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ADAPTATION OF THE ENTERPRISE MANAGEMENT SYSTEM THROUGH SOCIO-ECONOMIC INSTRUMENTS

The article explores the theoretical and practical aspects of adapting the enterprise management system through the use of socio-economic tools in the conditions of modern instability, digital transformation and increased competitive environment. It is substantiated that traditional management approaches do not always provide the necessary level of flexibility and ability of enterprises to respond promptly to changes in the external environment, which makes the search for new management mechanisms focused on the development of human capital, increasing staff motivation and forming an adaptive organizational culture relevant. As part of the study, a questionnaire survey was conducted of 32 employees of different categories of personnel in order to determine the role of socio-economic tools in the enterprise management system. It was established that the most common tools are training and advanced training of personnel, bonuses for work results, material incentives, as well as social events. It is proven that the key factors influencing labor productivity remain the level of wages, working conditions, interpersonal relations in the team, opportunities for professional development and the quality of managerial interaction. The results of the study confirmed the significant role of socio-economic tools in ensuring the efficiency of enterprise management. The vast majority of respondents consider them an important factor in achieving strategic goals, which indicates the need for further improvement of motivation, communication, personnel development and social security systems for employees. It is proposed to consider the adaptation of the enterprise management system as a complex process of integrating economic, social and organizational mechanisms aimed at increasing the sustainability, efficiency and competitiveness of the enterprise. The practical significance of the results obtained lies in the possibility of their use by enterprise managers to improve management systems, form effective personnel policies and

implement adaptive development mechanisms in a dynamic external environment.

Key words: adaptation of the management system, socio-economic instruments, enterprise management, personnel motivation, human capital, social responsibility, management efficiency, enterprise development.