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## **THEORETICAL FUNDAMENTALS OF ECONOMIC BEHAVIOUR OF ENTERPRISES**

The article considers theoretical fundamentals of economic behaviour of enterprises and consolidates scientific approaches to the issue, which are revealed by representatives of different streams in theoretical economic school.

A special attention is paid to the fundamentals of neoclassic economic theory, as well as neo-institutionalism and behaviourism. It is confirmed that J. Schumpeter is the first known scientist, determining boundaries of economic behaviour of enterprises. He defined economic activity as a behaviour aimed at obtaining benefits. An important theoretical conclusion of J. Schumpeter defines that economic facts are caused by behaviour and thus, are considered as essential characteristics of it.

The author concludes that representatives of neoclassic school have made a substantial contribution to the development of economic theory, particularly theoretical fundamentals as to motives and results of economic behaviour of business entities. However, they have not studied such important aspects of their behaviour as organizational problems, processes of making of managerial decisions, contract relations, etc.

The author notes that theory of behaviourism helps answer the question: why companies often do not react or react out-of-time to the changes in the

environment of their development. Their reaction happens only when the changes exceed a certain threshold value, which is intuitively determined by managers of the company, basing on their experience.

The research defines the main stages of economic behaviour of enterprises. It is stressed that economic behaviour of an enterprise is first determined by the value of its economic potential. Large enterprises demonstrate different behaviour in the market, in contrast to small and mediate ones, because they have different preconditions for it.

The article outlines principal approaches to its estimation. It is mentioned that changes in the economic behaviour of enterprises are revealed in the results of their economic activity, because, in that case, particular actions of enterprises get a complete character. Such methodological approaches help attract huge accumulated statistical material, not much required in the traditional approach, to the process of analysis. A complex of results from economic activity is a primary crucial characteristic of economic behaviour, and particular actions make preconditions in order to obtain the final and intermediate results.

**REFERENCES:**

1. Shumpeter Y. *Teoryia ekonomycheskoho rozvytyia* / Y.Shumpeter. – M.: Dyrektmedya Pablyshynh, 2007. – 400 s.