

APPLICATION OF CLUSTER ANALYSIS FOR DIAGNOSTIC EFFECTIVENESS OF THE ECONOMIC MECHANISM OF TRADE ENTERPRISES

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In the article theoretical principles are grounded and methodological and practical recommendations are suggested in order to enhance the effectiveness of economic mechanism of commercial enterprise operation. The role and function of the economic mechanism in the management mechanism of the enterprise are considered. The possibility of using the method of cluster analysis for evidence-based segmentation of commercial enterprises is revealed. We give an integrated use of the efficacy of the economic mechanism of commercial enterprise, study recommendations for the implementation of strategic directions to improve the efficiency of the economic mechanism.

The aim of the paper is to study theoretical concepts and develop scientific guidelines and application of cluster analysis to ensure the effectiveness of the economic mechanism of operation of commercial enterprises.

The economic mechanism is the central subsystem of the management mechanism, based on the orientation of management activities on its outcomes, the cost-effectiveness of management. The study of conceptual foundations of the essence of the economic mechanism and its structure allowed forming the author's vision of the economic mechanism of functioning of commercial companies as a specific category of the economy as a set of components, including economic management methods and tools (instruments) to implement them under the influence of market mechanisms for self-regulation and government regulation aimed at achieving the objectives of the enterprise.

The tool selected for the investigation of commercial enterprises in the regions is cluster analysis.

During the study the problem of justification of sampling of the most common commercial enterprises in Lviv region to conduct further analysis of the efficiency and reproduction of fixed assets was solved. Methods and techniques of cluster analysis were applied to address this problem, which resulted in the formation of the required sample.

These results clustering is to justify the theoretical propositions, developing methodological and practical recommendations to enhance the effectiveness of the economic mechanism of operation of commercial enterprises and are useful for other types of analysis related to reproductive, investment and innovation and other related areas of activity.

The proposed integrated approach to improving the economic mechanism of commercial enterprise through the implementation of strategic and tactical measures to improve the effectiveness and implementation of government measures to stimulate it to enhance the effective functioning of the economic mechanism as a whole and enhance the effectiveness of commercial enterprises in particular.

Keywords – trade, commercial enterprises, cluster analysis, economic mechanism, hierarchical agglomerative algorithm.