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METHODOLOGICAL APPROACH TO THE DEFINING OF SYNERGETIC EFFECTS IN INTEGRATION AGREEMENTS

In article methodical approaches to definition of synergetic effect in integration agreements are proved in the industry. Comparison of definitions of concepts economic effect and synergetic effect is carried out. The main definitions of the term "synergy" are given. The attention is focused on expediency of application in synergetic approach at implementation of integration agreements as it gives the additional benefits to the enterprise in competitive environment.

The domestic economy is characterized by prevalence of integration tendencies of separate business units, especially in the industry. The analysis of the modern market allows drawing a conclusion on the prompt growth of interest to integration transactions that is confirmed by increase in their number. And, therefore, practical application of new progressive approaches to the organization of activity of the integrated

business units, one of which is synergetic approach, will help to make the correct and effective administrative decisions in the competitive environment.

In the modern economic environment, merge and absorption are one of the most important mechanisms of business cost growth, increase of efficiency, competitiveness, diversification of risks and optimization of investment portfolios due to synergetic effect achievement.

Activity in the Ukrainian market of merges and absorption is rather big. At the same time it should be noted that at implementation of integration very many mistakes are made. Thus, if in the course of the integration agreement it is possible to create strong economic structure in which all components of administrative, production and social processes work harmoniously and purposefully, that is synergetic, taking

into account requirements and character of external environment, stability and stability of such enterprise and will be reflection of his competi-

tiveness in the market. So, the question of synergy effect merges manifestation or absorption has strategic character.