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*Fedotov S. O.***ENSURING THE EFFICIENCY OF THE FUNCTIONING OF THE ECONOMIC MECHANISM OF INDUSTRIAL ENTERPRISES BASED ON DIAGNOSTICS OF PRODUCTION AND ECONOMIC POTENTIAL****Engineering educational and scientific Institute of Zaporizhzhia National University,
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The article is devoted to identifying barriers and opportunities for ensuring the effective functioning of the economic mechanism of industrial enterprises on the basis of diagnostics of production and economic potential in the conditions of modern threats and the changing external environment. Based on systematization of the research and the use of a resource approach, it has been proposed to determine the production and economic potential of an industrial enterprise in the form of an integrated indicator, which is formed of five key components: material and technical, labor, financial, organizational and managerial, and innovative potentials. Analysis of the key components of integrated production and economic potential of an industrial enterprise has been provided, with the determination of the most important characteristics and indicators of each component as the basis for the formation of management decisions in the system of economic mechanism. For a comprehensive assessment of the production and economic potential of industrial enterprises, methodological approach has been developed, based on an integrated model that allows combining the proposed system of indicators into a single integrated indicator. In the course of analytical research, the negative impact of military aggression on the functioning of enterprises in the industrial sector of Ukraine was established. On the basis of the conducted research on the diagnostics of the production and economic potential of industrial enterprises, a basis for identifying barriers and opportunities for ensuring the effective functioning of the economic mechanism of industrial enterprises has been formed. Generalized classification scheme for barriers to the effective functioning of the economic mechanism of an enterprise has been proposed, which combines groups of institutional, economic, technological and social barriers, which allowed to identify potential opportunities for strategic development directions that should contribute to ensuring the effective functioning of the economic mechanism of an industrial enterprise. Recommendations for overcoming barriers to the effective functioning of the economic mechanism of industrial enterprises, taking into account the requirements of systematic, purposefulness and adaptability to transformational changes have been formulated.

Keywords: economic mechanism, production and economic potential, diagnostics, operating efficiency, sustainable development, identification of barriers, adaptation.

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Introduction and formulation of the problem

In the current conditions of global transformations caused by geopolitical instability, technological shifts and climate challenges, industrial enterprises face with the need to rethink organizational and economic models that create the basis for effective functioning. The use of the concept of sustainable development requires enterprises not only to ensure economic efficiency, but also to be environmentally responsible and socially sensitive. In this context, the formation of an adaptive economic mechanism that can ensure the efficiency, flexibility and sustainability of the process of functioning of industrial enterprises is of particular relevance.

One of the key stages in this process is the identification of barriers and opportunities that affect the efficiency of the economic mechanism of the enterprise. This will allow not only to identify internal and external limitations, but also to form strategic directions for the development of industrial enterprises, taking into account changes in the external environment.

In the scientific works of modern scientists, considerable attention is paid to the issue of identifying barriers to the effective functioning of various economic mechanisms. In particular, G. M. Filyuk conducts research on identifying barriers to the innovative development of industrial enterprises in Ukraine [1]. Such barriers included the insufficient number and diversity of sources of financing for innovation activities, the high level of shadow economy in Ukraine, and corruption. [1, p. 11-12].

O. I. Amosha, N. Yu. Bryukhovetska and I. P. Buleev note that the basic industry, the dominant one in the development of self-sufficient countries remains industry and mechanical engineering, which effectively master scientific and technological achievements [2]. The work [2] justifies the expediency of restructuring the industry by modernizing mechanical engineering, which will ensure the recovery of the economy as a whole.

The scientific work of L. M. Khrystenko, O. Yu. Chorna and O. A. Velitchenko [3] is devoted to the diagnosis of barriers to the functioning of resource and cost management mechanisms of domestic enterprises in modern crisis conditions. As a result of the identified problems, scientists testify [3, p. 127] to the need for a deep transformation of the existing mechanisms for managing resources and costs - from the well-known traditional approaches, which are focused on stable economic conditions, to flexible and crisis-adapted systems that are capable of constant monitoring of external threats with elements of operational response and adaptation of management decisions.

An important aspect is the development of a methodological approach to identify barriers to the effective functioning of the economic mechanism of industrial enterprises in the context of sustainable development, which should be formed using analytical technologies, mathematical tools and focused on the relevant field of practical application [4, 5]. The choice of many components depends on the objectives of study, data availability, industry specifics, and the level of detail that needs to be achieved. It should be noted that some well-known methods are focused on strategic assessment of the external environment [2, 6, 7, 8 etc.], others – for in-depth analysis of internal processes or social factors [9, 10 etc.]. It is important to consider that the use of different methods allows different interpretations of barriers, in particular, risks, constraints, conflicts or structural dysfunctions, and, accordingly, on this basis, scientists offer different approaches to overcoming them. In our opinion, conducting effective research provides taking into account the existing potential and combining several methods to obtain a comprehensive, systemic view of the problem, which will allow forming the basis for sound management decisions.

Purpose of the article

The purpose of the article is to identify barriers and opportunities for ensuring the effective functioning of the economic mechanism of industrial enterprises on the basis of diagnostics of production and economic potential in the conditions of modern threats and the changing external environment.

Presentation of the main material

One of the key areas of ensuring the resilience of enterprises to external challenges and threats is the formation of an adaptive economic mechanism capable of responding to external and internal changes. In this context, an important stage is the diagnostics of production and economic potential, which allows identifying strengths and weaknesses of the enterprise, assessing the level of resource provision, efficiency of using existing capacities and determining the prospects for economic development.

Modern scientists pay considerable attention to the issues of determining the essence of the formation, functioning and development of the potential of industrial enterprises, methods of its quantitative assessment and assessment of the level of influence of the potential on economic development indicators. Among the many works of scientists, it is worth noting the research of such scientists as N. V. Burennikova, P. F. Drucker, M. O. Kyzym, I. A. Markina, P. G. Pererva, M. E. Porter, O. V. Yakymenko, V. O. Yarmolenko and many others.

As is known [9, p. 177], potential (from Latin *potentia* – “power, strength”) as an economic category indicates the available opportunities, resources, reserves, and means that can be used to achieve and implement anything.

Based on the analysis of scientific sources, we note the presence of a significant number of scientific and methodological approaches used to conduct research on the potential of industrial enterprises. In particular, there are known resource, systemic, complex, situational, functional, target, adaptive,

innovative, normative, and process approaches that scientists use in the course of research.

We believe that in order to conduct high-quality diagnostics, it is necessary to clearly structure the potential of an industrial enterprise. Based on the use of a resource-based approach [4, 11 etc.] and structuring the results of research [9, 10, 12 etc.], which are presented in the scientific literature, we propose to highlight the following main components of the production and economic potential of an industrial enterprise (Fig. 1).

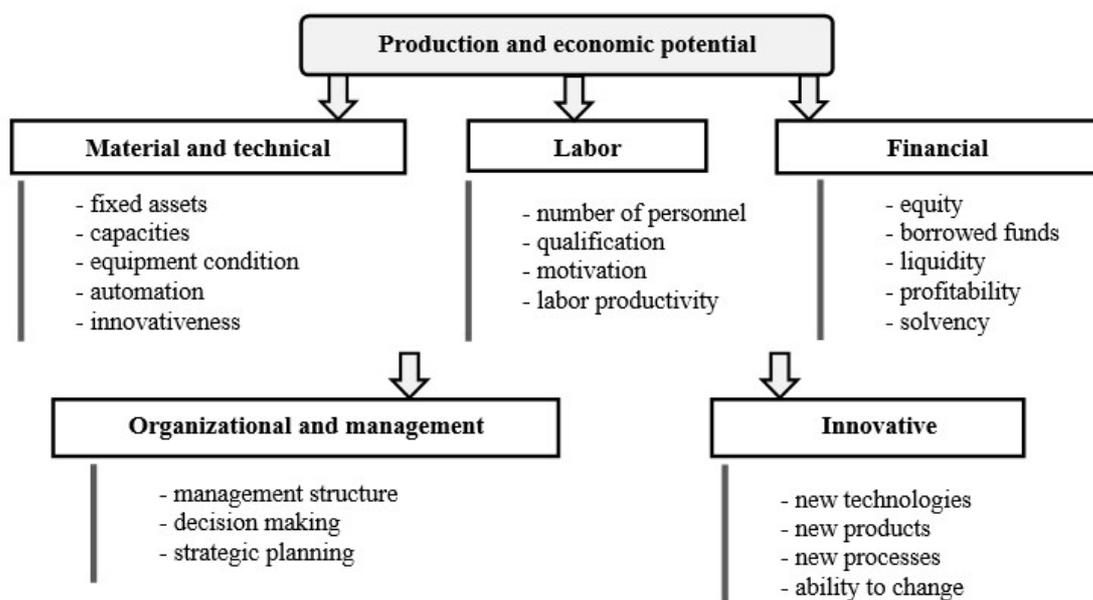


Fig. 1. Structure of the production and economic potential of an industrial enterprise

Source: generalized and systematized by the author based on data [9, 10, 12]

Systematization of research allows us to determine the production and economic potential of an industrial enterprise in the form of an integrated indicator, which is formed of five key components: material and technical, labor, financial, organizational and managerial, and innovative potential. Let us consider the key components of the integrated production and economic potential of an industrial enterprise (Table 1) with the definition of the most important characteristics and indicators of each component as the basis for the formation of management decisions in the system of economic mechanism. We believe that the proposed structure will allow us to diagnose the production and economic potential of an industrial enterprise at the system level and, based on the results of the quantitative assessment, identify reserves for the formation of justified management decisions.

In the practice of diagnosing the production and economic potential of an enterprise, both quantitative

and qualitative methods are used, which allow to make a comprehensive assessment of the state, dynamics and prospects for the development of key resources and subsystems [4, 9, 11 etc.]. Quantitative methods are based on the analysis of statistical indicators, economic and mathematical models and indices, while qualitative methods are based on expert judgments, strategic assessments and comparisons.

The choice of methods depends on the purpose of the diagnosis, data availability, industry specifics and level of detail. We believe that a combination of different approaches provides depth of analysis, identification of hidden reserves and formation of sound management decisions.

Production and economic potential characterizes the ability of enterprises to effectively use available material, labor, financial and intellectual resources to create competitive products, provide services and ensure sustainable economic growth. Assessment of production

and economic potential is an important component for strategic planning, identification of development reserves and formation of effective economic policy. To conduct diagnostics and obtain an objective assessment, we consider it appropriate to propose for use a system of indicators that reflect the state of each component of the production and economic potential

of an industrial enterprise. Taking into account the proposed structure, conducting diagnostics of production and economic potential allows us to take into account the level of technical equipment, organization of production processes, personnel qualifications, innovative activity, as well as the ability to adapt to changes in the market environment.

Table 1

Key components of the enterprise’s production and economic potential

Key components	Important characteristics and indicators	The basis for the formation of management decisions
<i>Material and technical potential</i> as a set of physical resources that ensure the production activities of an enterprise	The degree of wear and tear of equipment, the availability of reserve capacities, the level of automation of production processes, as well as the ability of the enterprise to implement modern technologies that increase productivity and product quality	Determining physical limits of production and a degree of impact on the competitiveness of the enterprise in the market
<i>The labor potential of an enterprise</i> is a set of human resources that ensure the performance of production, management and innovation functions	Quantitative indicators (number of personnel, employment structure) and qualitative characteristics (level of education, professional training, experience, competencies)	The basis for implementing the strategic goals of the enterprise, especially in the context of technological change and digitalization
<i>Financial potential</i> as the level of an enterprise's ability to provide its activities with the necessary financial resources, maintain financial stability, and implement investment projects	Volume of equity, level of external financial resources (loans, investments), asset liquidity, solvency, financial stability indicator, as well as profitability indicators (profitability, net profit, NPV, IRR)	The basis for flexible response to market changes, justification for investment in development, modernization and innovation, as well as ensuring the fulfilment of obligations to partners and the state
<i>Organizational and managerial potential</i> as the ability of an enterprise to effectively coordinate its activities, make informed decisions and implement strategic plans	Management culture, leadership style, ability to think strategically, flexibility in responding to changes, and effectiveness of communications between departments	The basis for determining the ability of an enterprise to adapt to external challenges and implement innovative projects
<i>Innovative potential of the enterprise</i> as the ability to generate, implement and commercialize new ideas, technologies, products and processes	Qualified personnel capable of working with new technologies, partnerships with scientific institutions, participation in cluster initiatives and ability of the enterprise to quickly adapt innovations to market needs	The basis for the formation of long-term competitiveness and sustainable development

Source: summarized and systematized by the author

Based on the views of many scientists [9, 10, 12, 13 etc.] it is appropriate to note that potential is a dynamic system that is capable of changing and transforming under the influence of the external environment and internal management decisions. Transformational changes in potential as a dynamic system are caused by three main sources of influence. Firstly, the external environment, which encompasses

factors beyond the control of the enterprise, such as market conditions, legislative changes, competition, geopolitical risks and environmental challenges, which shape the general operating conditions. Secondly, internal management decisions, i.e. management actions aimed at strategic planning, resource optimization, organizational structure change, financial management and personnel policy, which directly

affect the efficiency of potential use, and thirdly, innovation processes, which include the introduction of new information technologies, business process modelling, personnel development and the formation of innovative culture, which ensure the renewal, modernization and long-term competitiveness of the enterprise. All these factors interact with each other, creating conditions for diagnostics with an assessment of potential development in accordance with strategic goals.

For a comprehensive assessment of the production and economic potential of industrial enterprises, a methodological approach has been developed, based on the integrated model that allows combining various indicators into a single integrated indicator. In accordance with the methodological approach, it has been planned to conduct the research in the following stages.

At the 1st stage, monetary indicators are brought to the prices of the base year. We take 2016 as the base year and, using statistical data on consumer price indices, we calculate the accumulated consumer price

indices. To obtain the accumulated consumer price indices from the base year 2016, we multiply all annual coefficients (consumer price indices in the form of decimal numbers) from the base year to the required.

In the process of research, it has been noticed that compared to 2016, the highest level of labor productivity had been achieved before the war in Ukraine in 2021. And, in 2022 it became the lowest for the period of 2017-2024. Wages are also characterized by a similar trend - a significant drop was observed in 2022. Analysis of innovation spending in industry taking into account consumer price indices generally allows us to state that 2022 was the worst for the entire observation period.

The nature of the detail of these changes can be determined by analyzing the growth rates (Fig. 2 - Fig. 3). During 2018-2020, various trends are observed, in particular, the growth rates of labor productivity to the base year 2016 tend to slow down despite the increase in magnitude compared to 2017.

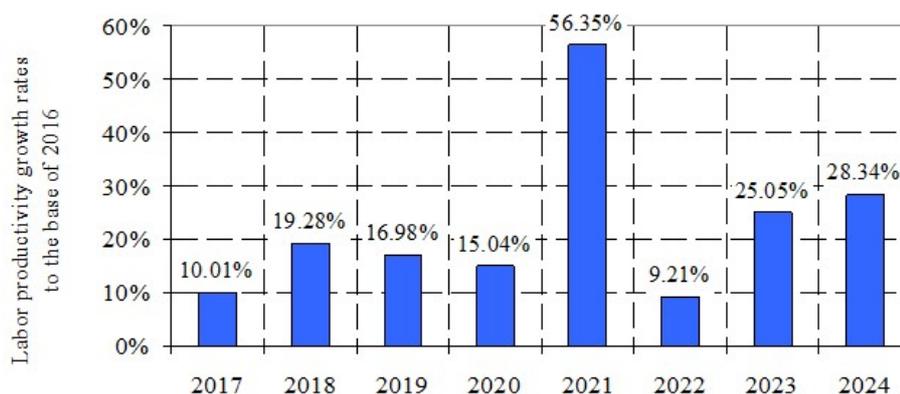


Fig. 2. Labor productivity growth rates to the base of 2016

Source: authors' development based on data [14, 15]

At the same time, there is a stable positive trend in the growth rate of the average salary. During 2017-2021, there is a significant increase in the average salary, taking into account consumer price indices, brought to the base of 2016. Labor productivity in 2021 is set to increase by 56.35% and the average salary by 54.03%.

The beginning of military aggression negatively affected the functioning of enterprises in the industrial sector. There is a significant decline in all economic, social and financial indicators. In particular, labor productivity rates in 2022 decreased by 47.14% (56.35% - 9.21%) compared to the previous year and

reached the lowest level for the entire observation period of 9.21%. The average salary rate also decreases in 2022 by 19.35% (54.03% - 34.68%) compared to 2021 and reaches the lowest level of 34.68% for the period 2019-2024. During 2023-2024, positive trends begin to emerge, especially cost increase spending on innovation in industry.

At the 2nd stage, we normalize the indicators, which allows us to bring various indicators to a single scale. As it is known, there are various normalization methods, including linear scaling, Z-score scaling, logarithmic scaling, etc. To normalize the indicators, we use the linear scaling method (for features that are

evenly distributed in a fixed range) according to the following formula:

$$X_{norm} = \frac{X_i - X_{Tmin}}{X_{Tmax} - X_{Tmin}}, \quad (1)$$

where X_{norm} – normalized value to the indicator value;
 X_i – indicator value;
 X_{Tmin} – lower threshold of the normalization range;
 X_{Tmax} – upper threshold of the normalization range.

At the 3rd stage, we determine the weight coefficients depending on the significance of each indicator. Based on the results of the expert assessment, we accept:

labor productivity – with a weight of 0.25;
 average salary – with a weight of 0.15;
 depreciation of fixed assets – with a weight of 0.4;
 expenditure on innovations in industry – with a weight of 0.2.

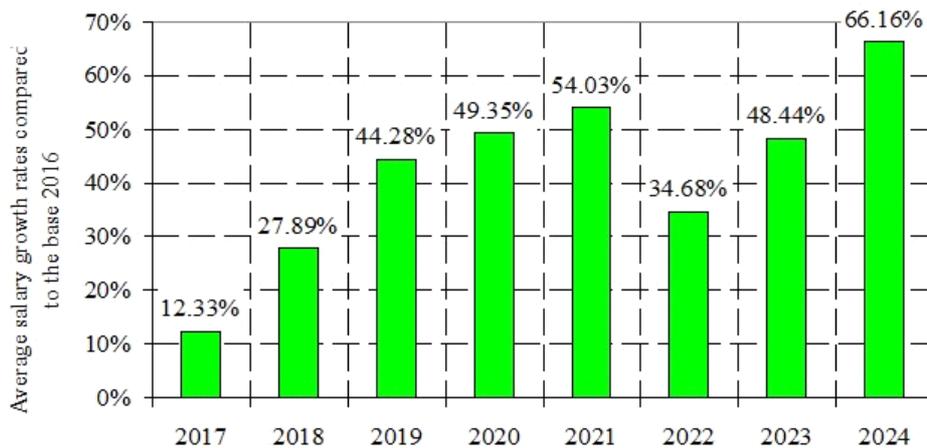


Fig. 3. Average salary growth rates compared to the base 2016

Source: authors' development based on data [14, 15]

On the 4th, we will calculate the integral index of production and economic potential - as a sum of the products of normalized values, taking into account the corresponding weight values of each indicator according to the formula

$$I p_i = L P_i \cdot W_{LP} + A S_i \cdot W_{AS} + F A_i \cdot W_{FA} + I C_i \cdot W_{IC}, \quad (2)$$

where $L P_i$ – normalized labor productivity values;
 $A S_i$ – normalized average salary values;
 $F A_i$ – normalized depreciation values of fixed assets;
 $I C_i$ – normalized values of innovation costs in industry;

W_{LP} , W_{AS} , W_{FA} , W_{IC} – weights of labor productivity, average salary, depreciation of fixed assets, and innovation costs in industry.

Fig. 4 presents graphical interpretation of the results of calculations of integrated values of the production and economic potential of industrial enterprises.

According to the results of the study, it is appropriate to note that there is no clearly expressed trend in the integrated value of the production and economic potential of industrial enterprises over the past decade. The dynamics of changes during 2017–2020 cannot be characterized positively, because there is a gradual decrease in the production and economic potential of industrial enterprises in the integrated value. Despite the consequences of the COVID-19 pandemic, 2021 is determined as the best - the production and economic potential of industrial enterprises is characterized by the highest integrated value at the level of 0.654. In 2022, the integrated value of the production and economic potential of industrial enterprises decreases by 3.7 times to the level of 0.179, which indicates the consequence of the systemic negative impact of Russian aggression against Ukraine. Over the next two years, 2023–2024, a positive trend is observed in the gradual increase in the integrated value of the production and economic potential of industrial enterprises.



Fig. 4. Integrated values of the production and economic potential of industrial enterprises for the period 2016–2024

Source: calculated and constructed by the author based on data [14, 15]

Based on the conducted research, it is appropriate to note that diagnostics of the production and economic potential of industrial enterprises allows forming a basis for identifying barriers and opportunities for ensuring the effective functioning of the economic mechanism of industrial enterprises.

In the context of sustainable development, the economic mechanism must be adaptive, that is, capable of rapid restructuring under the influence of external and internal changes. Ensuring an appropriate level of adaptation, taking into account the assessment of the impact of internal and external constraints, is possible by identifying barriers to effective functioning, which will allow to make systematic identification and structuring of factors that impede the development and reconstruction of an industrial enterprise (Fig. 5).

Based on the analysis of the proposed generalized classification scheme of barriers to the sustainable functioning of the economic mechanism of an enterprise, potential opportunities for strategic development directions that should contribute to the modernization of the economic mechanism of an industrial enterprise have been identified.

Based on the identified barriers and potential opportunities, it is possible to outline the key areas of transformation of the economic mechanism of industrial enterprises:

- integration of sustainable development principles into strategic planning,
- modernization of the investment mechanism,
- development of the environmental accounting and reporting system,
- restructuring of the personnel motivation system,
- digitalization and modelling of management processes.

Recommendations for overcoming barriers to the effective functioning of the economic mechanism of industrial enterprises, taking into account the requirements for systematic, purposefulness and adaptability to transformational changes based on the research materials of modern scientists [3, 5 – 10, 12 - 13] have been formulated.

In the area of institutional barriers, it is advisable to intensify the participation of enterprises in international sustainable development programs, in particular, in grant initiatives of European Union, UN and other donor structures. This will allow attracting additional resources and integrating the enterprise into global environmental and innovation processes. At the same time, it is important to carry out constant monitoring of the environment - through industry associations, public consultations and partnerships with authorities.

To overcome economic barriers, it is necessary to ensure diversification of financing sources, in particular, by attracting private investors, using public-private partnership mechanisms and participating in green financial programs. A promising direction is the conclusion of energy contracts that allow modernizing infrastructure by saving energy resources.

In the technological dimension, we consider it appropriate to provide recommendations for conducting a comprehensive audit of existing production facilities in order to identify critical points of technological modernization. Based on the results of such an audit, roadmaps for technological renewal should be developed with the phased introduction of energy-efficient, digital and environmentally friendly technologies. This will allow increasing productivity and reducing costs in accordance with the requirements of sustainable development.

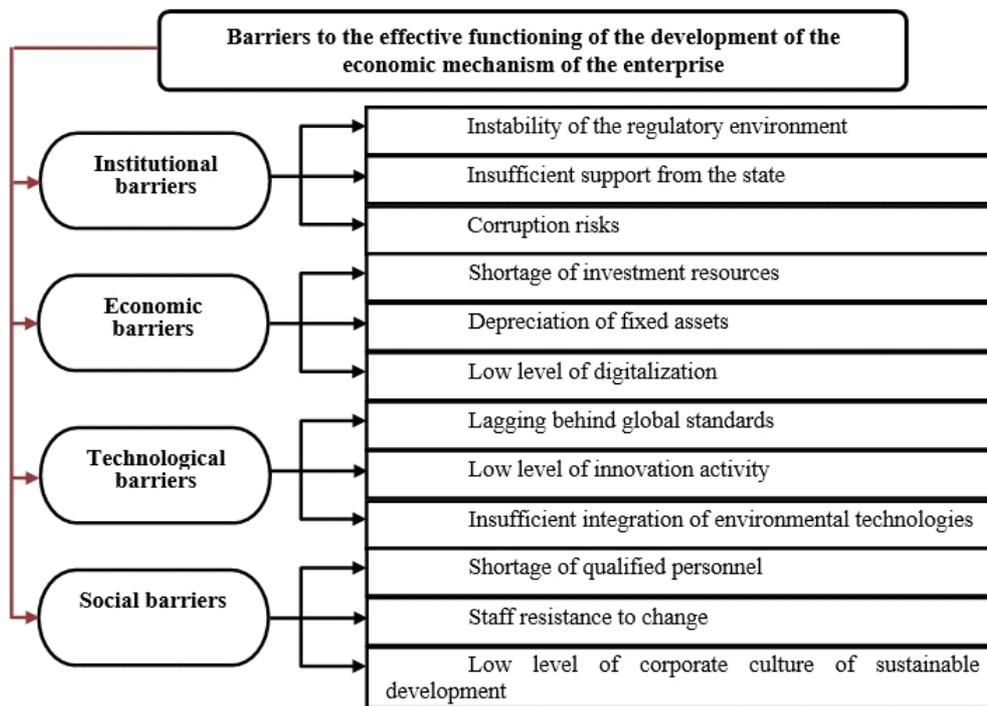


Fig. 5. Generalized classification scheme of barriers to the effective functioning of the organizational and economic mechanism of the enterprise

Source: generalized and systematized by the author

Social barriers require special attention to human capital development. It is important to implement educational programs for personnel aimed at forming environmental awareness, digital skills and understanding the principles of sustainable development. In parallel, internal communication campaigns should be implemented that will contribute to the formation of corporate culture, social responsibility, openness to change with the involvement of industrial enterprise employees in transformation processes.

Identification of barriers and opportunities for the functioning of the economic mechanism of industrial enterprises in the context of sustainable development is a key stage in the formation of an adaptive management model, which allows identifying bottlenecks and forming priorities for strategic transformation.

The economic mechanism of an industrial enterprise is represented as a holistic system of interconnected methods, tools, levers and incentives that ensure the achievement of the strategic and operational goals of the business entity in the conditions of modern changes, economic and technological transformations. In its structural

construction such mechanism covers both financial and economic components (budgeting, pricing, investment planning), and organizational and managerial elements (management structure, personnel motivation, control system). In order to form decisions, economic mechanism includes environmental and social regulators, which acquire special importance in the context of sustainable development and allow forming the basis of managerial decisions with the regulation of internal processes and adaptation of the enterprise's behaviour in a competitive market.

Conclusions

Based on the use of the resource approach and structuring methods, it is proposed to distinguish material and technical, labor, financial, organizational and managerial and innovative potentials as five main components of the production and economic potential of an industrial enterprise. To conduct diagnostics and obtain an objective assessment, a system of indicators has been proposed that reflect the state of each component of the production and economic potential of an industrial enterprise. The most important characteristics and indicators of each component of the production and economic potential

of an industrial enterprise have been determined as the basis for the formation of management decisions in the system of economic mechanism.

The methodological approach based on an integrated model has been developed and a single integrated indicator has been proposed for a comprehensive assessment of the production and economic potential of industrial enterprises, which has allowed forming a basis for identifying barriers and opportunities for ensuring the effective functioning of the economic mechanism of industrial enterprises.

The components of the barriers to the sustainable functioning of the economic mechanism of the enterprise are being proposed in accordance with the established classification with subsequent associations to institutional, economic, technological and social barriers. Based on the analysis of the proposed generalized classification scheme of the barriers to the sustainable functioning of the economic mechanism of the enterprise, potential opportunities for strategic development directions have been determined, which allowed to outline key directions of transformation of the economic mechanism of industrial enterprises and to provide recommendations for overcoming barriers.

Further research is aimed at developing a model of an adaptive economic mechanism for the effective functioning of industrial enterprises.

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робничо-економічного потенціалу промислових підприємств розроблено методичний підхід в основу якого покладено інтегровану модель, яка дозволяє об'єднати запропоновану систему показників до єдиного інтегрованого показника. В ході проведення аналітичних досліджень встановлено негативний вплив воєнної агресії на функціонування підприємств промислового сектору України. На підґрунті проведених досліджень з діагностики виробничо-економічного потенціалу промислових підприємств сформовано базу для виявлення бар'єрів і можливостей забезпечення ефективного функціонування економічного механізму промислових підприємств. Запропоновано узагальнену схему класифікації бар'єрів ефективного функціонування економічного механізму підприємства, яка поєднує групи інституційних, економічних, технологічних та соціальних бар'єрів, що дозволило визначити потенційні можливості стратегічних напрямів розвитку, які мають сприяти забезпеченню ефективності функціонування економічного механізму промислового підприємства. Сформовано рекомендації щодо подолання бар'єрів ефективного функціонування економічного механізму промислових підприємств, враховуючи вимоги системності, цілеспрямованості та адаптованості до трансформаційних змін.

Ключові слова: економічний механізм, виробничо-економічний потенціал, діагностика, ефективність функціонування, сталий розвиток, ідентифікація бар'єрів, адаптація.

ENSURING THE EFFICIENCY OF THE FUNCTIONING OF THE ECONOMIC MECHANISM OF INDUSTRIAL ENTERPRISES BASED ON DIAGNOSTICS OF PRODUCTION AND ECONOMIC POTENTIAL

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The article is devoted to identifying barriers and opportunities for ensuring the effective functioning of the economic mechanism of industrial enterprises on the basis of diagnostics of production and economic potential in the conditions of modern threats and the changing external environment. Based on systematization of the research and the use of a resource approach, it has been proposed to determine the production and economic potential of an industrial enterprise in the form of an integrated indicator, which is formed of five key components: material and technical, labor, financial, organizational and managerial, and innovative potentials. Analysis of the key components of integrated production and economic potential of an industrial enterprise has been provided, with the determination of the most important characteristics and indicators of each component as the basis for the formation of management decisions in the system of economic mechanism. For a comprehensive assessment of the production and economic potential of industrial enterprises, methodological approach has been developed, based on an integrated model that allows combining the proposed system of indicators into a single integrated indicator. In the course of analytical research, the negative impact of military aggression on the functioning of enterprises in the industrial sector of Ukraine was established. On the basis of the conducted research on the diagnostics of the production and economic potential of industrial enterprises, a basis for identifying barriers and opportunities for ensuring the effective functioning of the economic mechanism of industrial enterprises has been formed. Generalized classification

ЗАБЕЗПЕЧЕННЯ ЕФЕКТИВНОСТІ ФУНКЦІОНУВАННЯ ЕКОНОМІЧНОГО МЕХАНІЗМУ ПРОМИСЛОВИХ ПІДПРИЄМСТВ НА ПІДГРУНТІ ДІАГНОСТИКИ ВИРОБНИЧО-ЕКОНОМІЧНОГО ПОТЕНЦІАЛУ Федотов С.О.

Стаття присвячена визначенню бар'єрів та можливостей забезпечення ефективного функціонування економічного механізму промислових підприємств на підґрунті діагностики виробничо-економічного потенціалу в умовах сучасних загроз та мінливого зовнішнього середовища. На підґрунті систематизації досліджень та використання ресурсного підходу запропоновано визначити виробничо-економічного потенціалу промислового підприємства у вигляді інтегрованого показника, який формується з п'яти ключових складових: матеріально-технічного, трудового, фінансового, організаційно-управлінського та інноваційного потенціалів. Надамо аналіз ключовим складовим інтегрованого виробничо-економічного потенціалу промислового підприємства з визначенням важливіших характеристик та показників кожної складової як підґрунтя формування управлінських рішень в системі економічного механізму. Для комплексної оцінки ви-

scheme for barriers to the effective functioning of the economic mechanism of an enterprise has been proposed, which combines groups of institutional, economic, technological and social barriers, which allowed to identify potential opportunities for strategic development directions that should contribute to ensuring the effective functioning of the economic mechanism of an industrial enterprise. Recommendations for overcoming barriers to the effective functioning of the economic mechanism of industrial enterprises, taking into account the requirements of systematic, purposefulness and adaptability to transformational changes have been formulated.

Keywords: economic mechanism, production and economic potential, diagnostics, operating efficiency, sustainable development, identification of barriers, adaptation.

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