

ECONOMICS
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Levchenko A.S., Danilina I.A. Main tendencies of business activity increase of industrial enterprise

The concept of business activity of the industrial enterprise as the complete system including market, marketing, production, labor, innovative, investment and financial activity is presented. Each of subsystems is described with the corresponding ways of improvement of business activity. Measures for improvement of business activity which can find practical application have been described in details. The analysis and generalization of each structural component showed interrelation of the offered ways of improvement and the need for complex application of measures for considerable improvement of business activity. The conclusion is made that the management of business activity with maximum effect at the minimum of expenses, means complete improvement of the use of material, labor and financial resources, instead of single-direction regulation.

Key words: business activity, subsystem, directions, market activity, marketing activity, production activity, labor activity, innovative activity, investment activity, financial activity.

Belgorod state technological university

of V.G. Shukhov. Belgorod, Russia

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