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THE BASIC PARADIGMS OF THE DEVELOPMENT ASSESSMENT CONCEPT OF RETAIL ENTERPRISES

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A generalization of the theoretical provisions to determine the essence of the concept and based on the essence of the term of “development”, as well as the fact that the main component of development are changes, allowed us to formulate the development assessment concept of a retail enterprise as a system of views on the implementation of tasks in the field of assessing the movement of individual parts or a socioeconomic system as a whole in space and time in order to determine the degree of transition of the enterprise to a new innovative state, revealing guiding ideas and the leading plan for the implementation of the event to address the evaluation issues.

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Defining the features of the paradigm as an integral part of the concept enables us to recognize that the paradigm can reflect the direction of scientific thinking in specific, limited areas, such as assessing the development of a retail enterprise in accordance with the assessment logic.

It is proved that the multidimensionality of the development concept and the complexity of the retail enterprise system, which includes many subsystems, necessitates the development of a set of interrelated paradigms as a part of the development assessment concept of retail enterprises, which include: changes in the enterprise are procedural in nature, i.e. they are a set of enterprise conditions (paradigm 1); the development typology of a retail enterprise is built according to the first level, which displays the complex type of enterprise development under the nature of the changes, and according to the second level, which displays the types of development by the scale, vector, intensity, integration, balance of changes, as well as the nature of their dynamics and resource use (paradigm 2); presentation of development as a set of processes of quantitative, structural, and qualitative changes (paradigm 3); the practical implementation of the previous three paradigms is based on the unity of methods and models for assessing the quantitative, structural, and qualitative changes in the internal environment of a retail enterprise.

Keywords: *concept, paradigm, development, change, development assessment, retail enterprise.*

БАЗОВІ ПАРАДИГМИ КОНЦЕПЦІЇ ОЦІНКИ РОЗВИТКУ ПІДПРИЄМСТВ РОЗДРІБНОЇ ТОРГІВЛІ

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У публікації, спираючись на суть поняття «розвиток» і те, що основним компонентом розвитку є зміни, надано визначення суті поняття «концепція оцінки розвитку підприємства», узагальнено основні риси парадигми як складової концепції, визначено комплекс базових парадигм концепції оцінки розвитку підприємства роздрібною торгівлю.

Ключові слова: *концепція, парадигма, розвиток, зміна, оцінка розвитку, підприємство роздрібною торгівлю.*

БАЗОВЫЕ ПАРАДИГМЫ КОНЦЕПЦИИ ОЦЕНКИ РАЗВИТИЯ ПРЕДПРИЯТИЯ РОЗНИЧНОЙ ТОРГОВЛИ

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В публикации, основываясь на сути понятия «развитие» и на том, что основным компонентом развития являются изменения, приведено определение сути понятия «концепция оценки развития предприятия», обобщены основные черты парадигмы как составляющей концепции, определен комплекс базовых парадигм концепции оценки развития предприятия розничной торговли.

Ключевые слова: концепция, парадигма, развитие, изменение, оценка развития, предприятие розничной торговли.

Statement of the problem. Enterprise management should use modern concepts to ensure continuous development, which will allow them to compete in a changing external environment in the market. Consequently, the vital activity and effective functioning of the enterprise provides precisely development in a market economy. With changes in the enterprise management paradigm, the conceptual foundations of this process are also changing. Given the complexity of the tasks of managing the enterprise effective development as a process of targeted changes, there is a need for the scientific substantiation of the development assessment concept of an enterprise, therefore the relevance of a deep scientific study of the conceptual foundations of assessing the development of retail enterprises is growing.

Review of the latest research and publications. The scientific literature provides a wide range of works in which the methodological foundations of assessing the development of enterprises are disclosed. In particular, research results of B. Andrushkiv, V. Herasymchuk, P. Drucker, A. Zahorodnii, R. Kaplan, M. Korobov, O. Kuzmin, D. Norton, R. Petukhov, T. Peters, V. Verba, Yu. Pohorelov, O. Rayevneva, I. Buleeva, N. Briukhovetska, S. Dunda, T. Kushnir, V. Ponomarenko, O. Posylkina, V. Samulak, E. Smyrnov, R. Feshchur, M. Chorna reveal conceptual provisions of development management and its measurement in enterprises of different spheres of activity. Their study results have certain useful points, intentions, and ideas that can form the basis of the development assessment concept of retail enterprises.

The objective of the research is to study the basic scientific and theoretical approaches to the essence of the concepts of “enterprise development assessment concept” and “enterprise development assessment concept paradigm”, as well as the definition of the basic paradigms of the development assessment concept of a retail enterprise. In order to achieve the goal, it is necessary to fulfill the following tasks: to determine the content of the development assessment concept of retail enterprises based on the essence of the concept of “development” and the fact that changes are the main component of the development; the justification that the development assessment concept of retail enterprises should be formed on the basis of a set of paradigms; definition of the basic paradigms of the development assessment concept of retail enterprises.

Presention of the research material. Traditionally, the concept is considered as a certain general direction leading to a clearly defined goal in a multidimensional space of scenarios of possible development of events.

Regarding the managerial aspect, the concept is a mutually agreed set of ways to achieve particular goals, which are hierarchically ordered components of the goal vector [1]. Therefore, the very concept of “concept” is presented as a system of interconnected and logically built views (intentions, ideas) in relation to any phenomenon or process (object of the study) that arise from each other, aimed at solving problems and tasks to achieve goals (result from using concepts) by following the principles, the use of appropriate tools (ways, methods, plans) of scientific and practical importance [2, p. 95].

A generalization of the main provisions of the concepts justified by the scientists, allows highlighting the most useful ideas, namely:

- development management is a focused management process (Yu.P. Sharov [6]);

- priority of Intensive development based on rationalization of resources, which is ensured by systemic redesign of management and business processes (V. Pastukhova [7]);

- development is ensured through the implementation of quality transformations in the enterprise subsystems (A. Shvedchikov [8]);

- the basis for constructing the concept is a set of principles (K.A. Deeva, N. Oleksienko [9; 10]);

- the concept of development involves the implementation of changes in the structural and personnel aspects (N.M. Bondar [11]).

The elaboration of a development assessment concept is aimed at identifying developmental features and determining the transformational dynamics of changes in a retail enterprise as a socioeconomic system. Moreover, the *development of the enterprise* is considered as a purposeful continuous movement in space and time, which is a set of processes of change, which leads to the transition of the enterprise as a socioeconomic system to a new state [3, 4]. So, *the main component of development* is change, but only those that contribute to the achievement of a new state by the enterprise and correspond to the general concept of its development. Therefore, *the changes* are regarded as the development by the socioeconomic system (enterprise) of such approaches to improving the state of both its individual subsystems and in general, that determine the implementation of improvements (innovations) [5].

In this regard, *the development assessment concept of retail enterprises* should be understood as a system of views on the fulfillment of tasks in the field of assessing the movement of individual parts or the socioeconomic system as a whole in space and time to determine the degree of transition of an enterprise to a new innovative state, revealing guiding ideas and the leading plan for the implementation of measures to address the problems of assessment.

Along with this, the concept is a management construct that contains a general systematic representation of the ways to assess the movement of individual parts or the socioeconomic system (retail enterprises) as a whole in space and time. The purpose of the concept is to identify key areas of assessment, which includes identifying ways and technologies to achieve goals with the identification of areas and components of assessment.

Paradigms along with ideas, theories, hypotheses are an integral part of the scientific basis of the development assessment concept of retail enterprises, which is generated by the assessment logic.

A paradigm (from the *Greek Παράδειγμα* – “example, sample”) is a concept that means a combination of explicit and implicit (and often unconscious) prerequisites that determine scientific research and are recognized at this stage of the development of science.

So, in a broad sense, a paradigm can be defined as a set of beliefs, values, and techniques shared by members of the scientific community. Since science is not able to observe and take into account all the diversity of a particular phenomenon, it cannot conduct all possible experiments and perform all laboratory and clinical analyzes, therefore it is necessary to reduce the problem to the working volume and introduce a certain belief system in the study area. So, the paradigm has not only cognitive, but also normative meaning; in addition to being a statement about the nature of reality, it also defines:

- valid problem field,
- sets valid methods,
- provides a set of standard solutions.

Thus, some of the paradigms are general and comprehensive, other paradigms guide scientific thinking in rather specific, limited areas, which refers to the content of the paradigm of the development assessment concept of retail enterprises.

Given the multidimensional nature of the development concept and the fact that a retail enterprise is a fairly complex system, which includes many subsystems, as well as based on a generalization of the essence of the paradigm as a scientific category, the development assessment concept of retail enterprises, in our opinion, should include a set of interconnections of such paradigms:

PARADIGM 1: changes in the enterprise are of a procedural nature, that is, they constitute a set of sequential actions or a sequence of phenomena, conditions of the enterprise (Fig. 1).

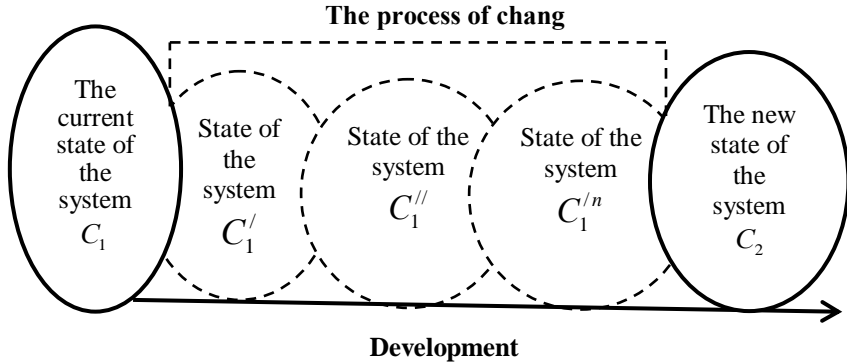


Fig. 1. Development as a set of change processes

PARADIGM 2: the typology of the retail enterprise development can be represented by two hierarchical levels (Fig. 2).

PARADIGM 3: presentation of development as a set of processes of quantitative, structural, and qualitative changes allows formulating the following conceptual provisions:

- *quantitative changes* (level 1) determine that in the system during a certain period of time ($TIME C_0 \rightarrow TIME C_n$) there are generally no cardinal changes (changes in strategy, business processes, structure, etc.), that is, the system remains generally similar to the existing one (system state $C_1 \rightarrow C_1$), however, its quantitative parameters are being changed;

- *structural changes* (level 2) determine that different development scenarios can occur in the system over the same period of time: scenario A – the components of the system are being changed, that is, the relationships between the structural elements are being changed, due to which the system acquires new properties $C_1^I \dots C_1^{II} \dots C_1^{n}$ but this does not lead system to a new state; Scenario B – structural changes lead to a change in the system itself;

- *quality changes* (level 2) cover the whole range of activities related to various areas of the enterprise, as a result of which the value of the trading service is being changed, that is, the system turns into a completely new, innovative one (state of the system $C_1 \rightarrow C_2$).

PARADIGM 4: the practical embodiment of the paradigms is implemented on the basis of the unity of methods and models for assessing the quantitative, structural, and qualitative changes in the internal environment of a retail enterprise.

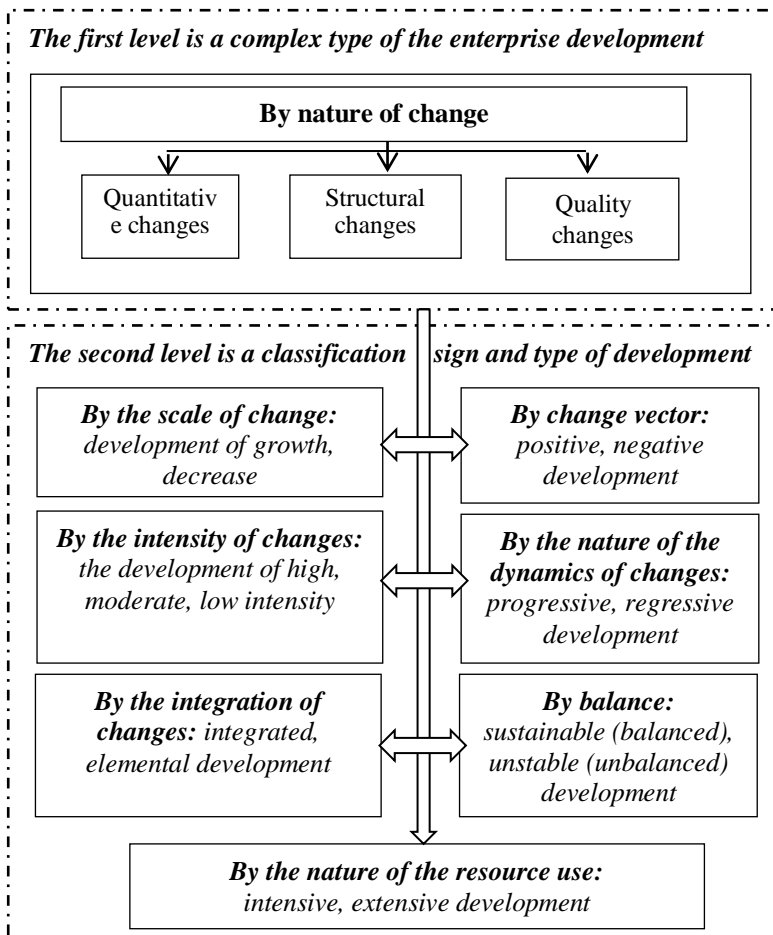


Fig. 2. Typology of the retail enterprise development

Conclusion. Based on the essence of the term of “development” and the fact that the main component of development are changes, it is proposed to consider the concept of assessing the development of retail enterprises as a system of views on fulfilling tasks in the field of assessing the movement of individual parts or the socioeconomic system as a whole in space and time to determine the degree of transition of the enterprise to a new innovative state, which reveals guiding ideas and a leading plan for the

implementation of measures to address assessment problems. Paradigms are an integral part of the development assessment concept of retail enterprises, which is generated by the assessment logic. The concept of assessing the development of retail enterprises should include a set of paradigms: changes in the enterprise are of a procedural nature, that is, they comprise a set of sequential actions or a sequence of phenomena, enterprise conditions; the typology of the retail enterprise development can be represented by two hierarchical levels; presentation of development as a set of processes of quantitative, structural, and qualitative changes; the practical expression of the paradigms is embodied on the basis of the unity of methods and models for assessing quantitative, structural, and qualitative changes in the internal environment of a retail enterprise.

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ІННОВАЦІЙНІСТЬ І РОЗВИТОК ТОРГОВЕЛЬНИХ МЕРЕЖ

Н.М. Смольнякова, М.О. Резник

Зважаючи на специфічне місце роздрібно́ї торгівлі в економіці країни, наголошено на пріоритеті впровадження в ній інновацій для підвищення ефективності та конкурентоспроможності галузі загалом. Проаналізовано рівень інноваційності найбільших торговельних мереж країни у взаємозв'язку з результатами їх функціонування. Виявлено недоліки методичного інструментарію оцінювання рівня інноваційності суб'єктів ритейлу. Обґрунтовано потребу його вдосконалення з урахуванням галузевої специфіки ритейлу; забезпечення однорідності досліджуваної групи підприємств; корегування вагових коефіцієнтів значущості окремих складових рейтингу.

Ключові слова: ритейл, торговельні мережі, інновації, експертний метод, рейтинг, рівень інноваційності, ефективність, конкурентоспроможність.

ИННОВАЦИОННОСТЬ И РАЗВИТИЕ ТОРГОВЫХ СЕТЕЙ

Н.Н. Смольнякова, М.О. Резник

Учитывая специфическую роль розничной торговли в экономике страны, сделан акцент на приоритете внедрения в ней инноваций для повышения эффективности и конкурентоспособности отрасли в целом.

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