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VALUATION OF ENTERPRISE BUSINESS REPUTATION

The purpose of the study is in the system structuring composition and content of the business reputation of an enterprise, adequate justification for the Ukrainian realities approach to assessing its value.

The following tasks in order to achieve this goal in the work are posed and solved:

- to carry out a critical analysis of existing approaches to the definition of the business reputation of an enterprise with a system approach to develop its universal definition, free of value judgments and professional prejudices;
- to investigate the structure of business reputation of an enterprise;
- to discover the essence of the real options method and to develop an algorithm of its application to quantify the value of enterprise goodwill.

The article deals with the essence of cat-

egory «business reputation». The components of enterprise goodwill are considered and systematized. The definition of business reputation of an enterprise with the system approach is given.

Based on the analysis of the theoretical framework for the valuation of enterprise goodwill, it is concluded the prospectivity of using the optional approaches. Shown, that as the mathematical apparatus, adequately providing of reasonable formalization of the uncertainty and instability of the external environment and adequate decisive task of assessing the value of an enterprise goodwill in the domestic reality can be the theory of real options. As further research is indicated the prospectivity to develop methodical bases of valuation of enterprise business reputation in the conditions of uncertainty and instability based on interval method.