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THE EVALUATION OF THE EFFECTIVENESS OF SMALL INDUSTRIAL ENTERPRISES IN UKRAINE

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**Research methodology.** The scientific works of national and foreign scholars on economics, management and economic security are the theoretical and methodological basis of the research.

**Results.** The scientific work is devoted to the theoretical and practical problems and methods of evaluation of the financial results of small industrial enterprises.

**Novelty.** The scientific novelty of the research is in implementation of the formulation and solution of actual problems of small industrial enterprises in Ukraine in the market conditions. The research has developed some stabilization mechanisms at the level of small industrial enterprises. For the first time the requirements for every company that represents a specific economic system have been defined in the form of proposed factors: the requirements at the enterprise level and requirements at the state level. In contrast to the already existing approaches, the pro-posed ones make it possible to form the strategy of the company in the market conditions, to improve a systematic list of threats. At the same time, the reverse side-ways provide for competitive advantages in the number of systemic threats that cause instability. The creation of an appropriate strategy for the stabilization of small industrial enterprises by means of saving costs, slowing of a long-term de-cline, developing of long-term development programs has been done. The additional factor that requires specialized regulation of small businesses is the identification of potential threats to national security.

**The practical significance.** Suggestions and recommendations proposed in the study are aimed at improving the process of development of small industrial enterprises in Ukraine and, in particular, improving its effectiveness. The results can be embedded in the educational process of the Ukrainian Academy of Printing as a higher educational institution.