

*O.Yu. Chernyshov, PhD
(National Aviation University, Ukraine)*

Approaches to assessing the effectiveness of entrepreneurial activity in trade

Attention is focused on the main characteristics of the efficiency of economic activity, indicators of the assessment of the efficiency of economic activity are organized, the methodical approach to comprehensive assessment is substantiated, and recommendations are also presented for determining reserves for improving the economic activity of a trading enterprise.

Socio-economic instability and dynamism of the economic situation in the country, which is primarily related to the consequences of the financial crisis, have led to significant disparities in all spheres of social and economic life. The study of the effectiveness of the functioning of socio-economic systems, the search for directions and opportunities for its improvement have always attracted the attention of scientists from various scientific fields of activity. Inherent in the modern stage of development of the national economy, the high intensity of competition in the field of retail trade necessitates the need for rapid adaptation of the trade market of enterprises and current response to requirements. In the conditions of a client-oriented environment, the effectiveness of entrepreneurial activities in retail trade is created not only by the ability to sell goods, but also by the possible satisfaction of requirements and ensuring the harmonization of the interests of (too many) consumers [1, p. 51].

An enterprise is not exclusively an economic or social system, it is a socio-economic system that integrates various components (resource, behavioral, cultural, historical, etc.). This is the perception of enterprises provided by the system paradigm. Researching the advantages and disadvantages of the existing theories of the enterprise, scientists emphasize the consideration of the enterprise as a system, and it is from the review of the basic principles of the theory of systems that they distinguish the characteristics of the enterprise. The following provisions regarding the consideration of the enterprise from the point of view of systems are important for further considerations regarding the evaluation of the economic activity of a retail enterprise: a) the enterprise is not contained entirely in any of the identification spaces and must be considered comprehensively; b) in the system paradigm, the purpose of creating an enterprise can be specified in independent terms, while the purpose of functioning (everyday activity) of the enterprise can be formulated only in the form of creating conditions for the continuation and improvement of the same process [2, p. 23].

Any commercial organization, regardless of its size, field of activity, profitability or unprofitability, is a complex system that interacts with the market environment. Therefore, it is unlikely that there will be a single indicator that could comprehensively reflect all aspects of the commercial activity of the enterprise. Even profit cannot be such, although this indicator is the one that most accurately determines the efficiency of the organization (enterprise). A system of indicators is used for a comprehensive assessment of the effectiveness of business activity in trade (Fig. 1).

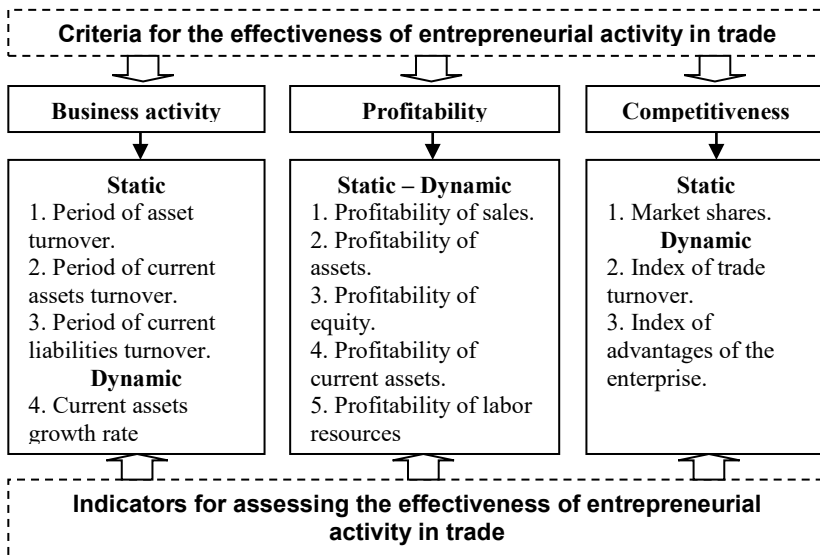


Fig. 1. System for assessing the effectiveness of entrepreneurial activity in trade

The effectiveness of the entrepreneurial activity of business entities depends on a number of external (macro- and microenvironment) and internal factors. In the process of researching the theoretical and practical aspects of the effectiveness of entrepreneurial activity, it is impossible to ignore its industry specificity, which is embodied in the influence of the level of competition, the state of the life cycle, the level of economic development, investment attractiveness, etc. This makes it necessary to distinguish the peculiarities of business activities of business entities in a certain industry.

Entrepreneurial activity in retail trade is a component of the broader concept of "entrepreneurship" and is carried out according to similar principles: economic independence, systematicity, self-sufficiency, self-financing, self-sufficiency, material interest, economic responsibility. Revealing the essence of entrepreneurial activity in retail trade, it is necessary to consider it in two aspects: economic and functional.

The economic approach to entrepreneurship is characterized by the most detailed development of its understanding in retail trade as a sphere of circulation, a branch of the economy, a type of economic activity that «... is characterized by certain economic processes associated with the implementation of acts of purchase and sale» [3, p. 155].

The specificity of entrepreneurial activity in retail trade is revealed as much as possible through the main and additional functions performed by it as a branch of the national economy. Classical economic theory considers the main function of the sale of goods in two aspects: as the sale of consumer value, that is, bringing a specific product to the consumer through the use of appropriate technological operations; as the

realization of the value of the product, resulting in the latter receiving general recognition.

References

1. Chunikhina T., Chernyshov O., Liganenko I., Kubai O. The variation modeling of the marketing pricing strategies of the industrial enterprise. *International scientific journal "Internauka". Series: "Economic Sciences"*. — 2022. — №9. P. 48-53 <https://doi.org/10.25313/2520-2294-2022-9-8269>
2. Оцінка ефективності господарської діяльності підприємств роздрібної торгівлі: монографія. Н.О. Власова [та ін.]. Харків, видавництво Іванченка І.С., 2012. 197 с.
3. Чорна М.В., Дядін А.С. Перспективи розвитку потенціалу соціально-економічних систем в умовах конкуренції. *Актуальні проблеми та напрями розвитку потенціалу соціально-економічних систем в умовах конкуренції*: монографія. За заг. ред. д-ра екон. наук, проф. Л. Л. Калініченко. Харків: ФОП Панов А. М., Видав. ТОВ «В справі», 2017. 275 с.