

ABSTRACT

Master's thesis on «Adaptive management in an unstable environment (based on JSC "Wimm-Bill-Dann Ukraine")» includes 117 pages, 22 tables, 11 drawings. The bibliography list consists of 38 items.

Theme urgency is that methodologically correctly chosen and built diagnostic system of adaptive processes determines the effectiveness of adaptation the economic mechanism of functioning of enterprises in terms of institutional instability. Diagnosis of adaptive processes conducted to identify problems adapting economic mechanism of functioning of enterprises and the creation of specific socio-economic measures to eliminate them. The need for rapid diagnosis of the enterprise updated adaptive problem situations in the presence of economic mechanism of functioning of enterprises in the market, the need to accelerate the pace of regulation and strategic adjustments, and, above all, management systems and marketing.

Master's thesis was performed at the National Technical University of Ukraine "KPI" (Kyiv) according to the plans of research works of the Department of Management. Results of research conducted in the work are the part of the scientific theme: "Managing the development of enterprises in the resource limitations (state registration 0114U001135).

The study aims to generalize the theoretical justification provisions and practical recommendations for the adaptation of enterprises to unstable environmental conditions.

Objectives of the study:

- disclose the nature and characteristics of adaptive management;
- describe the system adaptive response factors of the company;
- methodical bases of an estimation of efficiency of enterprise processes adaptability to external changes;
- implement organizational and economic characteristics of the enterprise, analyze the environment of its operations, development problems;
- diagnose adaptive enterprise management system;
- evaluate the effectiveness of enterprise adaptation to the effects of environmental factors;
- define and justify the directions of providing adaptive enterprise development in fragile environments and propose mechanisms for their implementation;
- economically justify the feasibility of the directions of enterprise software adaptability to external changes.

Object is adaptive enterprise management system JSC "Wimm-Bill-Dann Ukraine".

The subject of research is theoretical and applied principles of adaptive management in JSC "Wimm-Bill-Dann Ukraine".

In the work to achieve this goal were used the following methods: systematic approach (to study the problems of improvement of adaptive management in the enterprise); financial and economic analysis (for the study of organizational and economic activity of the enterprise); graphic (for visual representation of results).

Scientific novelty lies in the systematization of theoretical and methodical positions adaptive control system building modern enterprise and justification of the basis of complex strategic direction to ensure adaptation JSC "Wimm-Bill-Dann Ukraine" to unstable environmental conditions at present.

Results of the study can be used by domestic enterprises of food industry in order to enhance adaptation processes of enterprises in the financial and economic instability.

Developed in the thesis work proposals for ensuring adaptive enterprise development in the organization of direct sales and to market Moldova were presented to the top management JSC "Wimm-Bill-Dann Ukraine", which recognized action-oriented proposals and their possible implementation in the future (act implementation № 8 from 12.20.2015).

Keywords: adaptation, adaptive management, environmental factors, assessment of adaptability of an enterprises.