

**MECHANISM OF ENTERPRISE PROFITABILITY MANAGEMENT:
STRUCTURE AND FACTORS UNDER MARKET INSTABILITY**

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The mechanism of enterprise profitability management is considered as an integrated system of managerial, economic, and organizational procedures and methods aimed at enhancing the company's ability to generate profit, even under conditions of an unstable external environment. The relevance of this topic is driven by the current challenges faced by businesses – growing economic instability, fluctuations in market conditions, inflationary processes, and intensified competition in both domestic and international markets. Amid high competition and market instability, companies must find effective ways to manage profitability across operational, investment, and financial activities.

The profitability management system should include the development of a comprehensive management policy, the creation of appropriate organizational structures that support the adoption and implementation of management decisions, the formation of an effective information system that enables the justification of alternative decisions, as well as thorough analysis and control over the outcomes of implemented measures.

Three key groups of factors affecting the profitability of an enterprise can be identified. The first group consists of production factors related to the volume of production, its quality, and the technical equipment used. The second group includes commercial factors such as marketing, the conclusion of favorable contracts, and risk management. The third group comprises financial factors, including forms of settlements, pricing, and the management of the company's assets and liabilities [1].

The mechanism of enterprise profitability management consists of several interrelated blocks: the decision-making block, the analytical block, the optimization block, and the implementation and control block. The optimization block plays a particularly important role, as it ensures a strategic approach to profitability management, allowing not only for the analysis of the current state but also for the determination of objectively possible profitability parameters to achieve the company's long-term goals.

In conclusion, it should be noted that achieving stable profitability is possible only with the creation of a scientifically grounded, comprehensive management system based on a reliable information base for analysis and decision-making. This approach ensures the effective functioning of the enterprise in the long term and enhances its competitiveness.

References:

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