

ENTREPRENEURSHIP, TRADE AND BUSINESS CULTURE IN THE CONTEXT OF HUMAN CAPITAL DEVELOPMENT

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PROVIDING ENTERPRISE OBJECTIVES WITH MAIN FUNCTIONS OF BUSINESS ENVIRONMENT

The development of technology in various sectors of the economy indicates increased competition between manufacturers and the need to find scientific and applied approaches to improving production processes. Improving efficiency is the basis for ensuring competitive advantage for the company and will require management to make quality decisions. The above emphasizes the importance of the organization of the business environment (microenvironment), which depends on the level of use of production capacity of the enterprise, the cost of production and the quality of order fulfillment. These issues are addressed by developing the adaptability of the business environment to the external environment with the establishment of appropriate links, which allows the company to fit organically into it.

Typically, the impact on the business environment comes from certain organized functional or project groups that perform their own functions according to internal and / or external circumstances and conditions. Therefore, the components of its organizational design are important as a prerequisite for effective management of the production process of enterprises in various industries.

Managing the processes of interaction of the business environment with its environment, the implementation of the production process faces a number of serious problems caused by the complexity of the methodological assessment of the environment. In this regard, one of

the most difficult tasks facing the business environment is to justify methods for determining indicators of its position in the environment.

Functionally, the microenvironment changes over time within a certain period. In element-by-element terms, it varies in composition and qualifications of management staff, mathematical support of production planning tasks, the composition and number of complexes of technical means, the nature and intensity of information flows. In organizational terms, the environment performs its functions with the help of the planning and control department at the level of the enterprise and its divisions. It is necessary to identify and justify the components of the environment that are in continuous interaction and determine the efficiency of the production process of an industrial enterprise.

Entrepreneurship is usually based on certain freedoms that precede the development of entrepreneurial initiative. Entrepreneurial activity is determined by the profits received by the subjects of this activity and other stakeholders. The vast majority of the world's leading companies are expanding the scope of traditional management based on stakeholder theory. The business environment directly covers those elements of the enterprise environment with which it is in direct contact. This is a set of conditions, circumstances that externally affect the activities of the enterprise, but it can partially or completely control them. In the context of the organizational function, an important methodological approach to the formation of the business environment is the participation of third-party organizations (stakeholders). The entrepreneur agrees on their goals for the possibility of achieving them based on the conditions of the production process for all functions of the business environment. Scheme of fig. 1 allows him by setting appropriate goals for the functions of the environment to control the cost of funds for the purchase of production equipment, labor and more. The main business of the entrepreneur can be considered as a means of further development of the enterprise. Therefore, it must be really «strong» in the short and long term and be combined with the corporate culture of entrepreneurship.

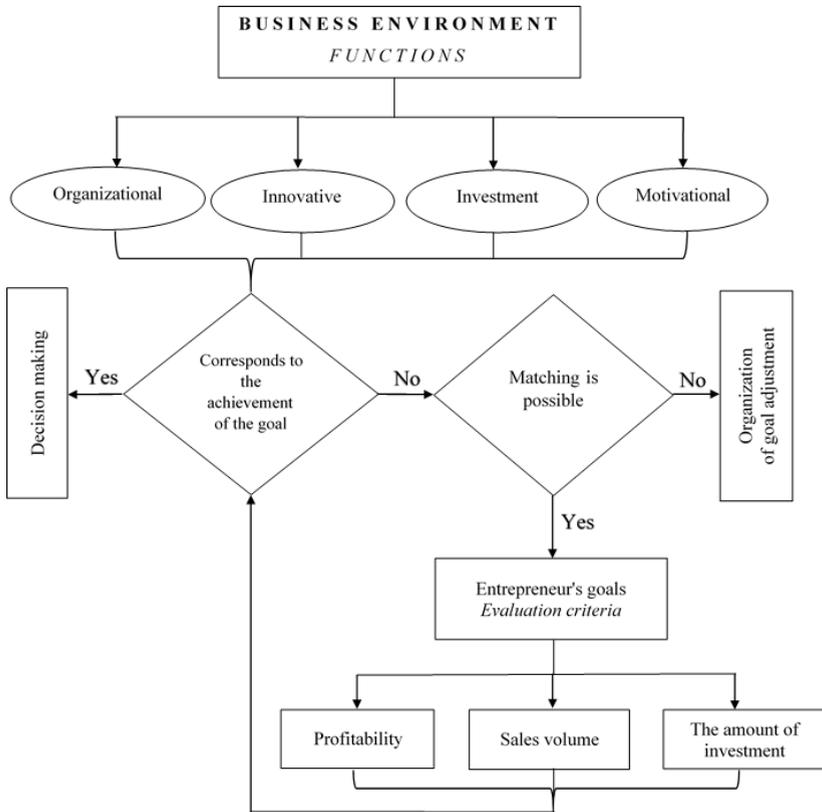


Figure 1. The scheme of providing the goals of the entrepreneur with the basic functions of the business environment

Different approaches to determining the criteria for evaluating the effectiveness of the business entity necessitates a comprehensive and personalized approach of managers to the analysis of not only internal but also external business environment, ie all stakeholders. The introduction of a stakeholder approach in practice involves the use of various methods for operational planning, management, analysis and measurement of results in different areas of the firm.