

METHODOLOGY OF FORMATION OF TWO-TIER SYSTEM OF MANAGEMENT DIAGNOSTICS

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Research methodology is based on the use of general and scientific methods such as theoretical synthesis, analysis and synthesis, modeling and formalization of comparative analysis of approaches to the management of diagnosis.

Results. The conception of two-level managerial diagnostics system is offered. Basic directions of managerial diagnostics are identified: analysis of system of goals and strategies to achieve them; analysis of enterprise management organizational structure; analysis of system of processes of management and informational support; estimation of enterprises performance total results. In the process of analysis of enterprise goal system it is offered to estimate the presence of all goal sets, as well as their quality. System of indexes are offered, which allows to characterize basic parameters of ESM: number of management levels in the enterprise and in its individual units, absolute and relative indexes of personnel count, index of centralization of functions, index of specialization, index of observance to manageability etc. Strategy of personnel management, personnel policy, regulation of personnel management process and procedure are specified as the main components of personnel management quality. Analysis of managerial business processes, by-turn, to support estimating of its laboriousness, duration, cost, correctness of informational support and estimation of their final results. Estimation of total results of enterprise performance are offered to estimate as an individual component of managerial diagnostics, there is practicability to realize it with help of key indexes in these managerial directions: production (operation management), marketing, finances, innovative activities, personnel, investment activities, foreign economic activity.

Novelty. Scientific innovation is the new two-tier approach to diagnostic management that includes: use of synthesis efficiency criterion; analysis of individual subsystems of management; using a system of key performance management. Criteria of generalization estimation of effectiveness system of enterprise management are validated – growing effectiveness of enterprise performance, comparing it with

industry medial value.

Practical value. The offered system of managerial diagnostics ensures the depth and complexity of analysis, detection of problem zones and development of well-grounded operations, which will assist to increasing the effectiveness of

Keywords: managerial diagnostics, generalization criterion, added value, goals, strategies, management organization structure, personnel management, business process, informational support, corporate culture

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