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## **THE CONCEPTUAL BASIS OF SAFETY-ORIENTED MANAGEMENT OF PRODUCTION ENTERPRISES DEVELOPMENT**

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Development, competitiveness, and sometimes the elementary survival of domestic manufacturing enterprises depend on their actions and management decisions over the next 1-3 years (Bashynska, 2020). Therefore, there is a need for change in enterprises, there is a willingness of enterprises, there are risks and opportunities for a new way of life, there is an environment that is ready to accept it (because enterprises need it and there are evolving processes), but there is a lack of methodological approach character and balances all the elements.

The theoretical foundations of safety-oriented management have been primarily developed (Filyppova et al., 2015; Smokvina, 2015; Bashynska, 2019), but safety-oriented management has undergone qualitative changes due to the new approach, which requires changes in safety-oriented management methodology and development of new tools.

Based on the understanding of the concept as an element of scientific knowledge, we believe that the concept of safety-oriented management of production is a system of theoretical and methodological provisions that reflects the understanding of safety management of production and defines its purpose, goals, objectives, objects, principles, model and conceptual requirements.

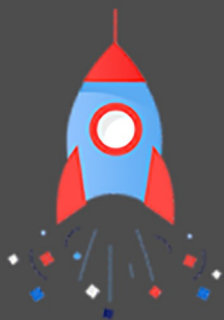
The purpose of the economic security system, which provides security-oriented management, is to timely detect and prevent hazards and risks by providing resources, safe performance of functions, and taking a set of measures to avoid the negative impact of external and uncontrolled threats. All this ensures the achievement of the goal of the economic security system, the main criteria of which are the formation of conditions for sustainable, efficient and dynamic development.

We believe that manufacturing companies need to move to the production of competitive products with a high share of value-added. The new paradigm of the world and its processes and technologies provide an opportunity for manufacturing companies to compensate for the unfavourable initial conditions of entry through the acceleration of specific functions. The main driving force of development is individual pioneers, whose

innovative activity stimulates the development of the economic system. However, most new technologies are developed and mastered in industrialized countries due to the availability of appropriate technological, investment capital, as well as infrastructure and institutions. Thus, there is a vicious circle: the formation of new capital requires previously accumulated wealth, the accumulation of new knowledge requires previously acquired knowledge, the acquisition of unique experience requires previously acquired experience, a certain level of infrastructure and a set of economic conditions to enable development. This creates an institutional trap (or so-called QWERTY effect) associated with inertial barriers to effective diffusion of innovation in countries leading the markets for obsolete technologies. The essence of the trap is that the accumulated production capacity, qualified personnel, intellectual capital, investments, commitments, contracts, etc., can slow down the transition to new technologies. Improving changes in old technologies can maintain their competitiveness for some time, reducing the attractiveness of alternative developments. In this regard, the diffusion of new technologies could be more active where the QWERTY effect is less significant. As a result, the market share of new technologies with the predominance of old technologies, former leading countries, is declining. Technology leadership seeks to move to countries where the diffusion of innovation is faster and with lower transaction costs.

Thus, we can conclude that manufacturing enterprises have opportunities for further development - is the production of complex products with high added value. This direction of industrial production development in Ukraine should become a strategically profitable business for entrepreneurs.

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# SUSTAINABLE DEVELOPMENT: MODERN THEORIES AND BEST PRACTICES



Teadmus OÜ

# **Sustainable Development: Modern Theories and Best Practices**

Materials of the Monthly International Scientific and Practical  
Conference (May 30 - June 1, 2021)

Tallinn  
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