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IMPROVING THE METHODOLOGY FOR ASSESSING THE LEVEL OF SUSTAINABLE DEVELOPMENT OF ENTERPRISES

In the conditions of economic recovery of Ukraine, transition to digital technologies, increasing requirements to the quality of products - these are the main factors that the enterprise has to face in modern operating conditions. Business recovery is essential to the country's recovery.

In the domestic and foreign works of scientists: I. Ansoff, G. Mincberg, P. Doyle, A.P. Gradov, V.S. Efremov, O.S. Vikhansky very often worked out the issue of developing the strategy of the enterprise, ensuring their strategic growth and sustainable development [1].

The basis for determining the purpose of the development of the enterprise, in the formation of a strategy for sustainable growth, and the initial stage of planning is to assess the level of its sustainability.

The most appropriate, in our opinion, is to assess the level of sustainable development using an aggregated index. This approach involves the study of indicators of the six components of sustainability (industrial, economic, marketing, human resource, entrepreneurial, digital), which makes it possible to identify the growth potential of the enterprise [2].

We propose to use the system of indicators shown in table 1 to assess the level of sustainable development of enterprises.

Table 1 - The system of indicators for assessing the level of sustainable enterprise development

Component	Indicators
1. Marketing	1. Profitability of sales 2. Gross margin 3. Profitability of sales on net profit
2. Economic	4. Summary Financial Sustainability Ratio 5. Net Assets Profitability 6. Return on Assets 7. Return on Equity 8. Indicator, Reverse Financial Cycle Duration
3. Production	9. Profitability of production activities (economic) 10. Profit from sales per ruble invested in production and sales of products (works, services) 11. Profitability of production assets 12. Investment 13. Profitability of fixed assets (through net profit) 14. Return-to-life of net working capital

4. Human resources	15. Number of employees of enterprises 16. Average wage
5. Business	17. Turnover of working capital 18. Turnover of stocks 19. Turnover rate in calculations 20. Turnover of accounts payable 21. Short-term debt turnover 22. Turnover of assets (capital) 23. Turnover of net equity capital 24. Turnover of working assets 25. Indicator, the reverse of the operational cycle
6. Digital	26. Frequency of use of digitization terms

As shown in table 1 each indicator in each sustainability component describes the state of a particular process in an enterprise. The integrated sustainability index is defined by combinations of different actions under the six sustainability pillars. Indicators are calculated on the basis of financial statements.

The conclusion about the level of sustainable development of the enterprise as a whole is formed on the basis of the obtained value of the integrated index. If it is in the range of 0.8-1 - this indicates very high stability class I; 0.6-0.79 - high stability class II, 0.35-0.59 - stability risk (class II), 0.2-0.34 precariousness (class IV) and 0-0.19 crisis state (class V).

We believe that the proposed approach to assessing the level of sustainable development of enterprises will allow to assess the level of sustainability of enterprises of any industry and size.

References:

1. Knyazkova, V. S. (2018). Digital transformation of the financial sphere: the aspect of knowledge and skills of employees . Economy. Business. Finance.
2. Ilyina, E.A, Sviridova, S.V., Selyutin, E.V., & Zenina, G.D. (2020). Development of methods of assessment of strategy of sustainable development of industrial enterprise for activation of innovation activity. Economics and Entrepreneurship.