

Abstract of the Article
“Comparative Analysis of Concepts of Enterprise Life Cycle”
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The development must be carried out so that all the changes at the enterprise enable to preserve and improve profitability and stability in dynamic market conditions. The environment features and the necessity of constant changes also require reconsideration of the approaches of enterprises' management. The most common concept is a product life-cycle. It's a period of enterprise operation when it takes certain stages of development and changes its values and orientations. This concept has many interpretations, depending on the criteria of stages selection, time and place of their development.

According to the analysis of scientific literature the vast majority of concepts belongs to the foreign scientists, namely: A. Downs, A. Greyner, I. Adizes, G. Lippitt, W. Torbert and others. Their concepts were created on the basis of the developed market using the large public enterprises' experience. Domestic scholars (e.g. I. Bogatyrev) also give their interpretation of the development concept, but their elaborations are usually made only on the theoretical grounds. The study showed, although the theories have the differences, they do not contradict one another because of different criteria of stages selection.

The consideration of various aspects of the development does not allow classifying and comparing the models. There are no long-term empirical researches which could confirm the practical value of the developed models. This explains the lack of a common objective model. The analysis of the conceptual provisions of the author's organizational development models enabled to select five common stages which are to be found in the vast majority of works: the development stage, the accumulation stage, the maturity stage, the renewal stage, the decline stage. The certain general provisions are valuable not only because they allow presenting the theoretical structure of the company's development, but understanding the objectives and the criteria of transition to any ascending stage of the development can provide a purposeful influence on the process of development.