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SUBJECTIVE-HIERARCHICAL APPROACH TO FORMATION OF SOCIAL AND ECONOMIC LEVERS OF INFLUENCE ON THE COMPANY DEVELOPMENT

The article identifies the subject of hierarchical approach to modelling of social and economic levers of influence on the company development. Subjects that form and utilize social-economic tools on macro level and the objectives, which they pursue during this process, are described. Due to results a target tool that is used by subjects on macro level to realize their goals is described. It is proved that all levers more or less have the influence on the activity and enterprise development, although they should perform other tasks in the context of government development. The problem is that for a wide range of macro instruments it is difficult to reconcile with each other to ensure synergistic effect. It is also considered the features of social-economic levers by macro entities.

In this article it is described a specifics of social-economic levers at meso level and their

impact on enterprises; differences of social and economic levers on meso level by nature and range of influence are characterized and the influence by those levers on enterprise from stakeholders prospect is described. The conceptual model of socio-economic levers of influence is built to provide multi-vector company development based on macro, meso and micro levels. The article describes subjects, objectives, content and purpose of the levers and the results of their influence within that model. Article determined the general principles of selection and development of socio-economic levers to ensure multi-vector company development regardless of the subject composition.

Identification of weak and strong sides of the subject of hierarchical approach should be a base for further analysis of the formation of social and economic levers.