

V. Onishchuk
Postgraduate Student,
Interregional Academy of Personnel Management

EVOLUTIONALITY OF CATEGORIES OF NATURE AND CONTENT OF THE ECONOMIC POTENTIAL OF THE ENTERPRISE IN MODERN CONDITIONS

In times of economic instability and fierce competition, problems of industrial enterprise are quite clearly marked. At the same time, the penetration of foreign producers equipped with advanced technology into domestic markets has made industry in Ukraine worse off. As a result, it jeopardized the survival of not only specific industrial enterprises, but also the entire industry of Ukraine.

Today, one of the most global problems for modern Ukrainian company is to maintain competitiveness and support activity in constantly

changing external environment. The problem together with the whole set of such problems, on the one hand, is not new to a modern enterprise, but on the other hand, despite more than a decade of attempted formation and entry into market relations, a range of businesses, especially heavy machinery and instrument businesses, still can not return to economically expedient production volumes. One of the main reasons of this situation, in our opinion, is the inability to manage, develop and evaluate available economic potential of industrial enterprises.