

CONCEPTUAL MODEL OF ENTERPRISE ECONOMIC POTENTIAL MANAGEMENT METHODOLOGY

Mirzafarov A.U., Rustamova M.M.

Abstract: *The article examines the theoretical and methodological foundations of enterprise economic potential management under modern economic conditions. The study explores the essence and structure of enterprise economic potential and identifies the key factors influencing the efficiency of its formation and utilization. A conceptual model of the methodology for managing enterprise economic potential is proposed based on systemic, process-oriented, and strategic approaches, ensuring the integration of management objectives, resources, management tools, and decision-making mechanisms. The proposed model is aimed at improving the efficiency of economic potential utilization, strengthening the enterprise's competitive advantages, and ensuring sustainable development and adaptation to changes in the external environment. The practical significance of the study lies in the applicability of the proposed model for developing enterprise development strategies across various sectors of the economy.*

Keywords: *enterprise economic potential, economic potential management, conceptual model, management methodology, strategic management, operational efficiency, competitiveness, sustainable development, organizational and economic mechanism.*

Introduction

In the context of accelerated digital transformation, increasing global competition, and growing uncertainty in the business environment, the effective management of enterprise economic potential has become a key prerequisite for sustainable development and long-term competitiveness. Modern enterprises operate under rapidly changing market conditions, technological innovation, supply chain restructuring, and increasing stakeholder expectations regarding sustainable and efficient business performance. Under these circumstances, the ability to develop, allocate, and utilize economic potential effectively has become one of the principal determinants of enterprise success.

Enterprise economic potential is considered an integrated characteristic that reflects the totality of material, financial, human, intellectual, technological, and organizational resources, as well as the enterprise's capability to transform these resources into sustainable competitive advantages and long-term value creation. Consequently, the effectiveness of economic potential management depends not only on the availability of resources but also on the quality of managerial decisions, organizational flexibility, digital maturity, innovation capability, and the enterprise's adaptability to external environmental changes.

Although considerable attention has been devoted to the study of enterprise economic potential, existing research primarily focuses on individual components rather than providing an integrated methodological framework for managing economic potential as a unified system. Many existing models insufficiently consider the interaction among internal

and external factors, strategic management processes, digital transformation, and performance evaluation mechanisms. Therefore, there is a growing need to develop a comprehensive conceptual model that integrates resource-based, process-oriented, systems, strategic, and risk-based management approaches into a unified methodological framework.

Recent advances in digital technologies, business analytics, artificial intelligence, decision-support systems, and strategic management tools create new opportunities for improving the efficiency of economic potential management. Their integration into enterprise management systems enables organizations to optimize resource allocation, improve managerial responsiveness, strengthen organizational resilience, and enhance sustainable competitive advantages in an increasingly dynamic business environment.

The purpose of this study is to develop a conceptual model of the methodology for enterprise economic potential management that integrates organizational and economic mechanisms, strategic management instruments, and modern digital technologies to improve the efficiency of economic potential utilization and ensure sustainable enterprise development.

The scientific novelty of the study lies in the development of a comprehensive conceptual model based on the interaction of internal and external factors, organizational and economic mechanisms, digital management tools, and an integrated performance evaluation system, thereby providing a holistic methodological framework for enterprise economic potential management.

Materials and Methods

The methodological framework of the study is based on contemporary theories of strategic management, the Resource-Based View (RBV), systems theory, process management, and the concept of sustainable enterprise development. The research adopts an integrated methodological approach that combines theoretical and analytical methods to develop a conceptual model for enterprise economic potential management.

The information base of the study includes scientific publications by domestic and international researchers indexed in Scopus, Web of Science, Springer, ScienceDirect, and Google Scholar, together with national regulatory documents, official statistical data, analytical reports of international organizations, and publicly available information resources related to enterprise management and economic development.

A combination of general scientific and specialized research methods was employed. The dialectical method was used to examine enterprise economic potential as a dynamic system influenced by internal and external environmental factors. A systems approach was applied to identify the relationships among the structural components of economic potential and the mechanisms governing their interaction. Structural and functional analysis was employed to determine the composition of enterprise economic potential and classify the factors affecting its effective utilization.

Comparative analysis and scientific synthesis were used to evaluate existing methodological approaches to enterprise economic potential management, identify their strengths and limitations, and determine directions for further methodological improvement.

Grouping, classification, and expert evaluation methods were applied to systematize internal and external environmental factors influencing enterprise performance.

The conceptual model was developed through organizational and economic process modeling. The model is based on the principles of system integration, complexity, adaptability, continuity, strategic orientation, and digital transformation. It integrates enterprise resources, organizational and economic management mechanisms, strategic planning instruments, digital technologies, performance monitoring systems, and managerial decision-making processes into a unified methodological framework. To ensure the reliability and consistency of the research findings, logical analysis, synthesis, induction, deduction, and graphical modeling methods were employed. These methods made it possible to develop a comprehensive conceptual model aimed at improving the efficiency of enterprise economic potential management, strengthening competitive advantages, and ensuring sustainable enterprise development.

Results

The study resulted in the development of a conceptual methodology model for enterprise economic potential management based on the integration of systems, process-oriented, resource-based, and strategic management approaches. The proposed model considers enterprise economic potential as a dynamic system of interconnected resources, management processes, and environmental factors that collectively contribute to achieving strategic organizational objectives.

The conceptual model consists of five interrelated functional components: information and analytical support, economic potential assessment, organizational and economic management mechanisms, managerial decision-making, and performance evaluation. The interaction among these components forms a continuous management cycle comprising analysis, planning, implementation, monitoring, and strategic adjustment.

The first stage of the model focuses on collecting, processing, and systematizing information related to enterprise resources, financial indicators, production capacity, innovation performance, and external environmental conditions. The collected information provides the basis for a comprehensive assessment of enterprise economic potential.

The second stage involves the application of integrated analytical tools, including financial analysis, strategic analysis, SWOT analysis, competitiveness assessment, resource evaluation, business process analysis, and risk assessment. The combined application of these methods enables the identification of enterprise strengths and weaknesses, strategic opportunities, and development constraints.

At the third stage, organizational and economic management mechanisms are established by integrating strategic planning, resource management, digital technologies, innovation management, risk management, and key performance indicators (KPIs). This integration ensures consistency and coordination of managerial decisions throughout the enterprise.

The proposed conceptual model incorporates modern digital technologies, including decision-support systems, business analytics tools, and digital performance monitoring.

Their implementation improves managerial responsiveness, reduces information asymmetry, enhances decision quality, and increases organizational adaptability to environmental changes.

The final component of the model is a comprehensive performance evaluation system. The proposed assessment framework includes indicators reflecting resource utilization efficiency, labor productivity, financial sustainability, innovation performance, investment attractiveness, competitiveness, digital maturity, and sustainable development.

The application of the proposed conceptual model contributes to improving strategic management quality, optimizing resource allocation, enhancing enterprise competitiveness, strengthening adaptive capacity, and ensuring long-term sustainable development.

Discussion

The findings of this study indicate that effective enterprise economic potential management requires an integrated approach that combines organizational resources, strategic management mechanisms, digital technologies, and performance evaluation tools. Unlike conventional approaches that primarily focus on individual resource categories or financial indicators, the proposed conceptual model considers economic potential as an integrated and dynamic system in which all structural components interact to support the achievement of long-term strategic objectives.

The proposed model demonstrates the value of integrating systems theory, process-oriented management, the resource-based perspective, and strategic management principles into a unified methodological framework. Such integration improves the coordination of managerial functions, enhances the quality of decision-making, and promotes more efficient resource allocation. An important advantage of the model is the incorporation of digital technologies and analytical instruments, which facilitate information processing, improve responsiveness to environmental changes, and strengthen enterprise adaptability.

The research findings are consistent with contemporary studies emphasizing the importance of strategic management, resource capabilities, and digital transformation as determinants of sustainable competitive advantage. However, the proposed conceptual model extends previous approaches by integrating these components into a comprehensive management system supported by continuous monitoring, performance evaluation, and feedback mechanisms. Consequently, enterprise economic potential management is interpreted as a continuous cycle of analysis, planning, implementation, monitoring, evaluation, and improvement.

From a practical perspective, the conceptual model can be applied in the development of enterprise growth strategies across different industries. It provides a structured framework for assessing economic potential, identifying development opportunities, optimizing resource allocation, and improving organizational and economic management mechanisms. Owing to its modular architecture, the model can be adapted to enterprises of different sizes and sectors while considering their specific operational characteristics.

Nevertheless, the study has several limitations. The proposed model is conceptual in nature and requires further empirical validation using data from enterprises operating in various industries and economic environments. In addition, the effectiveness of its implementation depends on the availability of reliable information, the level of digital maturity, managerial competencies, and external environmental conditions. Future research should focus on quantitatively evaluating the influence of individual model components on enterprise performance and developing practical tools for digital assessment of enterprise economic potential.

Overall, the proposed conceptual model contributes to the advancement of enterprise economic potential management by integrating organizational resources, management mechanisms, strategic planning, and digital technologies into a coherent methodological framework aimed at improving efficiency, strengthening competitiveness, and supporting sustainable enterprise development.

Conclusion

This study developed a conceptual model of the methodology for enterprise economic potential management based on the integration of systems, process-oriented, resource-based, and strategic management approaches. Unlike existing methodological frameworks, the proposed model considers enterprise economic potential as a comprehensive system that combines organizational resources, management processes, organizational and economic mechanisms, and external environmental factors within a unified management framework.

The findings demonstrate that effective economic potential management depends on the integrated assessment of internal and external factors, the application of strategic analytical tools, the implementation of digital technologies, the use of key performance indicators, and the establishment of continuous feedback mechanisms. The proposed conceptual model ensures the coordination of analysis, strategic planning, managerial decision-making, implementation, monitoring, and performance evaluation, thereby improving resource utilization efficiency and strengthening enterprise competitiveness.

The scientific contribution of the study lies in the development of an integrated methodological framework that combines enterprise resources, organizational and economic management mechanisms, digital management tools, and performance evaluation into a unified conceptual model. This approach extends existing theoretical perspectives on enterprise economic potential management and provides a methodological foundation for its practical implementation.

The practical significance of the proposed model is associated with its applicability to the development of enterprise growth strategies across various industries. The model can be used to assess enterprise economic potential, identify development priorities, improve resource allocation, strengthen strategic management systems, and support managerial decision-making in the context of digital transformation.

Despite its comprehensive nature, the proposed conceptual model requires further empirical validation using data from enterprises operating in different industries and

economic environments. Future research should focus on developing quantitative methods for evaluating enterprise economic potential, constructing an integrated performance index, testing the model through empirical case studies, and investigating the impact of digital technologies and artificial intelligence on enterprise economic potential management.

Overall, the proposed conceptual model provides a comprehensive methodological framework for enterprise economic potential management and may serve as an effective tool for improving strategic management, enhancing competitiveness, and ensuring sustainable enterprise development in an increasingly dynamic economic environment.

LIST OF LITERATURE:

1. Barney, J. Firm Resources and Sustained Competitive Advantage. *Journal of Management*, 1991
2. Barney, J. B., & Hesterly, W. S. *Strategic Management and Competitive Advantage* (7th ed.). Pearson, 2021
3. Grant, R. M. *Contemporary Strategy Analysis: Text and Cases* (11th ed.). Wiley, 2022
4. Ibragimova, R. S., & Golovkin, D. S. Economic Potential as a Strategic Management Concept of the Industrial Enterprise. *Perm University Herald. Economy*, 2022
5. Ibragimova, R. S., & Golovkin, D. S. Enterprise Economic Potential Management: Decision Support System. *Perm University Herald. Economy*, 2025
6. Sun, X. Methodological Approach to the Selection of the Production Strategy Based on the Assessment of the Economic Potential of the Industrial Enterprise. *Modern Economics: Problems and Solutions*, 2021
7. Myznikov, I. A. Assessment of the Economic Potential of an Industrial Enterprise in the Context of Crisis Management. *Economic Research Institute Journal*, 2023
8. Khakimov, T. H. Evaluation of the Enterprise's Economic Potential. *Journal of Artificial Intelligence and Digital Economy*, 2025
9. Simkova, T., & Gnatchuk, O. Conceptual-Methodological Basis for the Formation and Realisation of the Economic Potential of an Enterprise in the Context of Digitalisation and Intellectualisation of Socio-Economic Processes. *Economic Analysis*, 2025