

CORPORATE ENTREPRENEURIAL BEHAVIOUR IN THE REGION AS THE BASIS FOR CARRYING OUT NATURE-CONSERVATIVE ACTIVITIES

Yuriy Naumets

*Institute of Business and Innovative Technologies
Lviv Polytechnic National University, Ukraine*

Many researchers when working out practical recommendations for introduction of nature-conservative measures on enterprises to tackle the environmental issues or for environmental sanitation, agree that these measures have to be undertaken at the level of a region, but not a separate settlement or enterprise. It is stipulated by the location peculiarities of the enterprises in the country, overwhelmingly regional pollution, absence of strict boundaries within the poisonous substances, hereby altogether their regional localization etc.

Introduction of anti-pollution activities at each separate business requires substantial expenses, which can be avoided when implementing the anti-pollution activities at the regional level.

When regionally introduced, there is a list of all possible acts at all enterprises. Each entity is division of the quantity of polluter (re-calculated to universal equivalent) to the costs. The cheapest option is selected and introduced at enterprises of the region.

There are many problems which emerge when practically implementing the environmental sanitation activities. One of them is that shareholder might disagree on the scheme, but no separate enterprise is interested in major local expenses or even halt of the production activity.

Every enterprise, governed by uncorporate behaviour, and pursuing personal goals on the competitive market agrees on decisions which are optimal to the enterprise. Regional goals, which can be greatly different from that of an enterprise, are neglected.

This issue can be solved if the enterprises are governed by the corporate behaviour on the market and when conserving the nature. This can be reached via coordinating the decisions on the market and taking the optimal decisions for all enterprises of the region, but not for separate enterprises.

One can conclude the corporate culture at the regional or national level is the basis of effective nature-conservative activity, basis for introduction of nature-conservative acts.

This statement is true for other enterprises because the corporate behaviour of businesses in the World aims not at the decrease of competition, monopolization of the market, but concentration of financial, labour, material, information resources to reach the competitive advantages at the national or world markets, to reach common goals, which are unreachable for separate businesses.

Further there is consideration how businesses can utilize the corporate behaviour on the market and obey the antimonopoly law.

To utilize the behaviour on the market (i.e. to unite and coordinate acts) the businesses mainly use organizational and judicial union forms with low level of coordination of participants' acts, low control of participants, but with sufficient level of matching of initial decisions and final results. This allows to coordinate the activity of many businesses. Such forms can be associations, franchise unions, also functional agreements between enterprises to allow accordance without going into a union.

All these allow to coordinate the introduction of nature-conservative actions within the region, do joint scientific researches, embed edge-cutting technologies with no competition at the local level but with increment to competitiveness at the regional and international markets. Thus not regional but global targets can be achieved.

It is necessary to utilize the corporate behaviour of enterprises on the market in the process of the nature-conservative activity. Therefore resolution to the environmental issues will be impossible without the joint efforts of all enterprises.