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**ENTERPRISE RESOURCES AS BASIS OF ITS RESOURCE   
POTENTIAL FORMATION**

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***Research Methodology.*** *The study of enterprise resources has been conducted with the use of methods of analysis, synthesis, systematization, theoretical and analytical comparisons and generalizations.*

***Results.*** *The analysis of scientific publications on resources and resource support of companies has been done. It studies the presentations of the nature of economic resour­ces by different authors. The main approaches to the classification of resources accor­ding to different classifications have been considered and summarized. Significant differences in the interpretation of the nature of certain types of enterprise resources have been revealed. The lack of disclosure in scientific publications and the inconsistency in the interpretation of domestic scientists primarily the nature and content of labour and human resources have been noted.*

***Novelty.*** *The necessity of deepening the essential characteristics of research resources, the scientific interpretation of their content features have been proved.*

***Practical Significance.*** *Enhancing of resources research, their characteristics and role as an important factor of production are necessary for the economic practice, they will correctly consider their role and place in the process of social production, especially their reproduction and ensuring their usage efficiency. The clarification of the nature, content and structure of production resources, their role will increase the validity of the resource potential of the company and ensure its effective functioning.*