
Harmonization of industrial and trade policy of the industrial enterprise

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Abstract

Subject/topic. In article the questions of harmonization of industrial and trade policy of the industrial enterprise allowing to increase efficiency of activity of the enterprise are considered. **Goals/Objectives.** The purpose of work is the analysis of a concept of harmony of the economic relations and development of methodological bases of harmonization of industrial and trade policy of the industrial enterprise. **Methodology.** On the basis of the analysis of a concept of harmony in the economic relations the concept of harmonization of industrial and trade policy of the enterprise taking into account ensuring economic security is specified, approaches to guaranteeing protection of interests of the enterprise are defined. According to the contents and an essence harmonization of industrial and trade policy of the enterprise is, on the one hand, the strategic plan of production and sales, and, on the other hand, the working tool for achievement of the strategic plan which has a quantitative real measure and tough logic which are shown in the corresponding models of creation of the harmonious relations between production and sales at the enterprise. **Results.** The conclusion is drawn on importance of harmonization of industrial and trade policy of the industrial enterprise, the generalized (conceptual) model of harmonization of industrial and trade policy of the industrial enterprise taking into account stages of a full cycle of industrial and trade policy of the enterprise is offered. **Conclusions/significance.** It is shown that the research of questions of harmony in economy opens the existing antagonistic contradictions in external and internal environments of activity of participants of the economic relations, and according to the contents and an essence harmonization of industrial and trade policy of the enterprise is the working tool of strategic planning. **Application.** The methodological regulations considered in article on harmonization of industrial and trade policy of the industrial enterprise can be used at improvement of strategic and tactical planning of activity of the industrial enterprises.

Keywords: *harmony, harmonization, industrial enterprise, industrial policy, trade policy, economic security*

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For citation

Barmashov K.S. Attraction of Foreign Investments in Oil and Gas Industry of the Russian Federation //Market economy problems. - 2019. - № 1. - P. 27-36 (In Russian).

DOI: <https://doi.org/10.33051/2500-2325-2019-1-27-36>