

Tab. 9: Possibility of employees to comment on performance evaluation results

Do employees have a possibility to comment on performance evaluation results?	Share of organisations in %		
	2010	2011	2012
Yes	49	41	46
No	13	18	5
Employees are only informed about performance evaluation results	10	24	13

Source: Own research

Tab. 10: Spheres of using information obtained by means of employee's performance evaluation

Is information obtained by means of employee evaluation used in the following spheres?	Share of organisations in %		
	2010	2011	2012
Remuneration	83	73	84
Education and development	38	33	49
Career growth	44	41	47
Personnel planning	33	26	31

Source: Own research

it is necessary to change the view and approach of organisations operating in Slovakia to employee's performance evaluation, as it is the predictor of maintaining and developing competent employees, who should be regarded as the priority of each organisation.

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Received 19.04.2014



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PROBLEMS AND PROSPECTS IN DIAGNOSING OF INDUSTRIAL ORGANISATION'S SOCIO-ECONOMIC POTENTIAL DEVELOPMENT

Abstract. *Introduction.* System-specific dynamics of external and internal environment of industrial organization requires updating of ontological and epistemological basics of its development research. Considering insufficient research of contemporary problems in socio-economic potential (SEP) of industrial organization diagnosing, scientific-methodical support of their solving should be not addition to existing paradigm or its new version creation, but ideas for its further development.

Purpose of the paper is analysis and rationale of prerequisites for creating holistic paradigm of SEP.

Results. This paper develops elements of future research methodology. The main idea of paradigm is an organic compound of economic and social components occurring in SEP in which new nature occurs requiring creation of paradigmatic basis. Our preliminary results in research rationale prerequisites of future paradigm of SEP, performed in the following sequence: (1) Formulating of the basic idea of paradigm proposed by the authors through contradictions and hypotheses concretization. (2) Refinement of a form for the results combining of various scientific disciplines, which is necessary due to complex and hierarchic nature of SEP. (3) Reasoning for technology of qualitative and quantitative evaluation. Because of impossibility of using traditional tools, usage of new instruments for this task was ground, such as VRIO-analysis. (4) Findings of research of SEP have shown that all of structural elements are at different stages of the lifecycle of their own («basic elements», «points of development», «points of destruction») which can create problems of their coordination. System-synergetic approach and evolutionary-synergetic approach complemented by the co-evolutionary paradigm are primary methodological basis for identification opportunities of individual components of SEP compatibility ensuring with proper consideration of their life cycles; for management the structural elements of SEP, located at different stages of their life cycle development, and providing for each of them unique way of management response. Regardless of level of SEP functional complexity, its power and maturity, the main source for providing life-sustaining activity of SEP is to create and support spiral «capitalization of sociality– socialization of capital». (5) Terminological system represented in article is one of the most important components of future paradigm.

Conclusions. Science-based scheme of SEP diagnostics offered by the authors is open for now. Future research should focus on disclosing the essence of the concepts included in proposed terminological system, on creating particular technologies for SEP development diagnostics.

Keywords: socio-economic potential development; paradigm; hypothesis; interdisciplinary; terminology system.

JEL Classification: L20, O10, B41

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ДІАГНОСТУВАННЯ РОЗВИТКУ СОЦІАЛЬНО-ЕКОНОМІЧНОГО ПОТЕНЦІАЛУ ВИРОБНИЧОЇ ОРГАНІЗАЦІЇ: ПРОБЛЕМИ І ПЕРСПЕКТИВИ

Анотація. Сформульовано актуальні проблеми обґрунтування діагностування розвитку соціально-економічного потенціалу (СЭП) з урахуванням його складної природи. Визначено протиріччя, етапи формування парадигмальних основ діагностування розвитку СЭП; представлено варіант терміносистеми дослідження розвитку СЭП.

Ключові слова: розвиток соціально-економічного потенціалу, протиріччя й гіпотези, парадигма, багатодисциплінарність, терміносистема.

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ДИАГНОСТИКА РАЗВИТИЯ СОЦИАЛЬНО-ЭКОНОМИЧЕСКОГО ПОТЕНЦИАЛА ПРОИЗВОДСТВЕННОЙ ОРГАНИЗАЦИИ: ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ

Аннотация. Сформулированы актуальные проблемы обоснования диагностирования развития социально-экономического потенциала (СЭП) с учетом его сложной природы. Определены противоречия, этапы формирования парадигмальных основ диагностирования развития СЭП; представлен вариант терминсистемы исследования развития СЭП.

Ключевые слова: развитие социально-экономического потенциала, противоречия и гипотезы, парадигма, полидисциплинарность, терминсистема.

Introduction. Among actual problems related to providing the effective functioning of an industrial organization, today might be distinguished the issue of maintaining and development of its socio-economic potential (hereinafter SEP). System-specific dynamics of external and internal environment of the organization requires updating of ontological and epistemological basics of its research. Toolkit for the SEP research should provide scientists an opportunity to consider it as a unique holistic system, structural elements of which have different nature (economic and social), located at different stages of their life cycle, require selective support. Considering insufficient research of SEP diagnosing contemporary problems, scientific-methodical support of their solving should be not addition to existing paradigm or its new version creation, but ideas for its further development.

Brief Literature Review. Analyzing of works devoted to research in issues of SEP, we have observed significant change of views on its nature, content and evolution at the level of ontology and gnoseology (Doronina, 2013) [1], and at the level of regulatory methodology. The last one above is dynamic development enriched by different contexts of scientists viewpoint's on subject of research. Some of them (Saltan, 2011 [2] and others) research SEP at regional level. We have known quite numerous efforts of methodological tools and appropriate informational and organization-economic support for SEP in different areas (Kozyryeva, 2004 [3], Chebanova, 2011 [4] and others).

Talking about changes taken place in interpreting content of SEP, it is worth mentioning that currently updating the transition from local review of its social and economic components to study their interaction and interrelation. Studying SEP development appears the transition from considering it as a static system to dynamic system. At first, scientists and practitioners focused attention on the sequence of reactions from SEP on external factors, and then – focused on the entirety of the acts of its internal self-organization. Analysis and review of the literature allows asserting that currently the development of SEP is reasonable to consider as a combination of interrelated evolutionary processes with system-specific dynamics, a continual mutually specified and agreed changes to the structural elements, subsystems, the links between them. Mentioned processes have very complicated trends: they can be discontinuous and continuous, natural and random (Chernikova, 2007) [5]. Such a situation in the area of SEP research leads to

the fact that the leaders of the industrial organizations either do not diagnose the capacities of its development at all, or consider them non-systematically. Due to the lack of methodological tools and appropriate informational and organization-economic support, practice looking for development reserves not as much of economic but a social component of SEP and are not engaged in socio-economic capacities as a holistic system.

On this basis, the purpose of the article is analysis and grounding of theoretical-methodological preconditions for structural diagnostics of SEP, the results of which can be used later to create a holistic paradigm of this phenomenon.

Results. Scientifically grounded preconditions for diagnostic paradigm of SEP are intended to provide scientists working on this issue with tools (e.g. formulation of the basic idea of paradigm, hypotheses and contradictions, for checking and resolution of which there are strong reasons; refinement of the form of combining different scientific disciplines results, which is necessary due to the complex nature and hierarchy of the SEP; substantiation of the technology of its qualitative-quantitative evaluation; identifying means of providing the compatibility of the individual components of SEP, considering its life cycles; proposition of the option of term system, in the coordinates of which is reasonable to reflect the preconditions and the results of further researches and which is capable to ensure constructive discussion of scientists working on this issue). Authors recognize that proposed scheme of scientifically grounded diagnostics for SEP is open, and number of positions could be supplemented. Thus according to authors even in the proposed variant it gains a certain cognitive value.

Analysis and review of the literature [1-6 and others] have created prerequisites for formulating main idea of creating paradigmatic basis for diagnostics of SEP development. It can be formulated as follows: under the influence of informatization and intellectualization of social and economic processes in SEP takes place an objective interpenetration, complementarity, the organic compound of two of its components (economic and social) in which its new nature is developed, that requires the upgrade of theoretical and methodological substantiation of research and transformation. This idea is concretized in contradictions requiring urgent resolution, and formulated hypotheses of their resolution which need to be checked (Figure 1).

Research of the features and constructive adequacy of many disciplines ideas that conducted in the work (Bilokonenko,

2013) [6], in one way or another connected with the issues of research of co-evolutionary development of SEP, allows to make conclusion about expediency of formation of theoretical and methodological bases for diagnostics of SEP development on the ground of interdisciplinary (trans-disciplinary) approach (Table).

The essential difference in the nature of SEP structural elements (economic and social) caused the impossibility of their comparison and assessment with the help of traditional technologies and initiated the search for new tools to solve this problem. As criteria for the selection of tools have been taken the following: the possibility of correct measurement and adequate assessment of actual and potential abilities of both economic and social component; ensuring comparability of value, rarity of the particular economic and social resources of organization; possibility of using measurers when developing the strategy of SEP development in accordance with the development strategy of the company; providing the persons making decisions on the use of resources in the development of SEP with information that enables them to coordinate local and integrated activities.

The analysis of the literature has shown that VRIO analysis is largely related to these criteria. By its nature VRIO-model (Barney, 1997 and its modifications – Barney, 2001 [10], Wade & Holland, 2004 [11], Gottschalk, 2007 [12]) were created for the express-diagnostics of the industrial organization capacities in a whole and unique resources, competencies, capabilities in particular. Advantages of VRIO analysis are that it is able to solve the problem of one-dimensional estimation of objects of different nature without prior data standardization or reduction qualitative data to quantitative indicators. The problematic issue

for applying VRIO analysis is high requirements to the competency of person who makes decisions on its results.

As already indicated, any industrial organization has own problematic structural elements of SEP, each of them has own rhythm of development. During research in SEP was discovered the lack of appropriate methodological approach to diagnostics of these structural elements. Partially the ideas for resolving this issue could be obtained from biology (Nuismer, Gomulkiewicz & Morgan, 2003 [13]), which considers this phenomenon via prism of a mosaic evolution (Takhtayan, 2001 [14]) associated with various adaptations, carrying both positive and

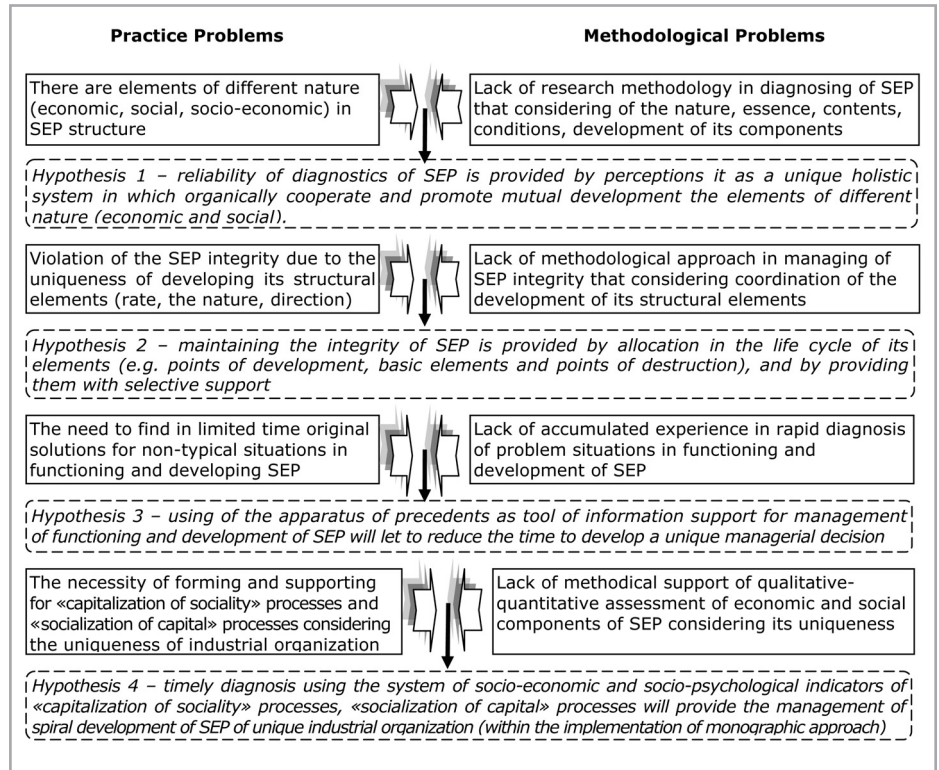


Fig. 1: Science and practical problems in developing socio-economic potential

Source: Authors' own development

Tab. : Development of socio-economic potential: theoretical and methodological aspects of research		
1. Developing socio-economic potential as object of research		
The problem of theory and practice - local or parallel development of social and economic potentials	Complex problem of theory and practice – development of socio-economic potential in its entirety	Complex methodological problem of theory and practice – co-evolutionary development of socio-economic potential
2. Characteristics of development of socio-economic potential		
Extensive / intensive, quantitative, qualitative changes, progressive / regressive changes, occurred system dynamics, changes of structural elements, subsystems, the links between them	System dynamics changes of structural elements, subsystems, relations between them, which can be subject of simultaneous short-term, medium-term or long-term changes	System dynamics, continuous mutually specified and agreed structural elements, subsystems, and the links between them. Structural elements are at different stages of the life cycle, and each may be subject to short-, medium- or long-term changes
3. Basic methodological approach to study of development of socio-economic potential		
System approach, process approach, complex approach (social and economic potentials in static's and dynamics as a research object)	System-synergetic approach (system dynamics of SEP elements as a research object)	Evolutionary-synergetic approach, co-evolutionary paradigm (dynamics of development processes of SEP and its elements as a research object)
4. View on the development of socio-economic potential (according to basic methodological approach)		
Consistent response to external influences, slow change, which in the framework of statistical schemes are treated as random	The accumulation of acts of self-organization of capacities elements which are considered as random, unrelated	Internally contradictory process that develops in a spiral, in which stability is a necessary condition of variability, and variability – a necessary condition of stability
5. Specificity of studying object of research (according to various disciplines combination) [5; 7; 8; 9]		
Multidisciplinary	Interdisciplinary	Transdisciplinary
Subject-oriented research (simultaneous study of the object of research elements by different disciplines), with a clear separation of objects, methods and results of interacting disciplines	Subject-oriented research which is characterized by combining disciplines to create a new ontology and methods for working with its objects. Considering complex nature of object of research an object can be cognized through the complex scientific problems	Outside the subject (problem-oriented) research as a constructive dialogue between disciplines, using specially designed joint approaches to solving complex, non-standard issues of subject area allows to discover and study the peculiarities and consistent patterns manifesting the same way in the objects of different nature
6. Language for describing object of research by scientists		
Framework of categories and definitions of discipline	Framework of categories and definitions (terms) of the «leading» discipline, supplemented with some terms from other disciplines	Terminological system (terminology) – as «meta-language»

Source: Authors' own development

negative character. Methodological foundation for the solution of the problem presents synergetics, based on the Law of harmonization of development rates for different fragments of complex systems (Manakov & Bocharnikova, 2003 [15]). The analysis of peculiarities of forming of organizational life cycle as a whole (Shirokova, Merkuryeva & Serova, 2006 [16]) and routine of internal environment in particular – E. Popov & N. Khmelkova (2004) [17] are brought to conclusion that SEP structural elements consistently pass all stages of the life cycle. While on each of them could be selected own reference points of its diagnostics. Thus, on the «occurrence of new SEP element» stage and the ascending stage of its development can be selected «points of growth». On the stage of stabilization with little progress can select «basic elements». On the descending phase of decline of SEP element is possible to distinguish its «point of destruction». Managing the development of SEP that based on the model of the life cycle of its structural elements (as precondition to successful dynamic adaptation (Rant, 2006 [18]) can be ensured by the development of proper diagnostic tools and methodological approach to selective managerial reaction in all the structural elements, which are at different stages of the life cycle. Regardless of the level of functional complexity, capacity and development of the industrial organization SEP, the main source of providing its activity would be the creation and support of a spiral «capitalization of sociality – socialization of capital». With every significant economic transformation of the potential it is needed to create a new social conditions for its implementation, as new social conditions should be used for intensification of capitalization processes (Doronina, 2013) [1].

To control the development of SEP is reasonable to define the indicators to give an appropriate efficiency appraisal for using dynamic combination of resources, capacities and abilities of industrial organization. Considering different nature of the SEP components and following the principle of balancing between the needs of industrial organization in efficiency and interests of the employees as individuals, we are recommended such indicators: as economic indicators (e.g. profitability of

operating activity; the competitiveness of industrial organization, etc.); as integral socio-economic indicator – the quality of working life, since the primary aim of development of socio-economic systems should be increasing the level and quality of human life (Sudomyr, 2013 [19]); as socio-psychological indicator (commitment of employees to the organization, etc.).

Logical extension of theoretical-methodological aspects for research methodology in developing SEP would be forming problem-oriented terminological system that allow to compare results of different scientist's researches more objectively because of matching content of their concepts. Talking about problem-oriented trans-disciplinary approach to study of changed object (co-evolutionary SEP development), it «requires the development of a meta-language» (Knyazeva, 2011 [7]), which «understandable for both scientists (experts) in one area, and other experts, and for any member of society» (Ardashkin, 2007 [8]). I.e. as the basis of future diagnostics of SEP development paradigm serves its terminology support. It is the term system (presented in Figure 2) that capable to transform knowledge into scientific information through business communication between professionals who feel the paradigm shift and admit expediency of revising its postulates.

Conclusions. It is possible to assert that for maintaining high quality of SEP of industrial organization, its diagnostics should be periodically conducted, which allows finding reserves for strengthening of organic synthesis of its economic and social components. Managing the development of structural elements of SEP located on different stages of their life cycle, we should pay attention to «basic elements», «points of development», «points of destruction», and develop for each of them a unique way of management response. The quality of SEP development is provided by implementation of process «the capitalization of socialization of capital», evolving in spiral and providing sustainable activity of organizations in complicated dynamic environment. Further researches should be focused on disclosing the essence of the concepts included in the term system, as well as creating particular technologies for diagnostics of SEP development.

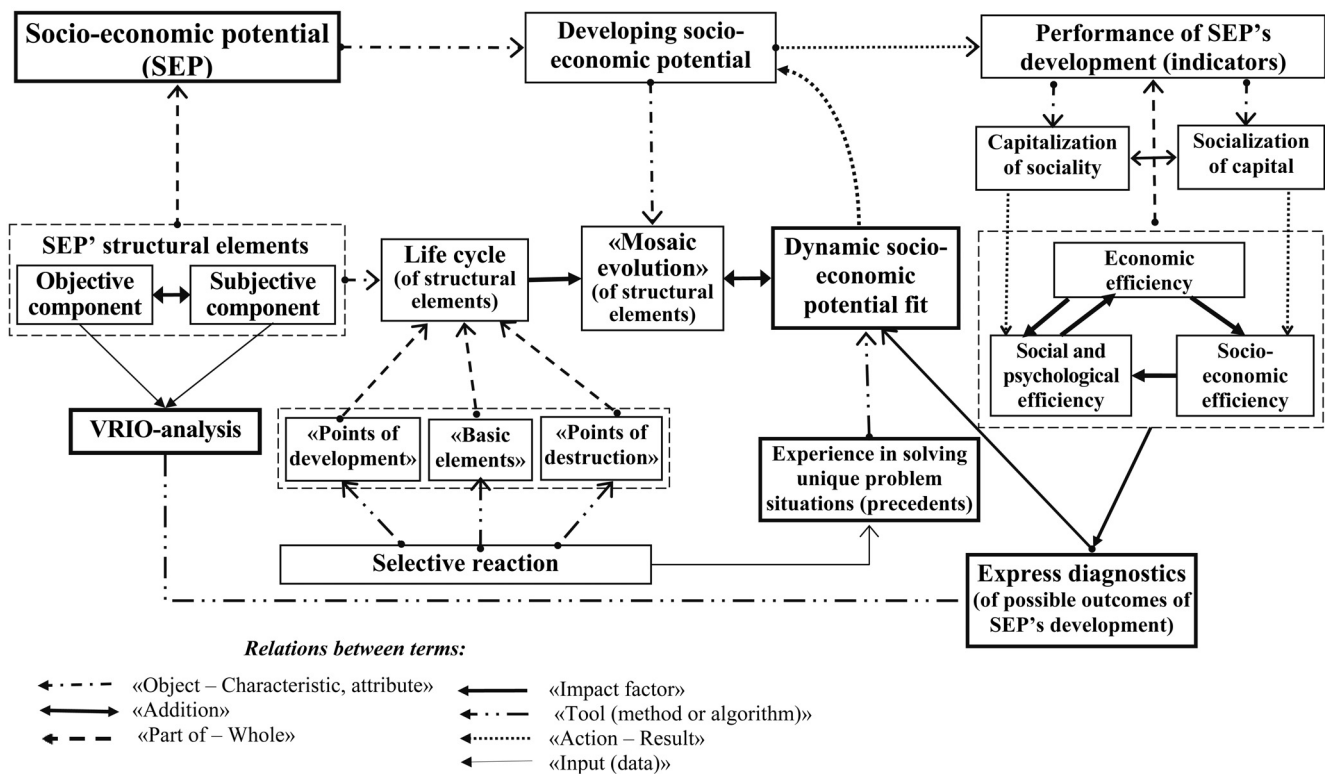


Fig. 2: The term system for research methodology in developing socio-economic potential
Source: Authors' own development

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Received 20.04.2014

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Стаття надійшла до редакції 20.04.2014