

МОДЕЛЮВАННЯ ЕКОНОМІЧНОЇ ПОВЕДІНКИ СУБ'ЄКТІВ ПІДПРИЄМНИЦТВА

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ASSESSMENT OF THE FINANCIAL POTENTIAL IN THE ASPECT OF THE GRAVITATIONAL MODEL OF INTRAREGIONAL DIVERSIFICATION OF THE COMPETITIVENESS OF THE POWIATS OF EASTERN POLAND

Spatial diversity and inequalities in the level of regional development belong to the classical problems of research in economic geography and in regional economics. The regions differ from each other in terms of growth conditions and combinations of growth factors. Diversifying the development of individual units is a natural problem of every state. It has an objective character and results from the differences in the geographical space itself and the level of competitiveness [4].

Competitiveness is a long and complex process. Its shape and strength consists of the region's environment, enterprises and investors, competing regions and the economic profile and development perspectives. Increasing competitiveness is possible thanks to the use of decision-making competences and financial possibilities.

The aim of the study is to indicate the possibility of using a synthetic measure to recognize the intra-regional gravitational financial potential relative to the competitiveness of the counties of eastern Poland.

The gravitational model and the multidimensional analysis method were used for the analysis. Using them makes it possible to replace the description of the examined objects with the help of many features using aggregate size. The indicated method allows for arranging objects, sorting them into groups, as well as indicating the scale of internal differentiation [1–3]. The assessment was made on the basis of selected diagnostic variables of 101 poviats of the Eastern Poland macroregion. Data for the study concern the years 2009, 2013, 2016 and come from the Local Data Bank. The set of variables included a description of the financial situation, economic potential, demographic potential, and infrastructure.

Eastern Poland is a macroregion covering five voivodeships: Lubelskie, Podkarpackie, Podlasie, Świętokrzyskie and Warmińsko-Mazurskie. It constitutes the area with the lowest level of economic development in Poland. The character of the problems adversely

affecting the socio-economic situation and the development prospects of this area are to a large extent structural and historical.

The synthetic measure of the financial potential according to the average value of the years 2007–2016 was in the range of 0.24 (gołdapski powiat – Warmińsko-Mazurskie Voivodeship, kazimierski – Świętokrzyskie, hrubieszowski – Lubelskie) to 0.49 (białostozki – Podlaskie). Poviats with a higher degree of synthetic financial situation are at the same time better in terms of the measure of development.

The model of potential gravity indicates that there is a relationship between the occurrence of cents of regional development and the spatial distribution of the potential of the environment. A strong center is in functional interaction with its surroundings. Peripheral areas in relation to the central center are characterized by poor competitive potential [5]. The gravitational effect connecting two units is directly proportional to the product of their competitive potential and inversely proportional to the square of the geographical distance separating these regions. It allows to make an assessment between the gravitational potential and the spatial diversity of the level of competitiveness [6;7].

The obtained results of the gravitational effect are enhanced by the results obtained using a synthetic measure. The analysis allowed dividing the poviats into 4 groups in 2009, the first group for the measure of development, with the highest gravity potential (4 Lubelskie units, 6 Podkarpackie, 2 Świętokrzyskie voivodships). The weakest group consists of 10 units of the Lubelskie Voivodeship, 4 Świętokrzyskie and 18 Warmińsko-Mazurskie Voivodships. In 2016, the best group was composed of 8 Lubelskie, 10 Podkarpackie and 4 Świętokrzyskie units; the weakest 1 in Lubelskie, 6 in Podlaskie, 2 in Świętokrzyskie and 13 in Warmińsko-Mazurskie.

The activities of poviats have the character of a multi-criteria category. They are affected by disability benefits, finances, economic and infrastructure potential, and natural resources. They form the basis for the operation of local government units and the condition for carrying out the tasks imposed on them. The directions of the powiat's activity as a local multidimensional system of interdependent and related economic, social, infrastructural and natural factors testify to the multidimensional character of the development process.

The management of financial resources is of special importance in the functioning of poviats. They affect the economic situation of the local government, the conditions for the implementation of tasks. The income situation and financial independence of the poviats was related to the economic situation of the region.

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**NECESSARY STRATEGIES FOR INCREASING
 ENTERPRISES PROFITS**

In an economy that is constantly confronted with huge failures and numerous changes, cost containment is becoming a widespread topic among business owners. Today, cost containment strategies are based on specific resources that have the ability to fully enhance operational capabilities so that businesses can keep pace with the extremely rapid development of the market.

Under the influence of technology, changing consumer expectations and implementing strategies to contain costs in business, business models and ways of competing companies change.

One of the cost containment strategies really redefines the current business strategy and costs associated with this strategy. In the past, the ability of business to deliver the form of strategic change and the implementation of the operational capabilities needed to achieve these changes has always been extremely difficult. Now enterprises have practical tools and convincing drivers to ensure optimal cost savings. In order to create changes and include costs in the business:

- regulation – the regulations include capital requirements, compliance costs, and business behavior testing, which is often intrusive;
- market conditions: declining prices, cost pressures, and poor investments create complications, which leads to lower profitability;
- customer expectations – today customers are extremely demanding. They have high expectations about value and service. In addition, taking into account the digital revolution, they relate to instant satisfaction.

To avoid costs, you need to make sure that the business is working on rethinking the strategy. The new strategy should be aimed at differentiating positive costs from negative costs. The goal should be getting closer to customers, keeping their expectations, but doing so is not aggressive, it allows the company to cut costs and increase profitability.

No matter what kind of business is a part, there is a likelihood of many unnecessary expenses. The next cost-containment strategy is to ensure that these