

## **INTERCONNECTION OF SUSTAINABLE DEVELOPMENT AND RESOURCE POLICY OF THE ENTERPRISE**

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Identification of the impact of economic, social, technological and financial components on economic growth in a difficult economic situation on the basis of a balanced resource policy of the enterprise. As a result of this analysis, the relationship between sustainable development of the enterprise and its successful balanced policy is substantiated. It has also been established that the problem of sustainable development needs to be solved by systematically addressing economic, technological and social problems at all levels. The character of the influence of the main components of the resource potential of the enterprise on the sustainable development of the enterprise in the conditions of economic instability is explored. The practical significance lies in assessing the effective functioning of the production process at the expense of an

optimal balance between all the resources available to the agricultural enterprise.

Consequently, the most important issue of economic science today is the economic stability of the functioning of enterprises, which is determined by a large number of factors, namely: socio-economic conditions of management, the level of technology and production technology, the availability of scientific and technical and resource potential, qualified personnel, etc. It is the social, technological, financial components of the resource potential that contributes to obtaining economic rent and guarantees stable competitive advantages, while specific and unique resource components ensure the neutralization of threats from the external economic environment and contribute to the formation of a system of values for consumers.