

## POTENTIAL OF CONSTRUCTION INDUSTRY ENTERPRISES IMPROVEMENT DIRECTIONS

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**Abstract** : Economic potential occupies a special place in the system of organization of the national economy as a means of forming the production process and its material basis. The level of economic potential characterizes the level of economic development, determines the competitiveness of the country, the level of capitalization of enterprises.

**Key words** : productive forces , production release potential , maximum opportunity

In the context of the digitalization of the economy, one of the economic categories that is receiving great attention is the concept of the economic potential of an enterprise. In order for economic processes to occur in enterprises and bring them a certain level of benefit, intangible assets are also involved, along with material and labor resources. Their totality cannot be called material and labor resources as before. If this were done, intangible assets would no longer be included in their composition. Therefore, it is appropriate to call them the economic potential of the enterprise. Because in this, along with material resources, intangible assets and labor resources are fully reflected. In the conditions of market relations, each enterprise seeks to ensure its rapid development based on the continuous growth of production, improvement of product quality and its timely sale, as well as timely receipt of planned profits and income. Therefore, the activities of the enterprise should be multi-purpose and dynamic, aimed at innovative development, striving for the effective use of production capacities and resources, and able to respond to market conditions in a timely and efficient manner.

In this paragraph, we will study the specific features of managing the economic potential of construction industry enterprises, in turn, the construction industry is a complex of activities for the construction of residential and non-residential buildings in a given country <sup>1</sup>. In turn, in our opinion, construction industry enterprises are enterprises engaged in the construction of residential buildings and non-residential complexes in a given country. The management of the economic potential of construction industry enterprises can be understood as influencing the economic activities of enterprises engaged in the construction of residential and non-residential buildings through various methods and means. That is, the management of the economic potential of an enterprise means the organization of the economic activities of the enterprise in scientific, technical, industrial, technological, administrative and other areas based on management functions and principles. Construction enterprises, in turn, are the main link in the construction complex, which can be classified according to many criteria listed below.

In particular, all construction enterprises are divided into 2 groups according to the economic purpose of the products they produce:

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<sup>1</sup> Electronic resource. [https://spravochnikvs.com/stroitel\\_naya\\_promyshlennost\\_#2](https://spravochnikvs.com/stroitel_naya_promyshlennost_#2)

1. Enterprises producing means of production;
2. Enterprises producing consumer goods.

In addition, according to the content of activities in capital construction, construction enterprises can be divided into:

- construction and installation work (performance of all types of construction work);
- Perform construction industry production work (for the production of construction materials and products);
- construction transport enterprises (enterprises that transport construction production elements);
- mechanization enterprises (construction machinery operation and repair enterprises), etc.

In the process of interpreting the concept of economic potential of construction industry enterprises, it is important to dwell on the meaning of the concept of potential. It is necessary to consider the interpretations of the concept of "potential" as a term by various scientists and determine its place in the formation of economic interests. The concept of "potential" is derived from the Latin word "potentia", which means "possibility, strength, power". In economic literature, the concept of "potential" is defined as "a set of available means", "potential in any field", "available resources, means, reserves" <sup>2</sup>. The common aspect of the above interpretations of the concept of "potential" as a term is the possibility of implementing a set of certain means necessary and required to achieve certain goals. Based on this, it can be said that several interpretations of the concept of "economic potential" are presented in the economic literature.

"Economic potential" as an economic category is a system that reflects the economic situation, reflecting complex, multifaceted relationships that determine its development and current state.

In scientific literature, the term "potential" has various meanings, including concepts such as "power", "strength", "maximum potential", "limit".

Competence (from the Latin "potentia" - power) is the resources, capabilities, means, reserves, capabilities of an individual, society, or state in a particular area that can be used to solve any problem and work towards a goal <sup>3</sup>.

Also, from the definitions of economic potential given by the authors, it is possible to distinguish different approaches to this concept. For example, CIS economists such as B. Plishevsky, AV, Todoseychuk, Y. Lichkin and A. Sigichko, who are supporters **of the first approach**, interpret economic potential as all available resources, including labor, investment, financial, production resources <sup>4, 5, 6, 7, 8</sup>. They interpret the concept of economic potential as the

<sup>2</sup> Borisov, A.B. Bolshoy economic dictionary / A.B. Borisov. - M.: Kniznyy mir, 2003. - 895 p.

<sup>3</sup> Bolshoy economic dictionary / pod ed. A.N. Azriliyana . M., 1999. S. 477.

<sup>4</sup> Borisov, A.B. Bolshoy economic dictionary / A.B. Borisov. - M.: Kniznyy mir, 2003. - 895 p.

<sup>5</sup> Plyshevsky B. A. Potential investment / B. A. Plyshevsky // Economist, - No. 3, - 1996. - S. 18-22.

<sup>6</sup> Todosiychuk A. V. Nauchno-tehnicheskiy potential sotsialno-trudovoy sfery / A.V. Todosiychuk // Economist. - No. 12. - 1997g. - S. 34-37.

potential of all available resources. In our opinion, resources themselves, that is, existing resources alone, are not able to fully reflect the economic potential of an enterprise. Because, even when viewed at the enterprise or state level, the existing socio-economic relations, the type of activity being carried out, the management process and its effectiveness are also manifested as the basis for development. According to the ideas of supporters **of the second approach**, economic potential is interpreted as the aggregate potential of all sectors of the national economy. LI Lopatnikova, LP Kurakova, VN Mosina and DM Krukhar interpret economic potential as "all the available capabilities of the national economy in the areas of industrial and agricultural production, capital construction, transportation and public services"<sup>9, 10, 11, 12</sup>.

As a **third approach** The concept of "economic potential" is considered synonymous with the concepts of "economic power" and "national economic potential"<sup>13</sup>. Another author expressed the opposite opinion, emphasizing that the category of "national economic potential" is broader than the category of "economic potential" because the concept of "national economy" in turn has acquired a broader meaning than the concept of "economy"<sup>14</sup>.

**of the fourth approach** interpret economic potential as the result of economic relations of the activities of economic entities. In particular, according to L.S. Sosnenko, economic potential should be interpreted in terms of the full use of the existing capabilities of socio-economic systems in the production of goods and services, as well as management relations<sup>15</sup>. Currently, economic potential is mainly expressed as the value of the gross domestic product of the country, i.e. the value of the gross domestic product of the country, created in the complex of fixed assets and sectors, created due to the development of productive forces and the maximum use of the capabilities of productive forces.

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<sup>14</sup>Zadoya A.A. National economic potential and intensive production. - Kyiv, 2006. - 269 p.

<sup>15</sup>Sosnenko L. S. Analysis of the economic potential of a functioning enterprise / L.S. Sosnenko. - M.: Izdatelskiy dom "Ekonomicheskaya literatura", 2004.



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