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## THE DIVERSIFICATION OF CONSTRUCTION INDUSTRY ENTERPRISES

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Investment as an aspect of the company activity has always been the focus of economic research. In modern terms the investment is an important tool to ensure conditions to overcome the economic crisis, increase the quality of economic activity.

The housing construction is an indicator of the economy, which largely determines both positive and negative dynamics of its development. The construction industry is one of the leading sectors that contribute to the acceleration of GDP growth, employment, budget revenue, and the growth of the national economy as a whole [1].

Investment attractiveness and investment activities of the enterprise or industry which, taken together, represent the investment climate are important for the investor. The investment climate is a combination of different socio-economic, scientific, environmental, political and other conditions formed in several years that determine the extent of investments involvement into the fixed assets of the company [2]. On the basis of the data analysis of the State Statistics Service of Ukraine it can be proved that the financing of construction enterprises is carried out at the average level that is 3-6 months of the year [3], as shown in Figure 1.

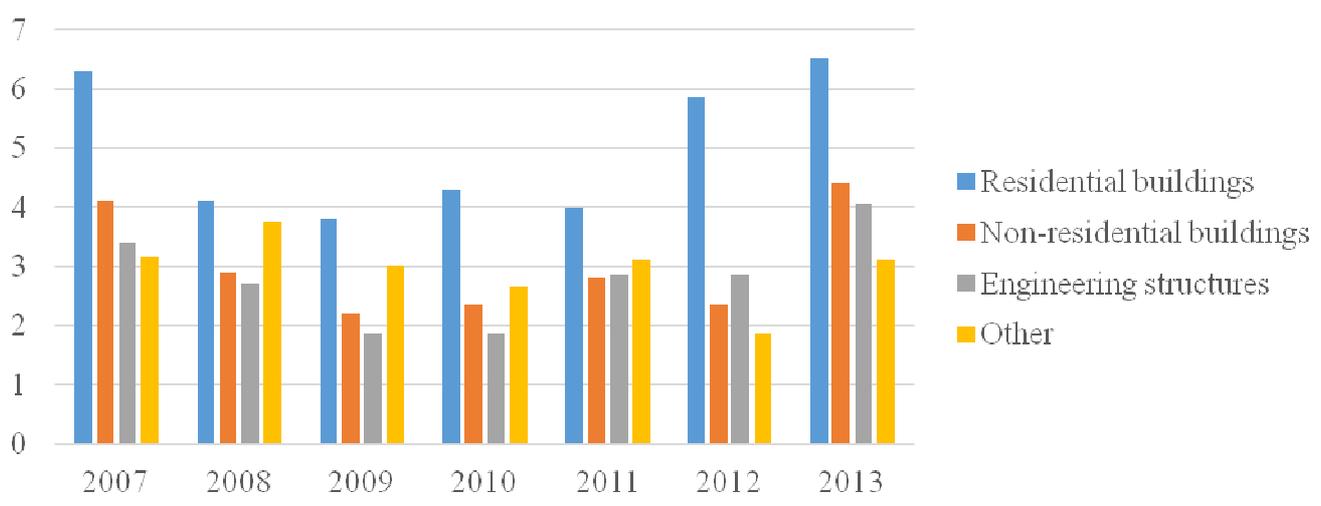


Figure 1. Annual graph of the construction firms orders.

Having analyzed the statistics of the past years, researchers point out a

significant decline of the capital investment into the construction industry as shown in Figure 2.

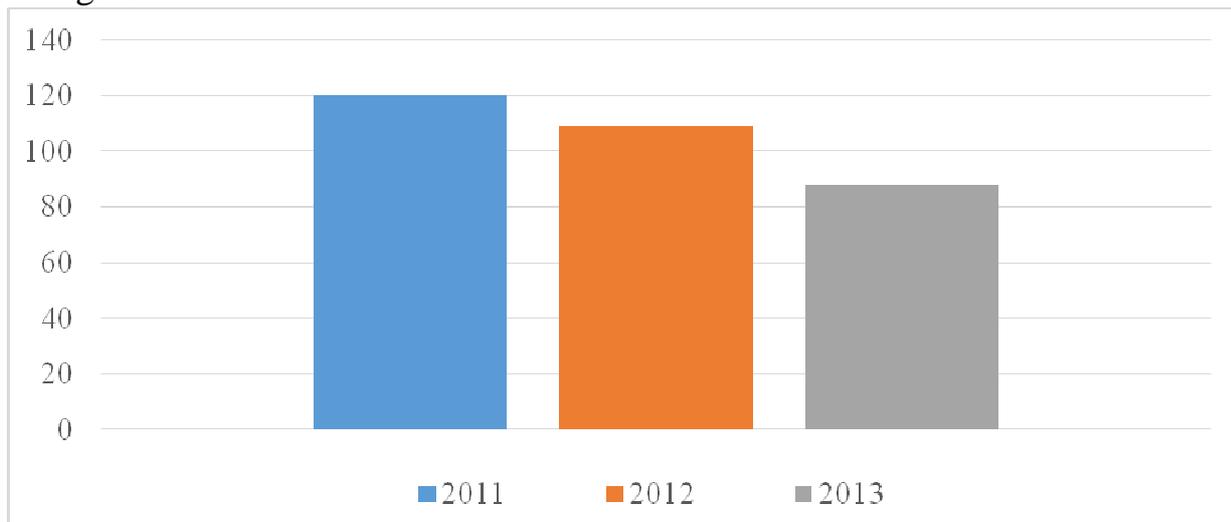


Figure 2. Graph of capital investment index (percentage of the corresponding period of the previous year) in the construction industry.

Based on the report of the State Agency for Investment and National Projects of Ukraine [5] the chart in Figure 3 was made. It presents the most interesting sectors for the investors based on the requests from potential investors.

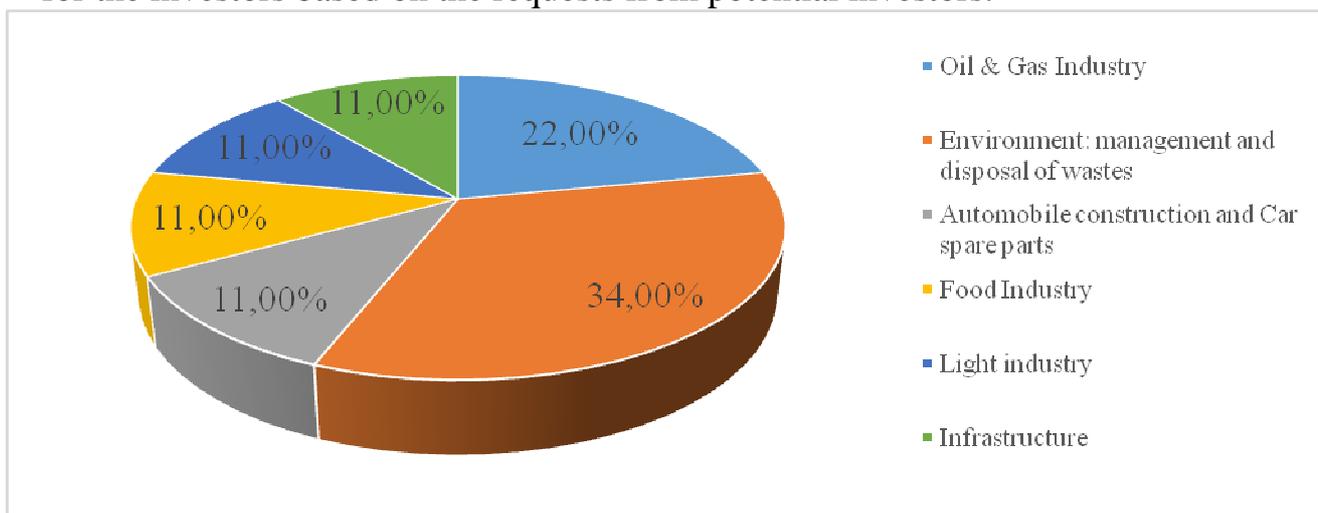


Figure 3. Chart of the requests by industries for the third quarter of 2014.

This structure of requests indicates that investors give preference to the activities that have a quick reversibility and have significant domestic demand. On the other hand, investors due to the need of immediate investments and a rather slow reversibility ignore the construction industry.

So, under the circumstances of a significant deterioration of the economic situation in the country as a whole and a significant reduction of the quantity of investment, companies of the construction industry should pay attention to the method of reducing the cost of the final product, such as buildings, facilities, bridges etc.

It is necessary to suggest innovative investment for construction companies to diversify their own production. Opening of own production lines for making reinforced pre-stressed hollow core floor slabs produced without casing by a leading construction company of Kharkiv region "Zhytlobud – 1" can be considered as an example of a best practice of diversification using.

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## SOCIAL MANAGEMENT OF THE ENTERPRISE EMPLOYEES

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The basic laws of modern society include objective process of strengthening the social orientation of economic systems. Managing social processes at both state and enterprise levels is an important task that involves consideration of man as the main social and creative force of social progress.

In connection with the strengthening of social development goals there is a growing need for the conscious management of social processes in the enterprise's personnel.

Within the company the main social living conditions of the staff members are formed, and their social status, the nature and conditions of work are determined.

Much attention is given to the problems of formation, development and impact of social management of the enterprises employees in the works of domestic and foreign scientists such as R.S. Helleher, D. MakKleland, S. Adams, A.S. Vihansky, A. I. Naumov, K.S. Kameron, V.A. Spyyvak, A.E. Voronkova, I.O. Tyvonchuk, E.N. Korenev, I.V. Mazhura, O.Y. Kuzmin, V.I. Pavlov, N.I. Chuhray, T.V. Landina, I.V. Alyeksyeyev, D.S. Lifintsev, V. Parsyak, and others. However, this issue is not well studied in the scientific literature and needs further consideration.

The purpose of the study is to determine the key aspects of social management of the enterprise employees.

Social management of the enterprise employees is a conscious, purposeful influence on the enterprise employees in order to bring direction and pace of their