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**ENTERPRISE MANAGEMENT: STAGES OF EVOLUTION,
FACTORS AND MODERN APPROACHES TO IMPROVING**

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***Research Methodology.*** *A historical method has been used in determining the stages of evolution of enterprise management; a system-structural method has been used in the study of factors of quality management; the method of analogy has been used in the formation of modern approaches to improving the management.*

***Results.*** *The main stages of the theory of enterprise management have been studied. It has been established that the choice of a management model depends on many factors.*

***Novelty.*** *The criteria for choosing an optimal management model have been determined based on the type and characteristics of the entrepreneurial activity.*

***Practical Significance.*** *The hierarchy of factors of the choice of management model has been determined.*