the production of confectionery during 2018-2021 showed an ambiguous trend, since in 2019 we can observe a decline in production by an average of 4.52% compared to 2018, but in 2020 we see an increase in production compared to last year by 14.04% (or by 230.6 thousand tons).

Also, due to the unstable economic and political situation in Ukraine, confectionery enterprises lose profits, are forced to raise the prices of products or use cheaper raw materials in their production.