

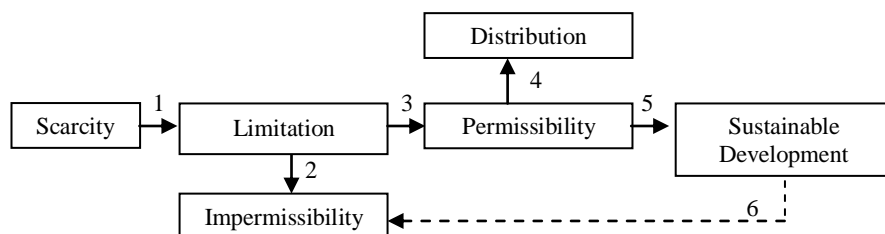
## IMPACT OF RESOURCES LIMITATION ON ENTERPRISE ACTIVITY

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In the development process the system faced with some phenomena, actions which violate the process of its development folded before it. We will name such phenomena, actions, factors as limitations.

The processes of the socio-economic systems development are indissolubly related with the concept «limitations». The problem of limitations was a key problem during the history of society development, especially to its ecological and economic constituent. It is necessary to specify, what we will understand under the limitation concept.

Foremost, it is necessary to bring some definiteness and clarity in interpretation of such terms which are frequently put in one row. There are no clear differentiations between such terms when we analysed the resources limitation problem: insufficiency (scarcity is the term which is often used in western scientific literature), limitations, inaccessibility (accessibility), impermissibility (permissibility). For more complete reflection of our approaches it is possible to represent all these terms in a logical chain (figure 1).



**Figure 1: Chain of terms logical intercommunication**

*Limitations* are the obstacles (phenomena, actions, factors, characteristics, signs, qualities) in the system or in a its environment, in case of which occurring the system slows, halts, stops or changes the parameters of the development.

On the sphere of origin it is possible to select economic, political, social, ecological, information, administrative, legislative limitations and self-restrictions.

Ecological limitations are natural character limitations on the use of ecosystem global resources. First of all it is limitation of natural resources volumes (fertile earths, minerals, fresh water, etc). Secondary it is limitation of resources reproduction rates, of its quantity and quality.

Ecological limitations can be classified on objective and subjective.

Objective limitations are the limitations conditioned by the reasons of natural character, or such, which arise up regardless of mankind wishes or stage of present socio-economic development. Subjective limitations are the limitations conditioned by reasons depending on mankind wishes or stage of present socio-economic development.

In the case of limitations origin the system reflects on it definitely. The reaction of the system on limitations activity can be different and mainly depends on the volume of internal energetic reserves of the system or ability of the system to attract additional energy for realisation of changes in the system (adaptations to them or transition on principally new stage of vital functions).

Beside these, limitations analysis allows to select some potential possibilities in the practical using of research methods of such limitations. It is possible to name such methods:

1. Analysis of limitations motivational component (or degrees of its influencing). It is possible to select limitations which have stimulant and repressing influence on development process (in addition, it is possible to speak about limitations of neutral character).

2. Prognostication of development directions. An account and analysis of existent and potential limitations allows forecasting the possible ways of enterprise development and limitations which can arise up in future.

3. Determination of limitations degree. Practical meaningfulness of such method consists in the calculation of limitation indexes which allow to analyse a current and perspective situation, and also more effectively manage the socio-ecology-economic systems.

4. Determination of the limited resources using efficiency. It is necessary to take into account not only an effect and expenses of resource using. Determination of dynamic efficiency coefficient of resources using is more expedient. Experience of Ukrainian enterprises activity shows the ambiguousness of enterprises reaction on such limitations. On the stage of Ukraine origin many enterprises outlived the heaviest economic crisis, and many of them did not get up until now or feel the considerable consequences. At the same time, such limitations forced enterprises as far as possible to appeal to the innovative, intellectual reserves. Domestic enterprises experience shows that many of them work in the «passive» mode until they faced with some obstacles. That is related to the national features of business not in the last turn. That's why, many enterprises which did not know problems and being under permanent defence from external influence, farther more (after their restructuring or reorganisation) appeared in a difficult situation. Enterprises which faced with different barriers of national economy from the beginning reacted quite othergates.

Influence of limitations factors on enterprises activity can carry both retentive and stimulant character. The further fate of enterprise depends on ability to choose correct development strategy at the collision with certain limitations.

Analysis of such limitations: division of them on internal and external, classification on factors, determination of reserves of its overcoming or planning of development strategy in the conditions of its influencing allow to the enterprise not only to survive but also be successful in future.