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METHODOLOGICAL VALUATION PRINCIPLES OF THE EFFICIENCY OF ENTERPRISES BUSINESS ACTIVITIES

The question of the efficiency of economic entities business activities was of a great importance among the contemporary problems of the economy at any time. Not only the owners of private companies are interested in it, but also national leaders.

It is essential for the domestic enterprises under modern conditions to improve the efficiency of business activity, because only high efficiency helps to keep competitiveness and thus also profitability. The current situation of the economy that emerged in the market economy environment requires the need for searching new approaches to improve the efficiency of enterprise activity.

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First of all, let's consider the essence of the concept of "efficiency". This concept means matching of the results of economic activity with the amount of resources expended. L.O. Kovalenko makes the point that the economic performance effect is a measure of company's accuracy in solving its economic problems, taking into account satisfying the interests of its owners. [1, c.15] Thus considering the effects of economic activity over time such economic categories as volume of production; income received by the company carrying out business activities; profit or loss are analyzed .

Hence, the efficiency is the ratio between economic activity indicators of the enterprise and the expenses concerned with its carrying out.

General methodology of efficiency measurement is possible to formalize with the following ratio:

$$F= E/P \qquad (1)$$

where F - efficiency ; E - effect (result); P - expenses (resources).

Thus, the concept of efficiency of economic activity of the enterprise is wide-ranging. Therefore it is important to distinguish types of efficiency according to different criteria, either of which is of its importance for holistic operation of an enterprise.

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