

SUMMARIES

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**SYSTEM-DESIGN APPROACHES TO THE SURVIVAL
AND REPRODUCTION POTENTIAL OF THE ENTERPRISE**

Modern science for the management considers the company as a classical system, and therefore the modern enterprises and their activities meet the majority of the provisions of general systems theory.

One of the main features of such systems is not just in the stability of the flow as it is inherent in all systems, regardless of their nature, but also the capacity for self-renewal and self-development.

When it comes to effective management capabilities, the company should have the possibility of its environmental impact. It is, first of all, change your perception of the environment itself, and change the philosophy of his understanding of the processes that take place around the company.

An effective mechanism should be considered a potential enterprise management play in the process of development, which allows the prediction based on the strategic potential to form an adequate subsystem operating capacity, which in turn allows fluid solution and the most promising tasks of the enterprise, them in a forecast system strategic development potential.

Research on management capabilities allows enterprises to distinguish two types of approaches: potential management and regulatory management. Since management aimed at reproduction and development potential in the market space and time, regulating management should support the process survives bridge building. It should not be confused with the weather management of the strategic potential and regulating management represents adequately the operational management. This is a different concept, the essence of which will be revealed in the next work.