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ANALYSIS OF DEVELOPMENT TRENDS OF THE ENERGY INDUSTRY ENTERPRISES OF UKRAINE

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Today, the obvious and important indicator of the state of the economy of any country is the reliability of energy supply. In the conditions of global technological, economic, and political changes that have arisen in the world community under the influence of the COVID-19 pandemic, the whole world community is being transformed, including the energy sector of Ukraine.

Under these conditions, the sustainable development of any socio-economic system is influenced by these factors. Thus, the functioning of energy companies is associated with the ability to adapt to environmental trends [1].

We will note that at present insufficient attention is paid to features of application of strategic tools for the analysis of the activity of the enterprises of power branch.

That is why the existing research needs further development in terms of adapting the methods of strategic analysis and planning to the specifics of a particular enterprise.

The purpose of the study is a strategic analysis and assessment of the factors of the macroenvironment of the energy sector of Ukraine using the method of analysis of hierarchies.

The transformation of energy companies into efficient, high-tech, and investment-attractive complex in modern business conditions is possible only through a professional comprehensive strategic analysis. The energy market has huge potential for growth in the coming years, as evidenced by the need to comply with EU directives on energy efficiency. The research method is PEST-analysis, which is used to identify external macro-forces that may affect the prospects for the development of the energy sector. PEST-analysis describes the political, economic, social, and technological conditions of the energy market [2].

General scheme of PEST-analysis:

1. The list of the factors of the macroenvironment having a high probability of realization and influence is identified.

2. The significance of each factor for a given enterprise or industry is assessed by assigning it a certain weight (expert assessment) from five points (the most probable and most important) to one point.

3. The probability of occurrence of each factor is determined by the method of analysis of hierarchies, which reflects its significance.

4. Determine the weighted estimates by multiplying the probability of occurrence of the factor by the average estimate of the rate of response to it and calculate the total weighted estimate for the company or industry [3].

After preliminary identification of four main factors: political, economic, social, and technological direction using a method of the analysis of hierarchies we will reveal the degree of their influence on strategic directions of activity of the enterprises of power branch. Table 1 shows the weighted score of the subfactors of influence.

Table 1.
PEST-analysis matrix of the energy sector of Ukraine

Factors	N	Subfactors	Probability of occurrence	Degree of influence	Weighted score
1	2	3	4	5	6
Political	1	Changes in the legislation on the regulation of foreign economic activity of enterprises	0.46	4	1.84
	2	Signing of the economic part of the Association Agreement between the EU and Ukraine, intensification of cooperation with EU countries	0.12	4	0.48
	3	Decentralization, administrative reforms	0.26	5	1.3
	4	Military action in eastern Ukraine and the annexation of Crimea	0.16	4	0.64
		<i>Influence of political factors</i>	<i>1.00</i>	<i>X</i>	<i>4.26</i>
Economic	1	Negative trends in the economy of Ukraine caused by the consequences of the COVID-19 pandemic	0.33	5	1.65
	2	Low solvency in the domestic market	0.12	3	0.36
	3	Reduction of interest rates on loans in national currency	0.19	2	0.38
	4	The competitive price of domestic energy products in comparison with world prices	0.19	4	0.76
	5	Falling state budget revenues	0.11	2	0.22
	6	Reduction of electricity consumption in 2020 due to abnormally warm winters	0.06	2	0.12
		<i>Influence of economic factors</i>	<i>1.00</i>	<i>X</i>	<i>3.49</i>

Continuation of Table 1.

1	2	3	4	5	6
Social	1	Reduction of the working population	0.06	2	0.12
	2	Strong technological education	0.19	2	0.38
	3	Social vulnerability due to the high number of people employed in the energy sector	0.12	2	0.24
	4	Comprehensive system of intellectual protection of property rights, availability of inventions, patents for innovations	0.12	2	0.24
	5	Labor migration	0.02	2	0.04
	6	Improving the level of knowledge of foreign languages among the population	0.06	3	0.18
	7	Rising social tensions in the country caused by the effects of the COVID-19 pandemic	0.31	5	1.55
	8	Insufficient level of remuneration and motivation in the industry	0.12	3	0.36
		<i>Influence of social factors</i>	<i>1.00</i>	<i>x</i>	<i>3.11</i>
Technological	1	Availability of geographical, climatic, and other conditions for sustainable development of foreign economic activity	0.05	1	0.05
	2	Significant potential of national technological research	0.25	4	1
	3	High research potential, especially due to increased EU funding	0.25	4	1
	4	The industry's need for quality energy sources	0.14	3	0.42
	5	Own scientific base and deep cooperation with national research institutes	0.14	2	0.28
	6	Surplus of basic generating capacities of nuclear power plants and deficit of highly maneuverable generations of hydroelectric power plants	0.08	2	0.16
	7	Increase in the installed capacity of renewable energy facilities according to the "green" tariff model	0.08	2	0.16
		<i>Influence of technological factors</i>	<i>1.00</i>	<i>x</i>	<i>3.07</i>

In conditions of economic instability, each company must quickly adapt to changes in the external environment. This is facilitated by a timely strategic analysis of development trends in the energy sector.

According to the calculations, the political factors in the current situation of rather large instability in the world received a weighted score of 4.26 concerning the overall impact on the prospects for enterprise development. That is, the political aspects regulate the influence of government on the business environment of energy companies and obtaining the necessary resources and investments for the full operation of enterprises. Also quite important are the economic factors, which were estimated at 3.49 points. The analysis of the impact of economic factors is systemic; the state of Ukraine's economy and the world economy as a whole has been monitored, using official information from government portals and statistics bodies. Factors of influence such as economic growth rate, unemployment rate, interest rate, labor productivity, tax, and regulatory framework were taken into account.

The analysis showed that today the energy industry is a very promising sector of the Ukrainian economy, which requires effective management and implementation of several reforms. The growth rate of the energy sector is insufficient and some factors and conditions hinder its further development. The use of strategic management methods will allow us to make effective decisions and promptly solve problems associated with negative factors that worsen the pace of development of this industry.

As a result of the study, trends in the development of energy companies were identified and analyzed, which will develop methods and technologies for strategic analysis to ensure the high efficiency of energy companies in the implementation of their development strategy.

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