

ECONOMICS AND HISTORY OF ECONOMIC IDEA

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RESEARCH OF DETERMINATION OF ECONOMIC ESSENCE OF CONCEPT «EFFICIENCY»

In the article concept of efficiency as the economic category and its connection with concept «effectiveness» is reflected; general and excellent descriptions of effectiveness and efficiency are set; the basic types of efficiency are determined; the methods of estimation of efficiency are considered.

Successful realization of enterprise development strategy, its competitiveness increase, international market entry presupposed first at all not only productivity, but also effective economic activity. It motives entrepreneurs and heads to continuous search of reserve and ways to increase efficiency use of resources in their activities. At the same time, the increase of economic efficiency of native enterprises would promote socio-economic development of national economy and its effective integration into world economic space.

In spite of significant amount of scientific works and essential achievements in this field, the set of theoretical-methodical and practical questions about essence definition, quantitative evaluation, effectiveness analysis and effectiveness management mechanism development of enterprise economic activities remain not

solved, controversial, need clarifications and further development that cause the necessity of this scientific research.

The aim of the paper is to investigate different approaches to determine economic essence of the concept “effectiveness” for clarification of its meaning content. To achieve stated objective, the following tasks were accomplished: considered the essence of economic category “effectiveness”, established its relation to such categories as “effect”, “productivity”, defined common and distinguishing features between effectiveness and productivity, formulated determination of the term “assessment of effectiveness of enterprise activities” and listed methods of effectiveness assessment.

Effectiveness is a multidimensional and complex economic concept that is understood as following: firstly, productivity of the activity (process, project, measures realization), which is characterized by correlation between gained economic effect and resources expenses, which predetermined this result’s receiving; secondly, integrated assessment of results of use of all kinds of resources; thirdly, degree of stated goals achievement. Results of this sur-

vey of approaches to define the essence of effectiveness are the necessary basis for the further research of theoretical-methodical and practical aspects of forming of effectiveness management mechanism of enterprise economic activities in terms of unstable outdoor environment.