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ბიზნესტექნოლოგიების ფაკულტეტი

მონოგრაფიის სერიიდან

გლობალიზაცია და ბიზნესის
თანამედროვე გამოწვევები

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The essence of the enterprise's economic potential and its main components

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Abstract

In the conditions of dynamic changes in the national and world economy, the problems of socio-economic development of enterprises are becoming more and more relevant. These issues are also inextricably linked with the potential of the enterprise, in particular, its economic potential.

The analysis of existing approaches to the interpretation of the content of the economic potential of the enterprise and its structure made it possible to conclude that it is a rather complex, comprehensive, dynamic system of all types of resources and capabilities of the enterprise, as well as its ability to use them effectively to achieve the set goals and ensure sustainable development enterprises in the long term.

The primary component of the economic potential is its resource component, which contains all the resources of the enterprise and reflects the results of its past activities. The company's ability to effectively use accumulated resources is reflected in its current potential, and the ability to ensure sustainable development is reflected in its strategic potential.

Key words: enterprise potential, economic potential, resources, enterprise development, components of potential, structure of potential.

Main text

Enterprise management processes include the management of human, material, financial and intellectual resources, establishing partnerships with external stakeholders, planning the release of goods and services in accordance with consumer needs, innovative activities, etc. All these processes are primarily aimed at creating assets, the implementation of which ensures the financial efficiency of the enterprise both in the short and long term.

One of the important aspects of enterprise management is economic potential, which not only provides current financial results, but also determines prospects for future development.

The interpretation of the enterprise's potential by scientists is carried out taking into account the various contexts of its consideration. First, it is the macro-, meso- and microeconomic context, when the potential of the national economy, industry or individual enterprise is investigated. In our research, we will focus on the micro level, namely the examination of the enterprise's potential.

The results of the analysis of the definitions of the concept of "potential" indicate that scientists include in this category the totality of the enterprise's resources, its capabilities, the ability to implement these capabilities and ensure the achievement of goals, certain economic benefits and, in general, sustainable development of the enterprise.

There are also quite a large number of definitions of the category "economic potential of the enterprise". At the same time, in some studies, these two concepts are equated, but most scientists single out the economic potential as a separate component of the enterprise's potential. There is also a scientific position that the economic potential of an enterprise is a broader concept than the potential of an enterprise [1].

Some scientists consider the economic potential as a set of resources, as well as the possibilities of using these resources to achieve goals and ensure development. Other researchers talk about the ability to make a profit [2], as well as the maximum possible production volume [1].

Differences in the interpretation of the essence of the enterprise's economic potential also determine different approaches to determining its structure.

The analysis of existing approaches to the structuring of economic potential confirmed the dependence of the interpretation of the essence of this concept and, accordingly, the definition of the main components.

Scientists who consider the economic potential as the possibility of using its resources identify groups of resources (material, financial, labor, information, natural, etc.) as its primary components.

The approach to the structuring of economic potential, proposed by E. Lapin, deserves attention.

The scientist considers the economic potential as a stochastic system consisting of subsystems and elements. The upper level of this system includes three components: economic, social and environmental. The main subsystems include personnel, production, innovation, and organizational and management potential, which in turn contain a number of elements.

Some scientists [3, 4] in their studies, in addition to the functional structuring of the economic potential, distinguish two substantive components in its composition: objective and subjective.

To the objective components of economic potential, researchers include production, innovation, financial potential, reproduction potential, information potential, infrastructural potential (market infrastructure, transport communications, etc.).

Subjective components of the enterprise's economic potential include: scientific and technical, marketing potential, potential of the organizational management structure, personnel potential, managerial potential.

In the study [5], along with the traditional personnel, production, information, investment and innovation potentials, the development strategy is also identified as one of the elements of the economic potential of the enterprise.

R. Aliyev [6] considers the company's resources as the primary component of its overall potential, and economic potential as the result of an effective combination of resources. That is, the level of economic potential is determined by how effectively the company's resources are formed. At the same time, the economic potential determines the efficiency of realizing the company's potential, which is expressed in the market potential.

Summing up the analysis of approaches to determining the essence and components of economic potential, we suggest considering it taking into account temporal and spatial characteristics.

The economic potential of the enterprise is based on the past, since its primary link are the resources accumulated in previous periods. That is, during the analysis of the economic potential, the enterprise proceeds from the assessment of its past activity, namely how effectively the resource base was formed for its today's functioning and future development. The current potential reflects the current state of the enterprise - its ability to effectively use resources and opportunities to achieve the set goals. Strategic potential reflects the company's ability to ensure not only short-term financial results and effective use of resources today, but also sustainable development of the company in the long term.

So, the economic potential, taking into account the time characteristics, includes the following components (Fig. 1):

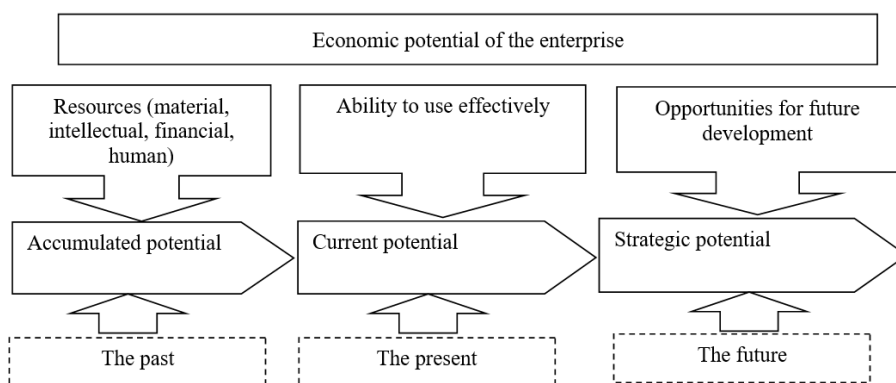


Fig. 1. The economic potential of the enterprise taking into account time characteristics

resource or accumulated potential, containing the main resources of the enterprise (material, human, intellectual, financial);

current potential, which provides for the ability and opportunity of the enterprise to effectively use available resources;

strategic potential, which reflects the company's ability to ensure sustainable development.

Conclusions

The analysis of existing approaches to the interpretation of the content of the economic potential of the enterprise and its structure made it possible to conclude that it is a rather complex, comprehensive, dynamic system of all types of resources and capabilities of the enterprise, as well as its ability to use them effectively to achieve the set goals and ensure sustainable development enterprises in the long term.

Thus, the primary component of the economic potential is its resource component, which contains all the resources of the enterprise and reflects the results of its past activities. The company's ability to effectively use accumulated resources is reflected in its current potential, and the ability to ensure sustainable development is reflected in its strategic potential.

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