

IMPROVEMENT OF METHODOLOGICAL APPROACHES TO IDENTIFICATION OF LIFE CYCLE STAGES OF VERTICALLY-INTEGRATED STRUCTURE

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Research methodology. The results are obtained with the use of the following methods: systematization and generalization - to define and identify the stages of the life cycle of a vertically integrated structure; the dialectical method to develop criteria to identify the life cycle stages; the matrix method to conduct a comprehensive study of the stages of life cycles of the structure and the industry.

Results. The necessity of improving methodological approaches to the identification of stages of the life cycle of a vertically integrated structure with its nature taken into account as well as the influence of industry development, and the possibility to model changes in the transition from one stage to another. The stages of the life cycle of a vertically integrated structure are proposed: appearance, formation, development, accelerated development, decline. Criteria for the identification of these stages are developed: at the stage of appearance – the commissioning of production facilities for the smooth manufacturing of final product; at the formation stage – providing the volume of production and sales of final products at a level that does not exceed 50% of design capacity, at the stage of rapid development – increasing overall production and sales of the final product and its level of profitability with acceleration; at the stage of development – keeping the development index of a vertically integrated structure for 3 years greater than unity, having time available before the raw material downturn; in decline – presence of raw material decline and economic downturn. It is determined that these steps are not consistent over time and may change under the influence of vertical integration. It is proposed to carry out the identification of the life cycle of a vertically integrated structure with the help of matrix method taking into account the development of the industry it operates in.

Novelty. Methodological approaches to the identification of stages in the life cycle of a vertically integrated structure are improved; they are based on the application of the criteria and evaluation of the matrix relationship of life cycles of a vertically integrated structure and the industry it operates in.

Practical value. Obtained results allow creating and offering methodological basis for a practical solution to the problem of identifying the life cycle of vertically integrated structures.

Keywords: vertically integrated structure, life cycle, development, decline.

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