

Poluyanova Tetyana

STRUCTURE OF POTENTIAL ORGANIZATIONS IN THE CONTEXT OF RESOURCE CONCEPTS

Depending on the system of economic relations, the potential is as follows: the production capacity of the economic entity. The object of analysis of the potential of the organization can be considered its production capacity, but it should be borne in mind that the calculation of production capacity is based on the scheme of the technological process, individual productivity of equipment and time component, ie only the production complex. Financial, investment, social and other factors remain outside the scope of accounting. Whereas when determining the magnitude of the potential, taking into account these components is necessary. In this case, the company is seen not only as a production system, but more fully as a system capable of evolving and adapting to changing environmental conditions.

There are several approaches to structuring an organization's capacity. Most researchers consider the resource structure of the potential, but taking into account the different number of components. Among them, most researchers identify the presence of a resource component and the potential possibility of its use as the main elements of potential. A minority of scholars see the "potential of the organization" as an interconnected set of resources and capabilities of the organization, which determines the prospects for its activities. At the same time, as structural elements of potential, scientists identify the following components: production and technological potential, financial potential, labor potential and innovation potential.

Thus, according to the resource concept, the potential of the organization is considered as a system of resources that interact and determine the results achieved. Most often, according to this concept in the structure of the potential of the organization there are the following main elements:

- technical resources (production facilities and their features, equipment, materials, etc.);
- technological resources (technologies, availability of competitive ideas, scientific developments, etc.);
- human resources (qualification, demographic composition of employees, their desire for knowledge and improvement, intellectual capital);
- spatial resources;
- information resources (quantity and quality of information, channels of its distribution);
- resources of the organizational structure of the management system;
- financial resources (availability and sufficiency of equity and debt capital, asset status, liquidity, availability of credit lines, etc.).

There are also other approaches to determining the capacity structure of an organization. First of all, we can identify a functional approach, which includes the potential: production, marketing, information, technical and technological, organizational, social and financial potential. The potential of the organization is a system of interconnected elements that perform certain functions in the process of ensuring production and achieving its goal.

The work was carried out under the guidance of Associate Professor of the Department of Economics and Management Tetiana Obydiennova