

*Semenchuk I.N.,
cand.sc. (econ.), assoc.prof. of the cathedra of enterprise
economy and land management*

Petro Mohyla Black Sea State University

*Anysenko A.V.
senior teacher of the department of enterprise
economy and land management*

Petro Mohyla Black Sea State University

DEVELOPMENT OF INFORMATION PROVISION OF LAND RESOURCES MANAGEMENT

ABSTRACT

The article presents the results to study the problems of the development of entrepreneurship management as a management science that has a difficult, multifaceted character associated with the using the technology of the entrepreneurial management that provides consolidation of the moral norms and rules. It is proved that moral issues are becoming essential in doing business activities through social upheaval provoked by it: spread of corruption, strengthening the role of bureaucratic structures, the suppression of personal initiative, violation of the property rights, doubtful advertising, the commercial espionage, unfair information and more. All of this causes deformation of the market relations makes it impossible to the normal functioning of the enterprise and destroys the market.

It was proved that the role of ethics is not enough to study the entrepreneurship management general system in modern society. This problem requires that according to the author it is necessary to provide argumentative scientific elucidation.

The purpose of study is to determine of ethical foundations of entrepreneurship management in the formation of entrepreneurial activities and moral categories.

In the article grounded that modern business is very sensitive to the question its image. Its formation and retention envisages strict observance of foundations of corporate culture and business ethics. The important value of the business is the social responsibility that suggests a certain level of the voluntary response to the social problems, the performance of moral requirements that put forward the society. During the research it was proved that the spread of social responsibility is based on the entrepreneurship, leading to the realization the humanistic goal and can be useful to both the entrepreneurs and the society in general.

It is proved that moral factors are contributed to the successful conduct of business. Ethics supports the organizational culture at the appropriate level and helps strengthen the business. Research shows that the moral and ethical questions more and more dominate in the entrepreneurial case. Growing conviction that the culture of business activities connected with a deep ethical foundation is important precondition for the survival, stability and profitability of enterprises.

Studying the ethical problems of entrepreneurship and management led to the conclusion about the necessity of raising "moral consciousness" of professional businessmen and managers while conducting business operations and responsibility to society.

The article investigated theoretical analysis and practical experience on the basis of moral regulators in the development of economic market relations and the formation of the open civil society, and the role of human moral potential as the most important factor of economic progress and increasing the social and managerial level in the transformation of Ukraine