

MANAGING ENTERPRISE TECHNICAL AND TECHNOLOGICAL POTENTIAL AMID UNCERTAINTY: FROM PERFORMANCE EVALUATION TO GROWTH STRATEGIES

The article improves the theoretical and methodical approaches to assessing the efficiency of using the technical and technological potential of industrial enterprises and defines strategic guidelines for its further modernization.

It has been established that in the context of global transformations and a profound institutional crisis resulting from Russian military aggression, classical value-based methods for assessing the efficiency of using the technical and technological potential of enterprises lose their relevance. The analysis of macroeconomic indicators allowed for the identification of leading destructive trends in the development of the industrial sector. Among them, the critical depreciation of fixed assets, the deficit of generating capacities, and the systemic personnel shortage are decisive.

The methodical toolkit for assessing technical and technological potential has been improved by introducing complementary analytical blocks: a set of indicators for assessing an enterprise's readiness for relocation (to determine the spatial maneuverability of the business) and a system of indicators of production and technological self-sufficiency (to measure the ability to function under conditions of isolation or resource constraints). The block of relocation mobility indicators determines the time and financial parameters of the spatial maneuvering of the enterprise's technical base in the event of a critical escalation of regional risks. This index takes into account the level of military threat and proximity to the combat zone, the degree of transport blockade of the region, as well as the stringency of environmental and digital requirements of the European markets to which production is oriented. The block of technological autonomy indicators reflects the ability of the enterprise's technical system to maintain the continuity of operational processes in the event of the destruction of critical external infrastructure. This complex descriptor reflects the capacity of the potential's internal structure to withstand systemic shocks.

A two-dimensional matrix for selecting priority directions for the development of technical and technological potential under uncertainty has been developed. Its application will allow for the differentiation of technological guidelines for industrial enterprises across four basic quadrants, each representing a unique model for the adaptation and modernization of their industrial basis.

Keywords: global transformations, structural crisis, destructive changes, relocation mobility, technological autonomy, relevant behavioral model, two-dimensional matrix.