

Володимир Байгушев

**ФОРМУВАННЯ ІНТЕРАКТИВНИХ КОНФІГУРАЦІЙ
СТАНУ РИНКОВОГО СЕРЕДОВИЩА**

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**ФОРМИРОВАНИЕ ИНТЕРАКТИВНЫХ КОНФИГУРАЦИЙ
СОСТОЯНИЯ РЫНОЧНОЙ СРЕДЫ**

Vladimir Baigushev

**CREATING INTERACTIVE CONFIGURATIONS
OF THE STATE OF THE MARKET ENVIRONMENT**

The article develops an approach for the process of analyzing the market environment based on its existing interactive States, followed by a quantitative assessment of the resulting configuration of this environment. In the growing uncertainty of the market environment, diagnostics of the causes and future state of the market is of particular relevance. Particular importance is attached to the problem that arises when an objective assessment of the information array of information, the identification of the main factors of uncertainty and decision-making for the development of a competitive strategy. A solution to the main problem in the analysis of the market environment under conditions of uncertainty is identified and proposed. Such a problem is the absence of a closed system of research in the process of evaluating the factors of occurrence, interaction, development and termination of uncertainty conditions. For the analysis and assessment of the market environment, the segment of the ferrous metallurgy industry of Ukraine production of steel and steel (black) rolled products is highlighted. This segment is the main one in the metallurgical industry and provides a high share of foreign currency inflows to the Ukrainian economy. The methodology of the analysis process for decision-making in the uncertain state of the industry based on an interactive configuration approach is developed, Fig.1. the state of competition For the formation of the current and future state of the market environment in terms of uncertainty is presented with a quantitative assessment, Fig.2.an array of indicators describing the volume of production, consumption and gross income from sales of Ukrainian black steel rolled products is Presented and structured. Based on the diagrams of Fig. 1,2 and the array of indicators of the segment table 1,2,3,4,5,6, the final table of assessment of the state of the main parameters of the external environment in the segment of the ferrous metallurgy industry of Ukraine-production of steel and steel (black) rolled products for 2014 ... 2021. An interactive approach to analyzing the entire volume of data for the period 2014 ... 2019 allowed us to conclude that the market environment of the segment will be in a relatively stable state in 2020 and 2021.

Keywords: analysis; market environment; interactivity; competition; market; uncertainty; parameter; segment of the industry.

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Байгушев Володимир Володимирович – кандидат технічних наук, докторант кафедри фінансів та економічної безпеки, Дніпровський національний університет залізничного транспорту імені академіка В. Лазаряна (вул. Лазаряна, 2, м. Дніпро, 49010, Україна).

Байгушев Владимир Владимирович – кандидат технических наук, докторант кафедры финансов и экономической безопасности, Днепропетровский национальный университет железнодорожного транспорта имени академика В. Лазаряна (ул. Лазаряна, 2, г. Днепр, 49010, Украина).

Baigushev Vladimir – PhD of Technical Sciences, Doctoral Student of the Department of Finance and Economic Security, Dnipro National University of Railway Transport named after Academician V. Lazarian (2 Lazarian Str., 49010 Dnipro, Ukraine).

E-mail: vladimir.baigushev@rambler.ru

ORCID: <http://orcid.org/0000-0002-1582-2723>