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CONCEPTUAL LOGIC OF RESEARCH OF COMPANY'S POTENTIAL

The scientific article is devoted to the study of logic in forming potential of the company. Using the methodology of conceptual analysis, the purpose of which is to build the logic encoding semantic relationships between concepts, the author formed the position on the issue of the content of the potential of the company.

Synthesis of scientific nature of "potential of the company" was conducted on the basis of morphological decomposition to identify approaches to interpretation based on keywords: Resources; capabilities, ability; relationships; set. It was established that a common characteristic of all approaches is that the foundation of the enterprise is its potential resources, but they often reduce substantial load as factor of production, regardless of the context of scientific research of potential problems. This interpretation of the essence of enterprise resource does not disclose their substantial load that is inherent in the dynamic of innovation and information economy. The main conclusions of the modern theory of strategic management suggest that today the

company's resources are essentially different from treatment resources, which prevailed in the economic theory of the twentieth century. This difference is explained by the special role of rights in the innovation and information economy, which is the result of humanization and intellectualization. Based on the fact that resources are estimated as economic opportunities of the environment, the concept of authorized capacity of enterprises was determined.

Based on the study of philosophical and economic meaning of "development", it has been proven that enterprise development should be understood as transition of economic system to a new state as a result of irreversible, directed, regular changes of the external and internal environment. On the basis of symbiosis, the main conclusions regarding conceptual content of potential development of the company was determined. The main objectives of the research of potential of the company based on modern concepts of strategic management and allied disciplines were established.