

ADMINISTRATIVE CONTROL AS A INSTRUMENT FOR ENHANCING ENTERPRISE MANAGEMENT EFFICIENCY

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Annotation. The article examines the essence and significance of administrative control within the enterprise management system, particularly in the context of a dynamic and competitive business environment. It has been determined that administrative control is a comprehensive activity aimed at monitoring, analyzing, and correcting management processes to ensure stability, efficiency, and the rational use of resources.

The key principles of administrative control are analyzed, including objectivity, responsiveness, transparency, cost-effectiveness, scientific rigor, as well as the implementation of «top-down» and «bottom-up» control mechanisms. Special attention is given to the principle of self-control, which enhances employee responsibility and motivation. The study concludes that the effectiveness of administrative control largely depends on a well-defined structure, substantiated evaluation criteria, and the integration of control with the planning process.

The role of modern information technologies in ensuring the effectiveness of administrative control has been explored. The implementation of ERP systems, BI technologies, and automated monitoring platforms that enable centralized management, reduce the impact of the human factor, and enhance the speed and accuracy of analysis has been examined. The importance of electronic document management, encryption systems, and cybersecurity for ensuring transparency and security in information processes has been analyzed.

Special attention has been paid to the challenges and limitations of administrative control. It is noted that excessive control can negatively affect employee initiative, create an atmosphere of distrust, and overload management staff. Therefore, the emphasis is placed on the need for a balanced approach to control, which helps to avoid its negative consequences.

The article also explores the relationship between administrative control and the processes of planning, adaptation to changes, and risk management. It concludes that an effective control system is not only a mechanism for checking task execution but also a instrument for obtaining feedback, allowing timely identification of problems and the implementation of preventive measures. The implementation of modern approaches to administrative control contributes to increased competitiveness, optimization of management processes, and the achievement of the enterprise's strategic goals.

Key words: administrative control, management, efficiency, monitoring, information technologies, ERP systems, BI instruments, control principles, adaptability, transparency, planning, self-control, management processes.

1. Formulation of the problem.

In the modern dynamic business environment, enterprises face the need for rapid adaptation to changes, ensuring stability and efficiency in management processes. Growing competition, limited resources, and the need for activity optimization require the implementation of effective control mechanisms capable of achieving strategic goals. Administrative control becomes a key element

of management, as it allows not only to monitor task execution but also to respond promptly to deviations from planned indicators.

At the same time, insufficient integration of control into the overall management system, excessive formalization of processes, or lack of transparency can reduce its effectiveness. An additional challenge is the need to consider the impact of modern information technologies, which can change approaches to control, ensuring greater speed, accuracy, and objectivity. In this regard, the problem arises of developing and implementing a modern administrative control system that takes into account current challenges and contributes to improving the effectiveness of management decisions.

2. The state of elaboration of the problem.

The study of administrative control has been conducted by scholars such as A.A. Kuznetsov, K.K. Novikova, A. Orekhova, O. Shaparenko, G.O. Partin, R.O. Savchenko, and N.M. Savchenko. However, these studies do not fully address the issue and require more in-depth exploration.

3. The aim of the article is to investigate the essence, significance, and effectiveness of administrative control as a management instrument for enterprises in the context of a dynamic and competitive business environment.

4. Presentation of the main material.

Administrative control is an important instrument in the enterprise management system. It ensures compliance with the standards, rules, and procedures necessary for achieving set goals. In modern conditions, where enterprises operate in a dynamic and competitive environment, the significance of administrative control as a mechanism for ensuring efficiency increases.

Administrative control refers to a system of actions aimed at checking and correcting the implementation of administrative decisions, policies, and strategies. Its goal is to maintain stability, ensure the rational use of resources, and prevent deviations from planned results. The foundation of administrative control is the monitoring of enterprise activities and prompt intervention in case problems are identified [1].

Thus, administrative control is a comprehensive activity aimed at obtaining information on the current state and effectiveness of the enterprise's management system. Its primary goal is to ensure the stability, efficiency, and adaptability of management processes through continuous monitoring, analysis, and correction.

Executive control is a component of administrative control and includes all activities related to the assessment of the state and functioning of the enterprise's departments. Its main task is the timely identification of problem areas and deviations from established standards, enabling management to make prompt decisions [2].

The implementation of administrative control is based on a number of principles that ensure its effectiveness. One such principle is timeliness and continuity, which implies continuous control and the ability to respond quickly to identified issues. The introduction of «top-down» and «bottom-up» control allows for the collection of information from different levels of management, increasing the objectivity and reliability of the data.

The objectivity of control is achieved through the use of clear evaluation criteria and the avoidance of subjective judgments. Universality and publicity ensure the involvement of all structural units in the control process, as well as increasing the level of management transparency. The effectiveness of control requires that the results of inspections lead to real changes in the enterprise's operations, rather than remaining a formality. Planning and cost-effectiveness ensure the efficient use of resources, while scientific grounding allows the integration of modern management and analysis methods.

The key principles of administrative control are based on four main components. The first is the principle of key control elements, which determines that standards are an important part of the

planning process, and their implementation should be monitored. The second is the principle of the location of control, which helps the manager identify those departments or processes that have a decisive impact on achieving the enterprise's strategic goals.

The third component is the principle of adhering to control deadlines, which allows for the prompt use of the information obtained for decision-making and adaptation to changes in both the external and internal environment. Finally, the fourth component is the principle of self-control, which provides employees with the opportunity to independently assess the results of their activities. This contributes to enhancing responsibility, initiative, and staff motivation [5].

Administrative control is an important instrument not only for identifying problems but also for stimulating productivity growth. It helps the enterprise adapt to changes, reduce risks, and optimize resource utilization. Through the clear organization of control and adherence to the aforementioned principles, the enterprise gains the ability to achieve high results and maintain its competitiveness in a changing business environment.

The effectiveness of administrative control depends on its integration into the overall management system of the enterprise. This includes creating a clear control structure, defining responsibilities and powers at each level of management. Ensuring transparency in processes is particularly important, as openness and accessibility of information allow for the timely identification of problems.

One of the key aspects of administrative control is its connection with planning. Control cannot be effective without clearly defined goals and evaluation criteria. In particular, the control system should consider factors such as financial indicators, product quality, adherence to deadlines for task completion, and customer satisfaction. Thus, administrative control becomes a kind of feedback mechanism that allows management to obtain up-to-date information about the status of plan implementation and make appropriate corrective decisions.

Modern information technologies play a key role in ensuring the effectiveness of administrative control within the enterprise. In a world where the volume of data is constantly increasing and the speed of decision-making is becoming a determining factor for success, the introduction of digital instruments into the control process is not just an advantage but a necessity. Information systems allow for the automation of a significant portion of routine tasks that previously required large amounts of time and resources. This contributes to increasing accuracy, speeding up analysis, and reducing the impact of the human factor on the results of control.

Modern information technologies create the conditions for integrating administrative control into all aspects of enterprise activity. The use of ERP (Enterprise Resource Planning) systems allows for centralized tracking of key performance indicators, task execution monitoring, and risk analysis. These systems provide managers with access to up-to-date information about the financial condition of the enterprise, the level of plan execution, inventory status, and other critical aspects. This facilitates the making of informed decisions based on real data.

A key component of the control system is business intelligence (BI) instruments, which enable the processing of large data sets and the generation of reports in a convenient format. This allows managers to quickly identify deviations from planned indicators, analyze trends, and determine the root causes of problems. For instance, BI technologies can forecast potential financial difficulties or identify underperforming departments. This enables timely intervention in processes and helps prevent crisis situations.

Information technologies also enhance the transparency of the control process. The use of electronic document management eliminates information duplication, reduces the likelihood of losing important data, and ensures real-time access to documentation. This is especially crucial for large enterprises with complex structures, where synchronization between different departments can become a challenge.

An important aspect is the implementation of automated monitoring systems based on machine learning algorithms and artificial intelligence. These systems allow not only for tracking the current state of the enterprise but also for forecasting future outcomes. For example, the use of behavioral data analysis technologies helps assess employee productivity, task execution effectiveness, and potential business risks.

Information technologies contribute to the implementation of remote control, which is particularly relevant in the context of global digitalization and the spread of remote work. Modern platforms allow for task performance monitoring regardless of the geographical location of employees. This expands the possibilities of administrative control, ensuring its effectiveness even under challenging conditions.

A key task is the protection of information processed within control systems. The use of modern technologies ensures a high level of data security through the implementation of encryption systems, multi-factor user authentication, and other cybersecurity instruments. This minimizes the risks of confidential information leakage, which is especially important for businesses operating in sensitive industries.

The introduction of information technologies also contributes to increasing the level of self-control among employees. Through specialized software solutions, employees can independently assess the results of their activities, compare them with established standards, and make necessary adjustments. This fosters a responsible approach to task execution, enhances motivation, and, as a result, improves performance.

Thus, modern information technologies are an integral part of the administrative control system. They provide flexibility, transparency, and accuracy of control, enhance its effectiveness, and improve adaptability to changes in the external environment. Through the implementation of digital instruments, enterprises can reduce costs, improve decision-making quality, and ensure stability in a competitive environment. The influence of information technologies on administrative control is continuously growing, opening up new opportunities for management improvement and achieving strategic goals.

However, it is important to note that administrative control has both positive aspects and limitations. Excessive control may lead to a decrease in employee initiative, create an atmosphere of distrust within the team, and overload management personnel. Therefore, a balance must be found between the level of control and granting employees autonomy.

The effectiveness of administrative control also depends on its adaptability. In today's world, where changes occur rapidly, it is crucial that the control system can promptly respond to new challenges and changes in the enterprise's operating conditions. This includes regularly reviewing and updating the policies and procedures regulating control.

Moreover, administrative control must take into account the specific characteristics of the industry and the size of the enterprise. For example, small businesses may have less formalized control focused on key aspects of activity, while large corporations require a multi-level control system with a clear division of functions.

When considering administrative control in the context of enhancing enterprise management efficiency, its importance in risk prevention should be noted. The control system allows potential problems to be identified at an early stage, enabling preventive measures to be taken. This is especially relevant for financial management, where even small mistakes can lead to significant losses.

An important element of administrative control is employee motivation. Effective control should not be perceived by employees as pressure or surveillance, but as a means of ensuring collective success. To achieve this, a reward system for achieving high results and adhering to standards should be established [3; 4].

The experience of successful enterprises shows that administrative control is a key element in ensuring their competitiveness. It contributes to enhancing discipline, optimizing costs, and improving the quality of products or services.

5. Conclusions.

In summary, it can be stated that administrative control is a primary instrument for improving the effectiveness of enterprise management, as it ensures systematic monitoring, evaluation, and correction of task performance. It enables timely identification of problems, optimization of resource

usage, and prevention of deviations from planned objectives. Its importance grows especially in dynamic external environments, where enterprises must quickly adapt to changes.

The application of modern information technologies significantly increases the effectiveness of control by automating routine processes, improving access to information, and enabling decisions to be made based on real data. The use of systems such as ERP and BI technologies allows managers to integrate control at all levels of the enterprise's activities, ensuring transparency, speed, and accuracy of analysis.

At the same time, the implementation of digital instruments promotes higher levels of self-control among employees, encouraging them to be responsible and proactive in task execution. However, administrative control must strike a balance between strict management and employee autonomy, as excessive control can negatively impact staff motivation and the overall morale in the team.

An effective system of administrative control must be flexible, adaptive, and oriented toward the enterprise's strategic goals. It is important for the control system to align with the industry specifics, the size of the enterprise, and the current challenges, ensuring a balance between cost-effectiveness, planning, and effectiveness.

Administrative control is not only a means of ensuring stability but also a mechanism for enterprise development. Its integration into the overall management system enables improved competitiveness, risk reduction, and the achievement of strategic goals. The successful use of control is evidenced by the experience of leading companies, which, through it, optimize costs, improve product and service quality, and adapt to environmental changes. Thus, administrative control remains a key instrument for ensuring the effective functioning of enterprises in modern conditions.

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