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USE OF KNOWLEDGE ABOUT COMPANY'S LIFE CYCLE FOR DECISION-MAKING AND INCREASING ITS EFFICIENCY

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Abstract. The article is devoted to the interrelation of the managerial decisions in the organization with the stage of its life cycle. To date, the main condition for the enterprise stable development and prosperity is a timely and adequate response to changes occurring in its environment. The study is based on the organization life cycles theory, which is often used to consider the development of the economic system. In this paper, the main theoretical issues of the life cycle studying are defined: the concept "life cycle" is disclosed, its model is given. The features of each life cycle stage are analyzed. The life cycles concepts used in the world practice are presented. It is substantiated that at different life cycle stages, managers face different types of management tasks. The classification is given, management features at its each stage are opened. Based on the methodology of I. Adizes, the current life cycle phase of the gas transportation company was studied. The life-cycle phase content, which was identified as a result of the study, is described. Two ways of taking managerial decisions were analyzed in order to avoid further decline in the company's development, and specific measures being taken in the company. Using the life-cycle model for a quality management of the organization's development allows you to develop the paths of transformations necessary at this stage and effectively implement the changes.

Keywords: company's life cycle; life cycle model; management decisions; Aristocracy stage; entrepreneurship development.

JEL codes: O 10; L 20.

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