

THE PLACE OF CONFLICT IN CORPORATE RELATIONS SYSTEM: EUROPEAN AND NATIONAL EXPERIENCE

In the article the scientific point of view on the concept of "corporate relations" was analyzed, the existing approaches to the classification of the corporate relations are characterized. It was suggested the author's definition of the essence of corporate relations. The conclusion about the economic essence of conflicts was made and their role in the system of corporate relations company was substantiated.

Keywords: conflict, corporate conflict, corporate relations, participants of corporate relations.

Statement of the problem. *Development of corporate relations is a typical trend of the evolution of economic systems. Formation of large corporate structures historically due to factors such as economies of scale, increasing complexity and knowledge-based products. In conditions of serious international competition, large corporations, concentrating a leading science and technology, become the basis for efficiency growth and competitiveness of the national economy.*

The formation and development of corporate relations is particularly urgent problem for modern Ukraine, because large corporations are the basis of competitiveness growth of the national economy of any country. Although today the issue of corporate relations subject of many works, the role and place of corporate conflicts in corporate relations are virtually unexplored in scientific circles as Ukraine and EU countries.

Analysis of recent researches and publications. *An important contribution to the study of issues related to the development of corporate relations made by M. Albert, J. B. Clark, K. Adelfer of Amalfi, A. Burley, V. Vroom, John. K. Galbraith, L. Porter, J. M. Keynes, A. Maslow, E. Mayo, D. McGregor, M. Meskon, G. Minz, D. Norton, H. Okumura, P. Samuelson, F. Hedouri, Schumpeter and other famous foreign scientists.*

Research corporate relations belong to scientific works of local researchers V. Vasilyev, A. Vinnyk, A. Halchynskiy, Heyets V., V. Goncharov, A. Gritsenko, V. Kovalev, V. Livshits, Y. Lysenko, V. Franchuk, S. Mocherny, Y. Pakhomov, L. Prodanoa, S. Reverchuk, P. Stepanov, V. Tarasevich, A. Popov, M. Khokhlov, V. Chernyak, M. Chechetov, A. Chukhno and other leading scientists.

Development of approaches to resolving, conflict impact assessment on corporate performance and study their causes are major problem for the company in which conflict arose. Some issues to resolve the problem highlighted in the work of both domestic and foreign authors, including: E. Abaeva, L. Bezzubko, J. Holfeld, L. Zhukov, V. Zemlyanskii, I. Ignatiev, A. Kovalyshyn, M. Kuzheleva, B. Lesser, I. Bondarchuk, Z. Borysenko, A. Lozhachevskaya, G. Lozhkin, A. Pedko, L. Skibitska, Khymenko S., L. Balabanov, A. Antsupov, A. Shipilov, S. Emelyanov and other .

However, the problems of corporate relations in scientific works these authors not fully disclosed, and conflicts and their impact on corporate relations generally virtually unexplored.

The purpose of the article – *studying the essence of corporate relations and defining the roles and place of corporate conflicts in this system.*

Exposition of the basic material. In modern studies of both foreign and domestic scientists considerable attention is paid corporate management issues, as well as those that arise from the interaction of participants of corporate relations.

Before analyzing the scope of these problems, it is necessary to define this concept and describe current approaches to the classification of the corporate relations. Analysis of scientific papers both domestic and European authors to define the term "corporate relations" showed that most scientists consider this notion sided - from a legal point of view, thus, influence the results of interaction of participants of corporate relations for the economic performance of enterprises remains unexplored.

Thus, the Commercial Code of Ukraine corporate relations are defined as relations that arise, change and terminate on corporate rights.

V. Vasiliev considers corporate relations as "regulated by the law social relations that occur between the founder (participant) and a legal entity as a result of its constituent rights."

According to A. Vinnyk, corporate relations - "a relationship, resulting in the establishment, operation and termination of business partnerships involving direct and indirect participants and provide balanced the interests of these individuals."

VI Franchuk, in turn, contributed two interrelated components of corporate relations - mutual economic relations between persons and legal relations arising in connection with the creation of a legal entity. Thus, corporate relations in the economic entity defines as "public relations operation in the share capital."

O. Popov defines corporate relations as "entire complex of different types of interactions that are regulated social and economic standards between more than two parties (participants of corporate relations), each with its own clearly defined socio-economic position and plays a own social and economic role in the corporate cooperation. "

In the studies of of scientific views on the nature of corporate relations, the author proposed his own definition of this concept. Thus, corporate relations - a socio-economic category as part of the system of social relations between the parties, each of which has a fixed position in the process of achieving their interests and ensure efficiency.

The participants of corporate relations include those individuals and entities that are contributing or affecting the performance of the company, shareholders, management, employees, competitors, creditors and investors, customers, suppliers, regulatory agencies, civic organizations and others.

There are many views on the classification of the corporate relations, but the most common is the classification from the perspective of corporate environment - internal and external participants of corporate relations (Fig. 1).

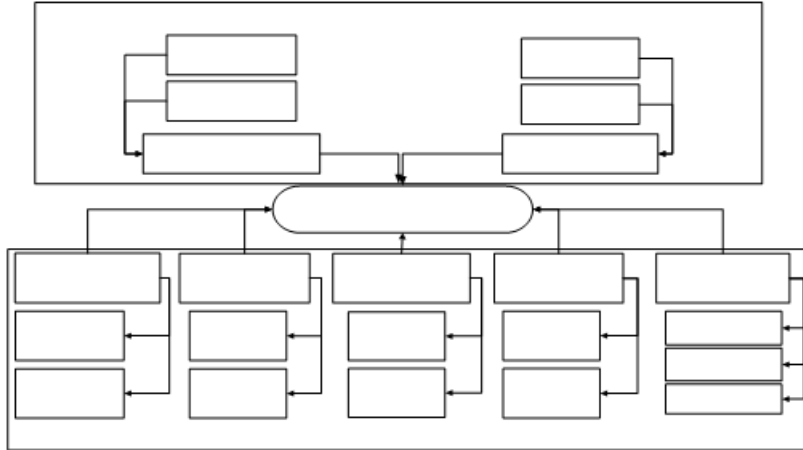


Fig. 1. Participants of corporate relations
** Generalized by the author*

The internal corporate relations participants are shareholders, management and employees, who are foreign - investors, competitors, customers, creditors, financial institutions, public authorities, NGOs and others.

In the process of interaction between participants of corporate relations with each other, each governed by their own needs, goals and motives, and together they form a system of relationships, aimed at making enterprise performance. Of course, one's interests do not always coincide with the interests of other participants in corporate relations.

Therefore, business management, among other things, must include achieving a balance between the interests of owners on the one hand, and those of other members on the other side (Fig. 2).

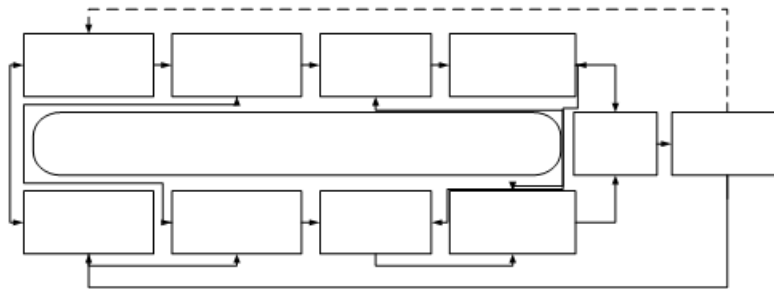


Fig. 2. The place of conflict in corporate relations system
** Generalized by the author*

The basis of the interests of of corporate relations are their unmet needs, which, in turn, affect the results of the enterprise as a whole.

Conclusions. *The author concludes that conflict is natural result of the interaction of participants of corporate relations, ie, it is the economic component of corporate relations is an environment for the emergence of differences which, in turn, grow a corporate conflicts. Other words corporate conflict - a clash of economic interests of the parties in the system of corporate relations between the parties in connection with each request to change their status, due to opposite sides of the objectives in the strategic management and control.*

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