

Додаток до матеріалів
Міжнародної науково-практичної інтернет-конференції

**«КОНКУРЕНТОСПРОМОЖНІСТЬ ТА ІННОВАЦІЇ:
ПРОБЛЕМИ НАУКИ ТА ПРАКТИКИ»**

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Тези доповідей

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Features of ecologically-oriented development of companies in the conditions of globalization

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In the conditions of globalization, the development of industrial companies begins with the formation of an effective management system, which includes management of production, social, economic, ecologically oriented, investment, financial and marketing development. A necessary prerequisite for the further functioning of all industrial companies is ecological and economic management, the emergence of which is a result of the development of the world economy, globalization trends and a serious deterioration of the general ecological situation. The development of environmentally-oriented management should take into account the peculiarities of the economic situation and changes in internal and external factors.

The relevance of the study of ecologically-oriented development was formed under the influence of many factors, the main of which is a fundamental change in society's understanding of the importance of the ecological component. In this context, one of the urgent tasks that must be solved is building an optimized and effective partnership between industrial companies and establishing a mechanism of interaction between industrial companies both among themselves and with the country. At the same time, the system of economic interests of industrial companies contains an important component for the country, aimed at maintaining the environmental security of the region and the country as a whole.

Today, the study of the directions of development of industrial companies involves taking into account the ecological component, since it is the environmentalization of production that is the most important element in the system of components of the development of companies. Many scientists are engaged in the study of these problems, namely: H. Bilyavskyi, O. Vasyuta, H. Gardner, L. Garmider, G. Dailey, V. Isayenko, T. Kalinichenko, V. Patyka, N. Lukyanchikov, N. Reimers, G. French, N. Chupryna and others. As noted by the authors [1], the greening of production is closely related to the development of science and technology and can provide an opportunity to introduce fundamentally new, environmentally safe equipment and technologies (new energy sources, waste processing, waste-free technologies, logistics, environmentally oriented personnel, etc.), and also significantly improve the environmental friendliness of work. Environmentalization of production directly depends on the economic situation.

By ecologically oriented development of the company, N. Chupryna understands the process of adjusting actions in part of the evolutionary change of the company's management system, in which among the main elements, an ecological component is allocated, which is provided by all the resources of the enterprise with a different share of participation. In the conditions of modern challenges, the functioning of the system with such a structure allows preventing and avoiding environmental problems [2].

In today's complex ecological and economic situation, it is expedient for industrial companies to develop the concept of ecologically oriented development. This will make it possible to form unique management levers that combine typical management solutions with modern world trends in the field of ecology, environmental protection, implementation of modern ecological techniques and technologies, etc. This, in turn, will contribute to fundamental changes in national management systems, providing them with economic tools to solve environmental problems.

Solving environmental problems and all their components, that is, not only eliminating their immediate consequences, but also a detailed study

and elimination of their impact on the internal and external environment of the company is the central idea of the concept of ecologically oriented development. In the implementation of this concept, the most important thing is to prevent environmental problems and solve them before they arise. If companies adhere to an ecologically oriented concept of development, a balance is ensured between personal or corporate interests (economic, social, etc.) and the maintenance of the ecological situation in the research phase and its improvement. At the same time, industrial relations are formed based on the establishment of development priorities on an ecological and economic basis, which ensures a significant social effect in the future.

Increasing the effectiveness of international cooperation in this area will enable developing countries not only to gain experience in solving environmental problems from developed countries, but also to receive material and non-material assistance from the international community if necessary. Today, this approach makes it possible to preserve the ecological component in the economic activity of various countries, regardless of the level of their economic growth.

So, the modern management system is a complex structure consisting of many elements, the main one of which today is ecological development, which requires adjusting the economic goals of industrial companies in the direction of greening production and its compliance with modern environmental standards.

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