

PHILOSOPHICAL AND METHODOLOGICAL ASPECT OF BUSINESS ACTIVITY RESEARCH OF THE INDUSTRIAL ENTERPRISE

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***Abstract:** It is revealed the importance of business activity and process of its formation which consists in consideration of such regulations on business activity which will consider various characteristics and the aspects of the activity received as a result of developed conditions of use of methodology, logic and science of science as a result studying and research. The Russian and foreign approaches to research of essence of teoretiko-methodological approach are considered. As the result methodological knowledge of essence of business activity of the enterprise defines through need of scientific justification central a component of carried-out scientific and practical research, namely competent formation of object and an object of research, identification of a scientific task and justification of problems, result formation, after essence definition, search of the solution of problems and confirmation of reality of the obtained data with the help of an assessment of productivity of the developed action.*

***Keywords:** Business activity, methodology, theory, method.*

Modern market relations, which emerged in Russia quite recently, make innovative development and effective functioning of an industrial enterprise quite necessary especially under the conditions of uncertainty and unpredictable nature of the external and internal environment. A quick and productive response to such changes is possible now only when rational decisions are being made resulting in the increase of production efficiency and growth of business activity of an enterprise. The importance of the problem discussed is explained not only by the importance of business activity for every managing subject, but also by the fact that the problem of business activity management has not been studied sufficiently yet because different authors consider this problem differently and its theoretical and practical value is seriously underestimated.

The purpose of methodological research of the importance of business activity and the process of its formation is to consider such propositions on business activity which will take into consideration its various characteristics and aspects resulting from the use of methodology, logic and science of science during the study and research. The philosophical methodology defines the tendency of scientific researches, allows to sort out various economic processes and facts.

The essence of theoretical and methodological approach has been thoroughly studied by domestic and foreign scientists. Among them such authors, as: Kuzmichyov I.K. Burkin M. S., Proshin A.P. Kuznetsov V. I. should be mentioned.

According to I.K.Kuzmichyova, methodology is the science which deals with research methods, with the shortest ways to the essence of the studied phenomenon [1]. The author notes that the concept “methodology” has two meanings: the system of certain ways and methods applied in this or that sphere of action; the doctrine about this system, the general theory of a method, the theory in operation [1].

In its turn, a method [from the Greek word “methods” – the way of research, the theory, the doctrine] is the way, the method or the image of action. It is possible to claim that the main function of a method is its internal organization and the determination of the best direction of the cognition process or practical modification of this or that object. In some definitions the concept “method” is interpreted more widely. Thus, it is interpreted as a set of rules, methods of cognition and action, a system of instructions and requirements which direct to the solution of a task, to the achievement of a result. In other words, with correct saving of time and forces it will help to prevail by the shortest possible way. It is necessary to agree with I.K.Kuzmichev that only conscious application of methods makes the activity of the heads of enterprises more reasonable, economically expedient, competent and effective. [1]

The methodology was formed due to the need of generalization and development of those methods which were discovered in philosophy, science. Any scientific method is being developed on the basis of the theory which acts as its precondition. Efficiency of a method is caused by the fundamental nature of the theory which “contracts in a method”. The method, in its turn, is used for further development of science, theoretical knowledge [3]. On the basis of the analysis of existing methodological characteristics and provisions it is possible to formulate the main differences of such categories as a “theory” and “method” which are as following (fig. 1).

Proceeding from it, it is possible to tell that a theory to a certain degree can be both the precondition of method application and its result. Modern researchers single out the following main levels of methods and methodologies (table 1).

It is obvious that approaches of various disciplines are used when compound methodical complexes are being developed, thus interdisciplinary ideas appear. At present, synergetic and system approaches to research object are widely used. Objects can be considered from the point of view of approaches which can be interpreted in various terms.

At the phase of applied methodological research of the essence of business activity rather independent stable systems of cognition in the form of methodologies are formed. Methodology cannot be understood as a set of methods as methodology is a complex, dynamic, complete system of ways, coverage, the principles of different levels, heuristic opportunities, orientation, contents, structures, etc., it, as a special system of knowledge arising at methodological stages of cognition, is, to a great degree, a doctrine about methods (and theories), arising at the corresponding stages of cognition [2, 4, 5, 6].

Besides, methodology of cognition allows to create the idea of sequence and structure in the course of possible solutions of a scientific task, problem. As a result of methodological study the received knowledge is integrated into scientific bases of methodological science of empirical and theoretical level [6].

1. Empirical bases of methodological level and subject level do not differ from the point of the structure of elements, with the exceptions like: empirical facts at the stage of applied methodological cognition – methodological; at the stage of philosophical methodological cognition - philosophical and methodological.

2. Theoretical bases of methodological science include the main components: initial empirical bases; initial theoretical bases; methodical bases; methodological results [7].

The methodological cognition of the essence of business activity of the enterprise makes it necessary to give the scientific justification of the central components of the scientific and practical research, namely [fig. 1.1.2]: the research object is the enterprise or the organization the business activity of which is estimated; the research subject is something that receives a scientific explanation in the borders of an object, or that point of view at which the object, i.e. a complex of theoretical, methodological and practical problems of the assessment of the level of business activity of the industrial enterprise is studied.

The analysis of justifications of natural-scientific theories makes it necessary to consider theory from the point of view of logical system. The structure consists of starting propositions, terms and the offers of the theory closely connected by logical laws and rules. If as a result of application of logical methods the solution of a task is impossible, it is necessary to use fundamental bases of the theory, such as philosophical and methodological ones.

The ratio of the dialectical and materialistic principle is the basis of objective reality of cognition. Thus the theory must be an adequate change of objective reality, as well as consist only of true assumptions. Any contradictions and inaccuracies must be excluded. Therefore, probabilistic causality is generalization, and dynamic causality is specification. Need, objectivity, efficiency, and also the quality of registration and analytical activity of the enterprise needed for the evaluation of business activity are characterized, to a great extent, by the level of standard, organizational, legal, methodological, information, technical and other kind of support.

Standard-legislative regulation plays a very important role. It states legality and correctness of the registration and analysis, at the same time it has a great impact on the nature of information base, organizational and methodical bases of analytical activity. As a result, the process of formation of business activity of the managing subject must correspond to standard legislative base of the subject where activity is carried out.

To study and solve the range of methodological problems arising in the process of special and scientific cognition it is necessary to use not only those means which these sciences apply, but, first of all, the means which have been developed by philosophy and science of science [8, 9].

However, the scientific and information base created so far does not contain full and exact theoretical data on the concept "business activity" that considerably constrains management process and study of business activity at the industrial enterprise, thus preventing its intensive economic development. The analysis of approaches to formation of the essence of business activity presented in this study from the point of view of philosophical and methodological aspect showed that its numerous theoretical, philosophical, methodological, applied and social aspects have not found a complete description yet. In particular, the following problems remain unsolved yet:

lack of the uniform, formulated, clear understanding and statement of the economic category "business activity of the industrial enterprise";

inaccuracy of the definition of the research subject and research object of business activity;

ambiguous existing approaches, mechanisms and models of business activity formation of the industrial enterprise.

To eliminate the existing problems in understanding of the essence of business activity it is necessary to carry out systematization and description of all its fundamental characteristics, as well as specification of definitions of the economic category “business activity of the industrial enterprise” on macro and micro level from the various points and approaches.

Table 1: The main levels of methods and methodologies, their essence and main characteristics [2]

№	Levels of methods and methodology	Essence and main characteristics
1	The philosophical and methodological	includes the analysis of methods from the point of view of their world outlook andgnoseological validity.
2	The general scientific methodology	studies general scientific methods, including: supervision, experiment, general-logical methods of processing of facts and their registration, methods of creation of theories and hypotheses.
3	Private and scientific methods	are a specification of general scientific methods in relation to private disciplines.
4	Disciplinary methods	A system of the methods used in different scientific disciplines, included in science or arising at the border of sciences. All fundamental sciences represent a complex of disciplines which are designated by the specific subject and the peculiar methodology of research.
5	Methods of interdisciplinary research	set of a number of integrative, synthetic ways (arising as result of the merge of elements of various levels of methodology), aimed at borders of scientific disciplines. These methods are widely used in the implementation of comprehensive scientific programs.

Figure 1: The main differences of the concepts “theory” and “method”

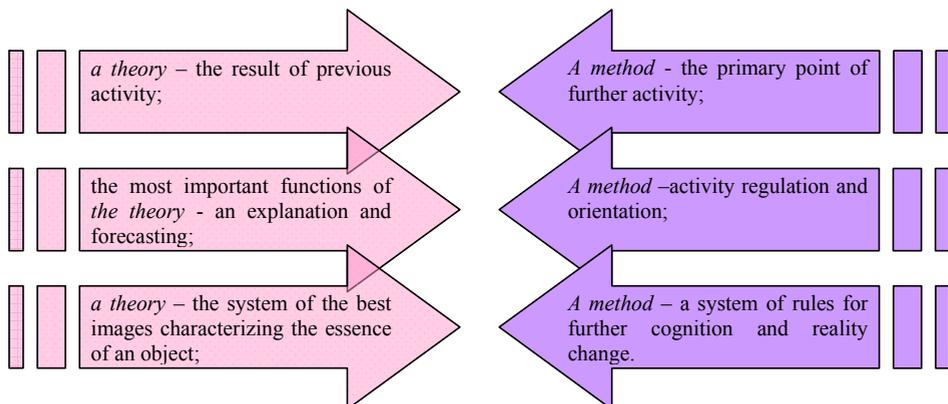
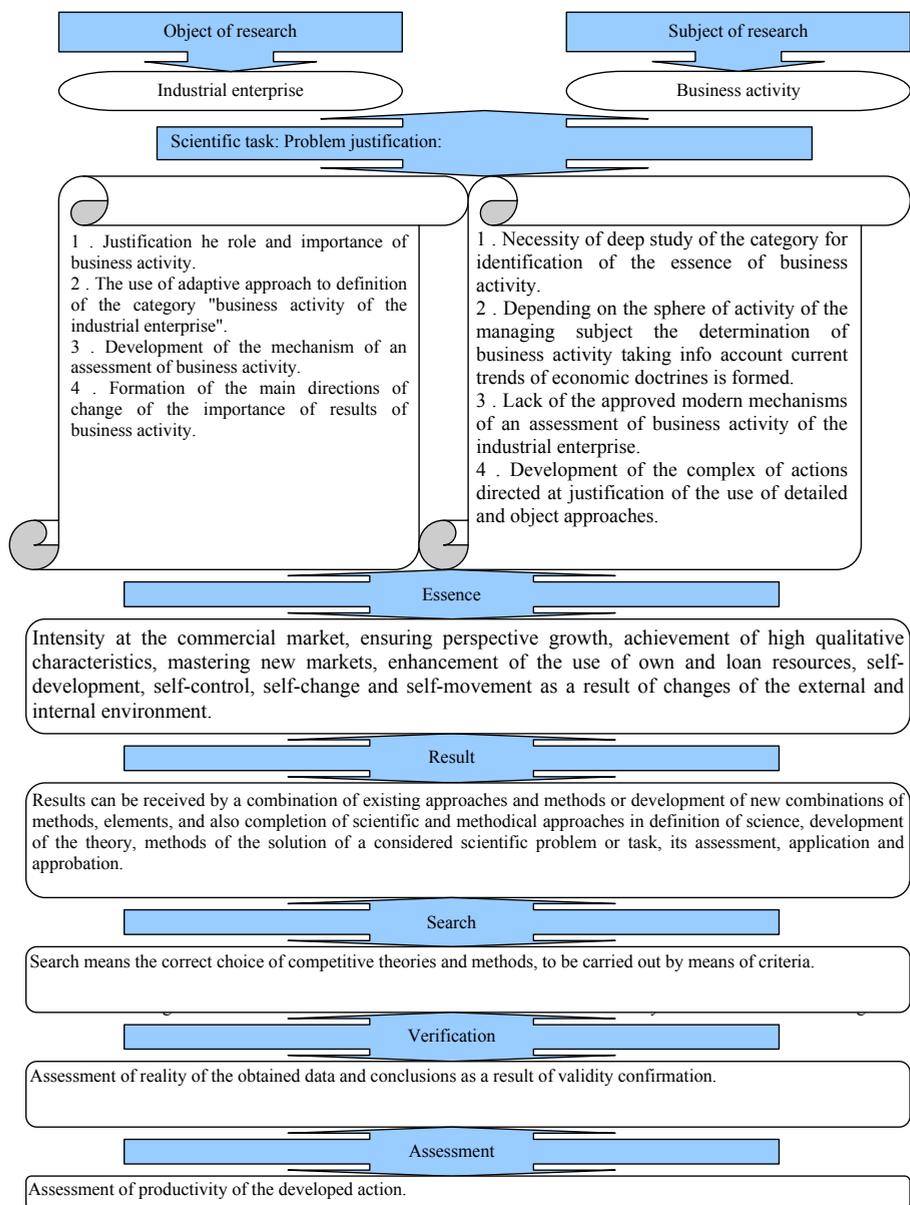


Fig. 1.1.2 The model of definition of the essence of business activity on the basis of methodological approach



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