

THE CONCEPT OF ENTREPRENEURSHIP IN LITERATURE

The entrepreneurship is one of the most important attributes of market-driven economy. In literature we can find many different definitions of entrepreneurship. The studies of the literature connected with the issue of entrepreneurship indicate different levels of researches about entrepreneurship; it can help us to separate the concepts emerged on the ground of economy, psychology, culture and emerged on the ground of management science¹ The most comprehensive set form the conceptions creating within the framework of the different trends of economy.

The concept of entrepreneurship in a professional literature appeared in mid-XVIII century, and was initiated by the French economist R. Cantillon. He, first used the term «entrepreneur» and defined the main activities of the entrepreneur. Cantillon named entrepreneur as the merchants who could see the price differences on the different markets and used them to their advantage, which means to buy cheaply and to sell at a profit². Cantillon recognized this issue as a chance for the people who could identify and use the differences and these people were named entrepreneurs by him. This phenomenon was not new, but Cantillon paid attention to the risk of business deals. In this way Cantillon initiated the theory of arbitration - one of the sources of benefit is the difference of the prices of the same products appearing on the different local markets³.

The aspect of entrepreneurship was also analyzed by J.B. Say. He developed the Cantillon's theoretical output. Say writes about significant and crucial role of the entrepreneur who transmits resources from the area of lower efficiency to the area of higher efficiency and profits. This person, taking the responsibility for the enterprise, searches for and uses chances and in this way becomes a mover of economic progress^{4*}.

In Say's theory the entrepreneur is the independent producer who combines the factors of funds, works and organizing work but on condition that he combines these factors for the first time.

The sense of enterprising attitude is more clearly emphasized by J. Schumpeter, who says that entrepreneurship is the curious state of mind, that only some people are privileged to have. He claimed that the structure of society is some kind of pyramid with the entrepreneur - innovator on the top of this pyramid, who sets the direction of economic progress. The sense of entrepreneurship is a kind of aptitude giving the power to overcome obstacles, prejudices

and people's own resistance. The entrepreneurship is strictly combined with carrying out the function of being a leader because of having special features like authority and individuality⁶. In the presentation of Schumpeter entrepreneurship is the motive power of many phenomenon and also the factor of economic development⁷.

Another conception of entrepreneurship is shown by American economist F. Knight. The starting point for his considerations is the difference between risk and uncertainty - treated as synonyms. According to F. Knight, risk is the departure from the expected states which can be predicted on the basis of probability calculus. Whereas, uncertainty appears in relation to generated profit by the entrepreneur. In connection with so differentiated inceptions we can divide two different enterprising operations like: macroeconomic function of market adaptation of the production result from changing situation on the market and microeconomic function connected with the necessity of taking constant decisions⁸. Knight was also interested in achieving benefits in economic activity. This benefit was interpreted by him as a sort of recompense by facing uncertainty and risk. According to Knight, achieving benefit is an effect of many different factors. There are three most important factors like abilities that can help the entrepreneur to perceive the arise opportunities, Happiness necessary in the situation of uncertainty and risk and also the situation on the market on which the entrepreneur works⁹.

On the other hand, according to I. Kirzner, who makes use of L. von Mises and F-A. Hayek' achievement, the element of entrepreneurship can be found in so-called wariness on the condition of market equilibrium result from mid-term and interregional divergences between demand and supply. The entrepreneur notices these market changes, which create the potential source of earnings. The discovery of occasions comes from the careful observation of surrounding and fast reaction for the taking place transformations¹⁰.

Entrepreneurship is considered by Kirzner on two levels: elementary and market processes. On the elementary level entrepreneurship is based on the following assumptions¹¹:

- entrepreneurship in the individual action includes certain effort - it has to ensure the largest «responsibility» between the future of the unit that can be seen or planned and the real future. This effort covers imagination and creativity. If the planned future becomes the real future the effort will depend on them,
- entrepreneurship is closely related to uncertainty of the future. Uncertainty means that in the case of lack of the entrepreneur's vigilance his own opinion about the future will be erroneous, so he or she will not achieve what he or she really intended,
- the stimulus to put the entrepreneur's vigilance on is the clear profit or avoided loss.

Kirzner considers that the individual behaviours form the entrepreneurship in the assessment of the market's features and functions¹²:

- entrepreneurship secures the cohesion of the market's different parts and segments' functions,
- the range of the entrepreneurship is determined by the knowledge possessed by the particular entities,
- potential profit is like a stimulus to uncover the differences between the prizes in the different market's segments.

The valuable elements of the individual behaviour's analysis, to sensitive to the problem of uncovering the opportunity makes the function of the entrepreneurship simply - just buying and selling expensively.

P.F. Drucker - a well-known American economist also expressed his opinion on a subject of the entrepreneurship. He claims that the concept of the entrepreneurship is expressed in all the areas of the enterprise's activities. He believes that «The entrepreneurship is not a science or an art. It is a practice. It is based on the science (...). Like in all practical fields, for instance in medicine or engineering, the science in entrepreneurship is a mean to attain the objective. What is the science in practice is defined by the goal, that is by the practice¹³«. Drucker also writes that: «entrepreneurship (...) is not only limited to the economic area, although it is originated from it (...) but there are small differences between the entrepreneurship appear in different areas¹⁴».

The concept of the entrepreneurship was also created by H. Leibenstein. This author treats entrepreneurship as a creative reply to the existence of inefficiency X assumes that the enterprises do not maximize profits and do not minimize expenses, the man's behaviour is governed by the principle of selective rationality, in enterprises there is a new type of inefficiency called X, that is caused by incomplete drawing of resources, and the basic economic variable of the concept of inefficiency X is «the effort» of the enterprise's employees and managers¹⁵. The entrepreneurship in view of the inefficiency X theory can eliminate this inefficiency, overcome; imperfection and other obstacles which may exist on the market. On the other hand, entrepreneurs can create new protection barriers for their own companies.

Leibenstein emphasizes that entrepreneurship is a rare factor in economy which results from the rarity of the existence of the abilities' combination that determine the realization of the enterprising roles, which consist of completing resources and fulfilling the market's loophole¹⁶.

W. J. Baumol perceives the entrepreneurship in the context of the economy as a whole, especially specific economic instruments, for instance: tax politics. These instruments enable shaping of entrepreneurship. Baumol enquires the impact of different macroeconomic factors on the entrepreneurship supply and its impact on economic growth. In Baumola's model the decisive role play two factors' groups, like¹⁷:

- entrepreneurship awarded by the profit that the entrepreneur can achieve and the amount which is dependent on tax politics,
- institutionalized restrictions inhibit the entrepreneurship development, for instance taxes amount, the efficiency of economic mechanism, regulations and rules that determine an entrance to particular market, the introduction of innovations.

Whereas, S. Sudol claims that: «entrepreneurship is a willingness and ability to make and solve new problems (innovations) in a creative and innovative way, the ability to use occurring chances and occasions as well as flexibly adapting to changing conditions¹⁸.»

According to K. Matusiak entrepreneurship is «a psychical feature, the complex of features which determine achieving success in organizing and managing the company»¹⁹.

Moreover, T. Krasnicka thinks that: «entrepreneurship is a special kind of people's activity, acting individually or in the organization; this activity consists of using appearing occasions by the realization of undertaking (introducing innovations, forming new organizations or renewing of these ones that already exist), that brings economical and/or off economical effects to their entities and surrounding»²⁰.

In accordance to the definition accepted by Global Entrepreneurship Monitor (GEM) entrepreneurship means actions taken by individuals, teams and also companies in purpose to form new companies or develop activities of the already existing companies²¹.

The entrepreneurship is a very important element of the management process because r promotes peoples' professional activities and, what is more, establishes a new business ssity and modernization as well as expanding the scope of existing companies operations.

The entrepreneurship manifest oneself in effective and efficient making and implementation of decisions²².

The entrepreneurship is like a driving force in the enterprise, and its essence can be found for instance in creativity, innovativeness and readiness in taking risk. The entrepreneurship acknowledges as taking economic activity and its effective management in risk traditions inherent in managing societies. It is also depend on economical, technical cultural, social, ecological, legal and political considerations developing in historical progress's process²³.

Nowadays more and more frequently researches on the essence of entrepreneurship take their interest rate if on an enterprising process. Next indication, who and why becomes an entrepreneur is examined together with personal features that contribute to the success or defeat in entrepreneurship, and the process connected with introducing new products or new market organizational solutions is examined²⁴. The entrepreneurship can be re defined as an organizing process consecutive contrast of stages, directed in the given renditions to use the innovative idea to achieve profits and taking the risk of process realization into consideration²⁵.

As it was mentioned before, in economic literature there is a wide range of entrepreneurship definitions. It follows from the research criterion that the author took into consideration. The entrepreneurship category does not have unambiguous and universal interpretation. The entrepreneurship problem is researched by representatives of many scientific disciplines like: economy, law, sociology, psychology, organization and management. That is why it is very difficult to find one, uniform position in the entrepreneurship matter.

¹ T. Krasnicka, *Koncepcja rozwoju przedsiębiorczości ekonomicznej i pozaekonomicznej*, Wydawnictwo Akademii Ekonomicznej im. Karola Adamieckiego w Katowicach, Katowice 2002, p. 20.

² A. K. Kozmiriski, *Zarządzanie w warunkach niepewności*. Podręcznik dla zaawansowanych, Wydawnictwo Naukowe PWN, Warszawa 2005, p. 162.

³T. Piecuch, *Przedsiębiorczość. Podstawy teoretyczne*, Wydawnictwo C. H. Beck, Warszawa 2010, p. 16.

⁴K. B. Matusiak, *Rozwój systemów wsparcia przedsiębiorczości - przesłanki, polityka i instytucje*, Instytut Technologii Eksploatacji - Państwowy Instytut Badawczy, Radom - Łódź 2006, p. 25.

⁵ T. Piecuch, *Przedsiębiorczość. Podstawy teoretyczne...*, op. cit., p. 18.

⁶K. B. Matusiak, *Rozwój systemów wsparcia przedsiębiorczości...*, op. cit., p. 37.

⁷ T. Krasnicka, *Koncepcja rozwoju przedsiębiorczości ekonomicznej...*, op. cit., p. 30.

⁸ K. B. Matusiak, *Rozwój systemów wsparcia przedsiębiorczości...*, op. cit., p.40.

⁹T. Piecuch, *Przedsiębiorczość. Podstawy teoretyczne...*, op. cit., p. 29.

¹⁰T. Piecuch, *Przedsiębiorczość. Podstawy teoretyczne...*, op. cit., p. 41.

¹¹ T. Krasnicka, *Koncepcja rozwoju przedsiębiorczości ekonomicznej...*, op. cit., p. 33-34.

- ¹²M. Kirzner, Competition and Entrepreneurship, The University of Chicago Press, Chicago 1973, p. 95.
- ¹³P. F. Drucker, Innowacja i przedsiębiorczość. Praktyka i zasady, Państwowe Wydawnictwo Ekonomiczne, Warszawa 1992, p. 8.
- ¹⁴There, p. 36.
- ¹⁵T. Krasnicka, Koncepcja rozwoju przedsiębiorczości ekonomicznej..., op. cit., p. 43.
- ¹⁶There, p. 44.
- ¹⁷There, p. 46.
- ¹⁸S. Sudol, Przedsiębiorstwo przemysłowe. Ekonomika, organizacja, zarządzanie, Polskie Wydawnictwo Ekonomiczne, Warszawa 1988, p. 29.
- ¹⁹K. B. Matusiak, Rozwój systemów wsparcia przedsiębiorczości..., op. cit., p. 16.
- ²⁰T. Krasnicka, Wokół pojęcia przedsiębiorczości, Przegląd Organizacji 2002, no 6, p. 14.
- ²¹K. Baclawski, M. Koczerga, P. Zbierowski, Studium przedsiębiorczości w Polsce w roku 2004, Global Entrepreneurship Monitor, p. 7
- ²²E. Michalski, Strategie przedsiębiorczości, [w:] Przedsiębiorczość warunkiem rozwoju regionu i kraju w procesie globalizacji, S. Jankiewicz, K. Pająk (red.), Wydawnictwo Akademii Ekonomicznej w Poznaniu, Poznań 2006, p. 34.
- ²³M. Bratnicki, J. Struzyna (red.), Przedsiębiorczość i kapitał intelektualny, Wydawnictwo Akademii Ekonomicznej im. Karola Adamieckiego w Katowicach, Katowice 2001, p. 35.
- ²⁴A. Gawel, Bariery rozwoju przedsiębiorczości w Polsce, Przegląd Organizacji 2005, nr 5, p. 17.
- ²⁵W. Adcimczyk, *Ewolucja form i typów przedsiębiorczości, Zeszyty Naukowe AE nr 236, Poznań 1995, p. 9.*

УДК 631.11:330.524 (477.61)

А.О. Висоцька, *Луганський національний аграрний університет, м. Луганськ*

ЕКОНОМІЧНА ОЦІНКА ТА НАПРЯМКИ РОЗВИТКУ РЕСУРСНОГО ПОТЕНЦІАЛУ СІЛЬСЬКОГОСПОДАРСЬКИХ ПІДПРИЄМСТВ ЛУГАНСЬКОЇ ОБЛАСТІ

В статті обґрунтовано методологічний напрямок кількісного визначення аграрного ресурсного потенціалу, розраховані показники ресурсозабезпеченості та ефе-