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Integration of industrial subjects at the present stage: problems, solutions

The modern industrial enterprises of petro chemistry are interconnected technologically therefore results of overcoming of crisis situations of one chemical producer have positive impact on an economical and financial condition of others. It is important to note and possibility of negative influence of problem functioning of one repartitions on a condition of others. Domestic practice testifies that integration educations much created and functioning in petro chemistry, despite high rates of integration, have problems: activity inefficiency; reorganization, restructuring, change of configurations of the companies. The structure of the companies is represented to the most important: for vertically integrated petrochemical companies uniting the enterprises of a technological chain as it gives the chance to define technological, technical, economic, organizational compatibility of the enterprises which ultimate goal is production of competitive production; for interregional companies as allows to choose optimum territorial structure of the company and sales markets.

Problem in that, despite activity of integration processes, growth of number of merges and absorption, the inefficiency of functioning of integration educations, their disintegration, caused by incidentally created structure, unreasonable territorial structure of the companies and lack of a marketing strategy take place when functioning. Reduction of relative labor productivity of financial and industrial groups, delay of rates of increase of profitability of sales, thus capitalization of the enterprises I remained at former level.

One of the most important reasons not only inefficiencies of activity of integration educations, but also their disintegration is unreasonable investment of capital by the enterprises of raw branches not in modernization of own productions, and in purchase of the new non-core enterprises sometimes it is possible to explain with lack of vision of development of industrial facilities (the increase in the sizes of the enterprises doesn't mean it's development). Excessive diversification of the petrochemical and chemical companies during integration also means that definition of structure of united subjects was carried out without use of marketing studies. The petro chemistry in world economy is one of most dynamically developing industries.

In the developed countries growth rates of production of basic petrochemical products (ethylene, propylene, benzene, butadiene and methanol) by 1, 5 -2 times exceed growth rates of gross domestic product [1].

Foreign experience testifies that the most important factors of growth which have defined economic and scientific and technical development of the petrochemical industry at the end of the twentieth century, were: organizational reorganization of the manufacturing companies for management efficiency increase; concentration of production; development of mutually beneficial relations with consumers; cooperation of the companies producers on national and international levels for the solution of scientific and technical and production problems.

The modern integrated management processes allow organizing and optimizing business of transnational petrochemical productions. It is expected that the world petrochemical industry becomes further even more consolidated: the intensive competition compels the small companies and the companies of the average size to unite. The chemical companies also increase activity in the sphere of integration processes, seeking to increase at means of mega association's productivity and profit.

On the basis of making decision on integration, to the mechanism and criteria of a choice of subjects for integration the following approaches are allocated:

- The technological - the enterprises unite on a technological chain, technological compatibility, specificity of assets is estimated;
- Situational (preservation of industrial complex, etc.).

External factors, and also assessment of advantages and shortcomings of association aren't prime at making decision on integration. It is possible to define accurately shortcomings of these approaches to integration. First, motives of integration are formed proceeding from internal characteristics of the enterprises, their problems, without analysis of influence and change of external factors. Secondly, the subject for integration or is already in advance defined (technological approach), or gets out incidentally, without analysis of the effects gained from association with it and possible manifestations of shortcomings of integration. Need of the accounting of changing conditions of the external and internal economic environment of the enterprises as a result of integration causes relevance of development of technology of the organization, carrying out and integration maintenance - methodological approach to formation of the integrated companies.

Literature

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