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## **FORMATION AND USE OF THE RESOURCE POTENTIAL OF TRANSPORT ENTERPRISES**

In modern economic conditions, the basis of the stable functioning of the enterprise is the determination of the need for resources, as well as the use and reproduction of resource potential. The creation of resource potential is the process of substantiating areas of business opportunities, their structuring in accordance with competitive directions, organizational forms, and also by types of resources. Among them, the following can be distinguished: financial, production, technical and technological, economic, managerial, marketing, innovative and others, which, in turn, become the basis for the formation of the corresponding potential.

"Traditionally, the structure of innovation potential includes: resource, institutional and social components, which reflect the basic conditions of innovative activity of economic entities. business entities. Informatization and digitalization lead to a change in the perception of the innovative potential of the economy and its components, adding

to this list a technological component (information and communication technologies), which becomes the basis, one of the key conditions of innovative activity" [2, p. 77].

The use of the enterprise's resource potential is determined both by the level of their useful use in production, and by the speed of their transformation into revenue from sales, by the ability of the management component to mobilize financial potential in a timely manner. It also "requires proper institutionalization of the leadership and economic interests of stakeholders with the application of their qualitative diagnosis and monitoring. The constructiveness of the formation of their unity will contribute to timely decision-making regarding the choice of directions of the enterprise's development, leveling of threats of non-fulfillment of production, commercial, and payment discipline" [1].

The process of reproduction of the resource potential is the next stage of its creation by the enterprise, which is aimed at its constant renewal in order to produce products with a lower resource intensity and ensure their higher quality. It is the improvement of the quality of products and services by various methods of influencing the resource potential that will contribute to the expansion of market segments and the creation of more profitable ones, which will allow the most effective realization of available market opportunities.

Corrective actions related to updating and replenishing the resource potential of transport enterprises are related to the influence of factors from the external and internal environment. All transport enterprises constantly interact with their environment through mutual agreement of interests using various forms and methods of interaction, namely: pricing, promotional advertising measures, competition, cooperation with partners and regional authorities. The dynamics of demand for freight and passenger transportation and corresponding structural fluctuations, the development of the infrastructural component, the system of regulation of prices for services and fuel, and the growth of the investment attractiveness of this sector have a significant impact on transport operators.

In general, resource potential is identified not only by certain types of resources, but also by the level of their use in industrial and commercial activities, which is

confirmed by the created beneficial effect. In particular, it should be taken into account that the entire complex of factors of the external and internal environment acts simultaneously on the formation, renewal and reproduction of the enterprise's resource potential.

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## **ORGANIZATIONAL CULTURE FACTORS INFLUENCING THE EFFECTIVENESS OF ORGANISATIONAL CHANGE**

In modern economic conditions, making changes in the work of enterprises is an important factor of efficiency. Especially when it comes to organizational culture. The