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DEVELOPMENT OF A METHODOLOGICAL APPROACH TO ASSESSING THE SUSTAINABLE DEVELOPMENT OF INTEGRATED BUSINESS STRUCTURES

An integrated business structure is a set of legal entities of various industries and sectors of the economy, which, due to the established relations between them, regularly act as a single economic agent in certain important aspects of their activities. The formation of development directions for any enterprise, including such a complex management object as an integrated business structure, is carried out in the planning process, depending on the goals of its development, the current and projected market situation, the stage of the life cycle, and many other external and internal factors. Determining the direction of development should be based on the results of an assessment of the level of development achieved. In the article, the development of an integrated business structure is considered from the standpoint of the concept of sustainable development, which combines three aspects of activity: economic, social and environmental. To assess the level of sustainable development of integrated business structure, whose activity is commercial in nature, it is proposed to use an integral indicator, which will allow us to evaluate the achieved level of development, and also to trace the dynamics of the development trend of the object. The integrated indicator of sustainable development of an integrated business structure is built by combining aggregated indicators that reflect economic,

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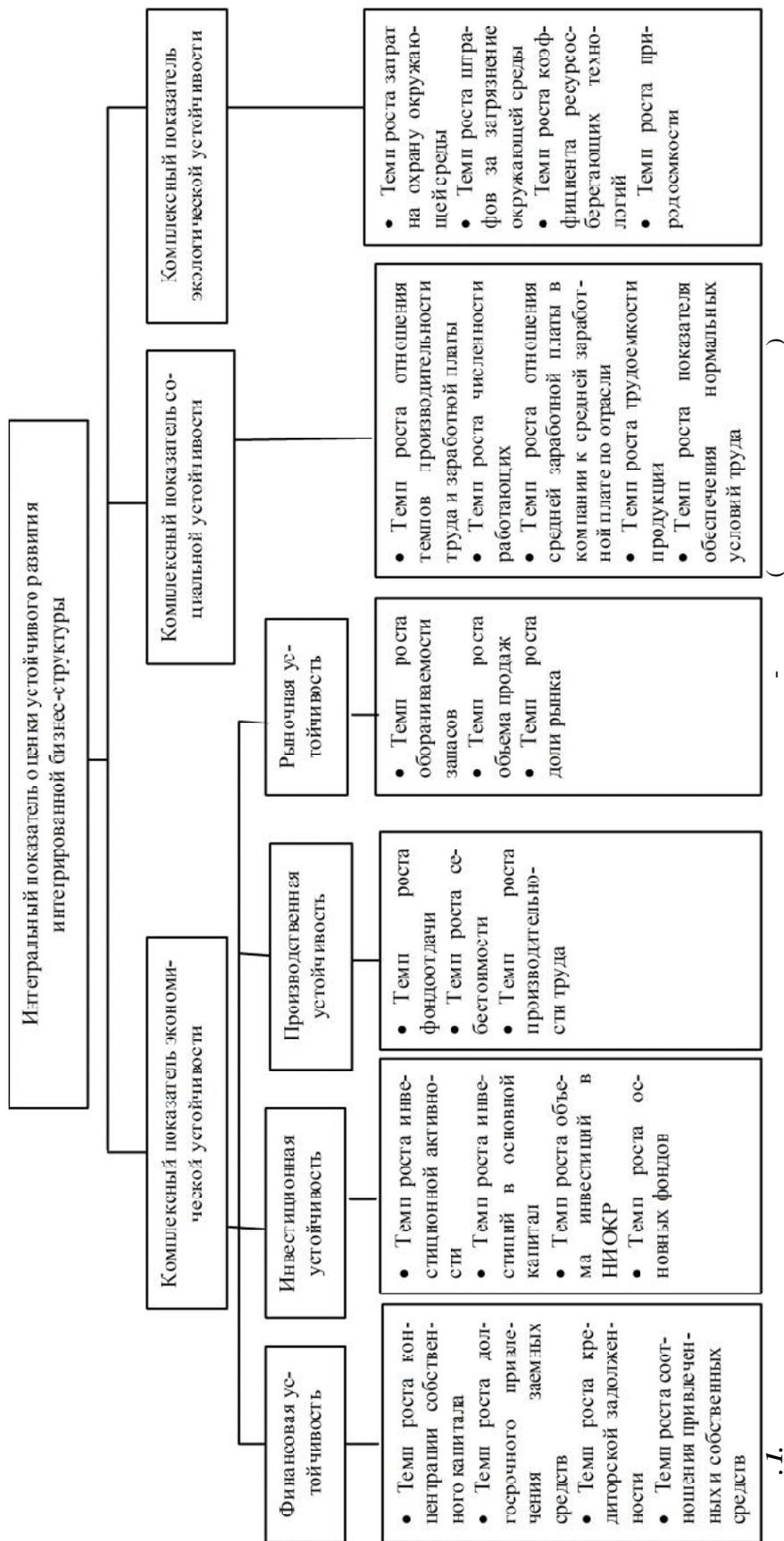
[17]. ... [14] ... [26]

[15] ... [26]. ... [27].

[28, 29],

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$$f_Y = \sum_{i=1}^n q_i \times \alpha_i, \quad (1)$$

f_Y — ; q_i — ; α_i — ; n —

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