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THE ROLE AND SIGNIFICANCE OF THE SHORT-TERM RESULT AND PRAXEOLOGICAL ANALYSIS OF THE COMPANY'S OPERATIONAL ACTIVITY (ON THE EXAMPLE OF PRZEDSIĘBIORSTWO GOSPODARKI KOMUNALNEJ W ŚREMIE SPÓŁKA Z O. O.)

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Abstract. The essence of the research is the cognitive and decision-making values of the result analysis and praxeological operational activity of the enterprise in a short period of time. The aim of the research is to indicate the role and importance of the above-mentioned decision-making instruments in the context of the dynamics of economic activity and quick feedback from the market.

The subject of the considerations presented in the article is to present the role and importance of a short-term analysis of the resulting operational and praxeological activity of an enterprise (on the example of Przedsiębiorstwo Gospodarki Komunalnej w Śremie Spółka z o. o.).

The essence of the considerations is contained in the specific solutions presented in the article in the field of controlling and indications of possible corrective and remedial actions, etc., e.g. the financial situation of the examined enterprise. Based on the results of the research, it can be concluded that the short-term financial analysis plays an important role in assessing the functioning of this type of companies. It is also an important instrument for optimizing activities and processes within the package of instruments, including those in the field of management engineering.

Keywords: short-term result, praxeological analysis, operational activity, the efficiency of the company.

Jel Classification H21; D61

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РОЛЬ І ЗНАЧЕННЯ КОРОТКОСТРОКОВОГО РЕЗУЛЬТАТУ ТА ПРАКСЕОЛОГІЧНОГО АНАЛІЗУ В ОПЕРАЦІЙНІЙ ДІЯЛЬНОСТІ КОМПАНІЇ (НА ПРИКЛАДІ ПІДПРИЄМСТВА КОМУНАЛЬНОЇ ВЛАСНОСТІ У ШРЕМІ)

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Анотація. Суть дослідження полягає в обґрунтуванні значущості аналізу результатів і практичної операційної діяльності підприємства в пізнанні та управлінських рішеннях протягом короткострокових часових періодів. Метою дослідження є визначення ролі та значення вищезазначених інструментів ухвалення рішень у контексті динаміки економічної діяльності та швидкого зворотного зв'язку з ринком.

Для кожного підприємця важливі значення щодо реалізованої продукції, послуг, вкладеного основного та оборотного капіталу, доходів, витрат, валових і чистих результатів. Вищезазначена інформація є сутністю та основою для вимірювання результативності та ефективності комерційної діяльності підприємств і в той же час вони визначають стан їхнього поточного та майбутнього стану на ринку. Ідея розвитку економічних наук, включаючи операційну діяльність, що має особливе значення для підприємства, орієнтована на використання комплексного, цілісного або системного підходів, що вимагає врахування всіх аспектів досліджуваних явищ і процесів.

Предметом дослідження, представленого у статті, є обґрунтування ролі та важливості короткострокового аналізу результуючої оперативної і практичної діяльності підприємства (на прикладі підприємства комунальної власності у Шремі).

Суть міркувань міститься в конкретних рішеннях, представлених у галузі контролю і вказівках на можливі коригувальні та виправні дії тощо, наприклад фінансовий стан досліджуваного підприємства. На підставі результатів дослідження можна зробити висновок, що короткостроковий фінансовий аналіз відіграє важливу роль в оцінці функціонування компаній цього типу. Це також важливий інструмент для оптимізації діяльності та процесів у наборі інструментів, у тому числі в галузі інженерного управління.

Ключові слова: короткочасний результат, праксеологічний аналіз, операційна діяльність, ефективність компанії.

Формул: 0; рис.: 5; табл. 2; бібл.: 10.

РОЛЬ И ЗНАЧЕНИЕ КРАТКОСРОЧНЫХ РЕЗУЛЬТАТОВ И ПРАКСЕОЛОГИЧЕСКОГО АНАЛИЗА ОПЕРАЦИОННОЙ ДЕЯТЕЛЬНОСТИ КОМПАНИИ (НА ПРИМЕРЕ ПРЕДПРИЯТИЯ КОММУНАЛЬНОЙ СОБСТВЕННОСТИ В ШЬРЕМЕ)

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Аннотация. Суть исследования заключается в обосновании значимости анализа результатов и практической операционной деятельности предприятия в познании и управленческих решениях в течение краткосрочных временных периодов. Целью исследования является определение роли и значения вышеупомянутых инструментов принятия решений в контексте динамики экономической деятельности и быстрой обратной связи с рынком.

Для каждого предпринимателя важны значения для реализованной продукции, услуг, вложенного основного и оборотного капитала, доходов, расходов, валовых и чистых результатов. Вышеупомянутая информация является сущностью и основой для измерения результативности и эффективности коммерческой деятельности предприятий, и в то же время они определяют состояние их текущего и будущего состояния на рынке. Идея развития экономических наук, включая операционную деятельность, имеет особое значение для предприятия, ориентированная на использование комплексного, целостного или системного подходов, требует учета всех аспектов исследуемых явлений и процессов.

Предметом представленного исследования является обоснование роли и важности краткосрочного анализа результирующей оперативной и практической деятельности предприятия (на примере коммунальной собственности в Шьреме).

На основании результатов исследования можно сделать вывод, что краткосрочный финансовый анализ играет важную роль в оценке функционирования компаний этого типа. Это также важный инструмент для оптимизации деятельности и процессов в наборе инструментов, в том числе в области инженерного управления.

Ключевые слова: кратковременный результат, праксеологический анализ, операционная деятельность, эффективность компании.

Формул: 0; рис.: 5; табл. 2; библ.: 10.

For each entrepreneur, the values concerning sold products, services, invested fixed and working capital, revenues, costs and gross and net results are important.

The above-mentioned information is the essence and basis for measuring the effectiveness and efficiency of business activities of enterprises and at the same time they identify the state of their current and future market situation.

According to K. Jajug [1], the idea of the development of economic sciences, including operational activities of particular importance for the enterprise, focused on the result, is becoming a comprehensive, holistic or systemic approach that requires taking into account all aspects of the studied phenomena and processes.

The subject of the considerations presented in the article is to present the role and importance of a short-term analysis of the resulting operational and praxeological activity of an enterprise (on the example of Przedsiębiorstwo Gospodarki Komunalnej w Śremie Spółka z o. o.).

1. Theoretical aspect of financial and praxeological analysis. In the opinion of T. Kaczmarek [2], the analysis may be carried out in macroeconomic or microeconomic terms. In macroeconomic terms, its scope includes research and assessment of aggregated economic quantities. On the other hand, the analysis from the microeconomic perspective includes research and evaluation of the activity of economic entities (e.g. an enterprise).

In the opinion of P. A. Samuelson and W. D. Nordhaus [3], financial analysis is closely related to efficiency and occupies a prominent place in contemporary economic thought. The greatest advantage of financial analysis is the fact that it provides reliable knowledge through the use of optimized and mutually comparable indicators. According to L. Bednarski [4], the content of the financial analysis is mostly economic in the so-called monetary expression, but also the property and capital status, general financial situation of the company and financial results from previous periods.

Short-term analysis is closely related to the analysis of time series and is one of the parts of statistics used in economic practice. Its purpose is to obtain the possibility of diagnosing and forecasting phenomena. In the opinion of A. Sokołowska [5], the choice of the method of time series analysis is largely determined by the unit of time by which the phenomenon was «measured» (we have annual, quarterly, monthly data, etc.). In the author's opinion, most analyzes assume that random fluctuations are generated by a normal distribution with an average value of 0 and a constant variance. If the components of the series are combined by addition, then we are dealing with an additive model, if they are combined by multiplication, then we have a multiplicative model. In studies covering one financial year and no seasonal fluctuations are sought.

Pursuant to the Accounting Act of September 29, 1994, operating activities are understood as the basic type of activities of the entity and other activities, not classified as investment (investment) or financial activities. (art. 48b, section 3, point 1). In the opinion of M. Sierpińska [6], operating activities concern the current functioning of the enterprise, in which the current costs incurred and revenues obtained are recognized in the profit and loss account. In the opinion of J. Olchowicz, — Tłaczał [7] operating activity covers all economic events related to the basic functioning of the entity.

T. Kotarbiński [8] equates the term praxeology with the notion of «good work» and broadly understood efficiency, thus showing some properties of human action oriented towards achieving a goal. The essence of praxeology is human action in terms of efficiency. Praxeological cognition is general in nature, it does not refer to the content or specificity of a single action. The conditions for efficient organization management have a historical reference and are the result of the influence of other sciences from which the science of management draws, and of the internal conditions of the organization and its environment [9]. In the opinion of Striker [10], studies conducted from the point of view of praxeology should pay great attention to the performer (perpetrator), his features, approach, behavior, as well as conditions shaped by dependent and independent.

Summarizing the considerations in this subchapter, the concepts and definitions related to short-term financial analysis in the operating activities of the enterprise were reviewed. It can be concluded that it plays an important role in the functioning of the organization, because it develops and complements the adopted management strategy and is the basis for developing optimal decisions in the company, which should be additionally reinforced by the praxeological assessment.

2. Methodological aspects of scientific research. The essence of the research is the cognitive and decision-making values of the result analysis and praxeological operational activity of the enterprise in a short period of time. The aim of the research is to indicate the role and importance of the above-mentioned decision-making instruments in the context of the dynamics of economic activity and quick feedback from the market.

As part of the assumed research process, the following was used: analysis of operating revenues, operating costs and financial result on operating activities.

Taking into account the adopted methodological aspects and the purpose of the research, the following working hypothesis was formulated: «***in terms of the company's current operational activity, a short-term result***

analysis is of key importance in the decision-making process, additionally reinforced with a praxeological assessment». Such an approach will allow, on the one hand, to demonstrate the role and importance of short-term analyzes, and, on the other hand, to verify the decisions made from the point of view of their efficiency. In addition, an approach in the field of management engineering will be applied, which combines elements of economic and technical sciences and is a modern and leading domain of operations research defined as management science, which means that the practice benefits all parties.

3. Characteristics of the enterprise. Przedsiębiorstwo Gospodarki Komunalnej w Śremie Sp. z o.o. is a commercial law company, established on the transformation of a state-owned enterprise on June 28, 1996. The subject of the company's activity is service and production activities. In the field of: disposal and disposal of solid and liquid waste and maintaining order and cleanliness, maintenance of greenery, road repairs, etc.

4. Organization and implementation of the research process.

The analysis of operating revenues is presented in *Fig. 1*.

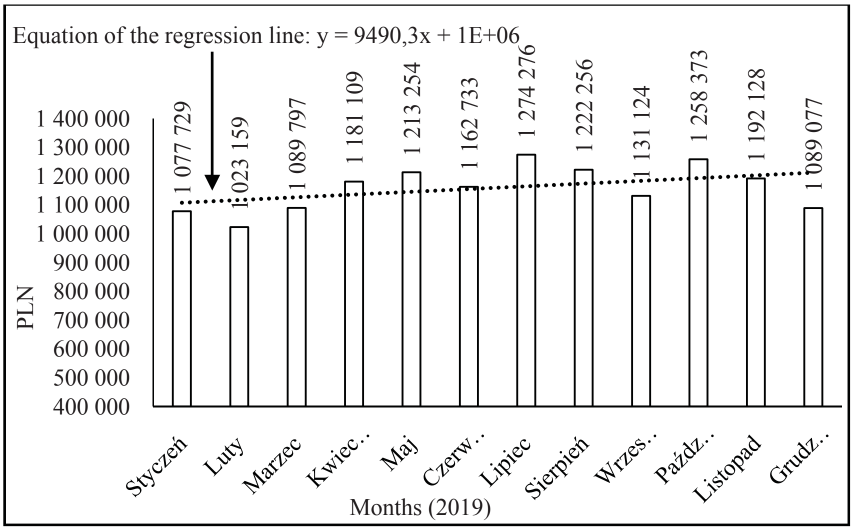

Fig. 1. **Changes in operating revenues in 2019, on a monthly basis**

Source: Own study based on the Company's financial statements.

Conclusions:

1. Changes in the amount of operating revenues from January to November 2019 can be considered as acceptable and in this case the discrepancies are insignificant except for the month of December.

2. The upward trend above the regression line occurred in a total of 5 months: April, May, July, August and December.

The analysis of operating costs is illustrated in *Fig. 2*.

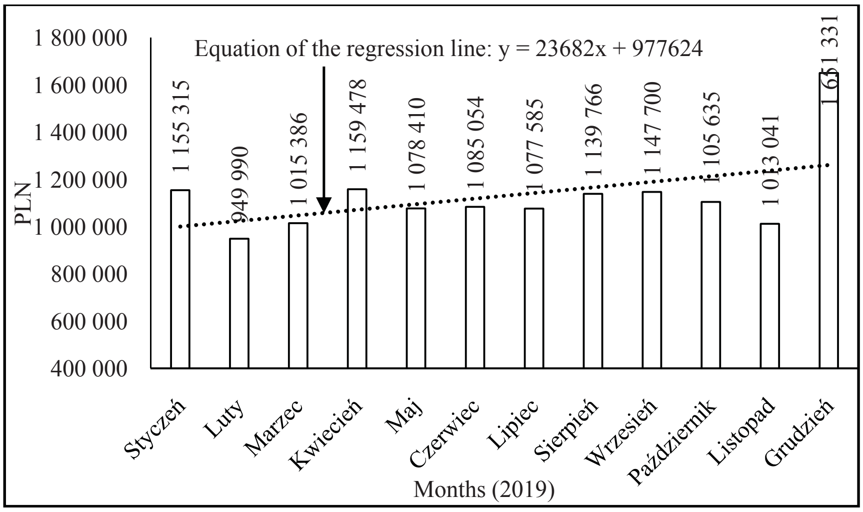

Fig. 2. **Changes in operating costs in 2019 on a monthly basis**

Source: Own study based on the Company's financial statements.

Conclusions:

1. Changes in the volume of operating costs from January to October 2019 can be considered as acceptable and in this case the discrepancies are slight.

2. The upward trend occurred three times in total in January, April and December and was well above the regression line.

The analysis of changes in operating income and costs is presented in *Fig. 3*.

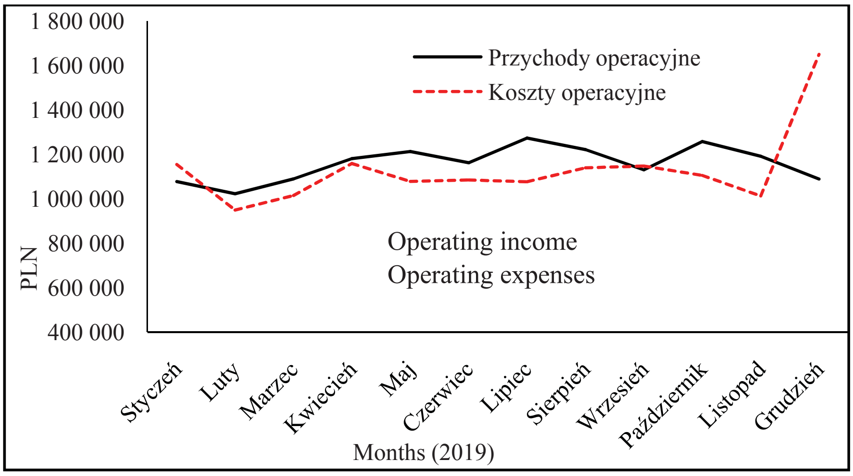

Fig. 3. **Changes in revenues and operating costs in 2019 on a monthly basis**

Source: Own study based on the Company's financial statements.

Conclusions:

1. The monthly changes in revenues in 2019 had an upward and downward trend. A clear increase in revenues occurred in April, May, July and October, and in the remaining months it was permissible except for the month of December, when there was a significant decrease in revenues.

2. On the other hand, significant changes in operating costs in the analyzed period occurred in February, November and December.

The analysis of changes in the operating financial result (gross) in 2019 is presented in *Fig. 4*.

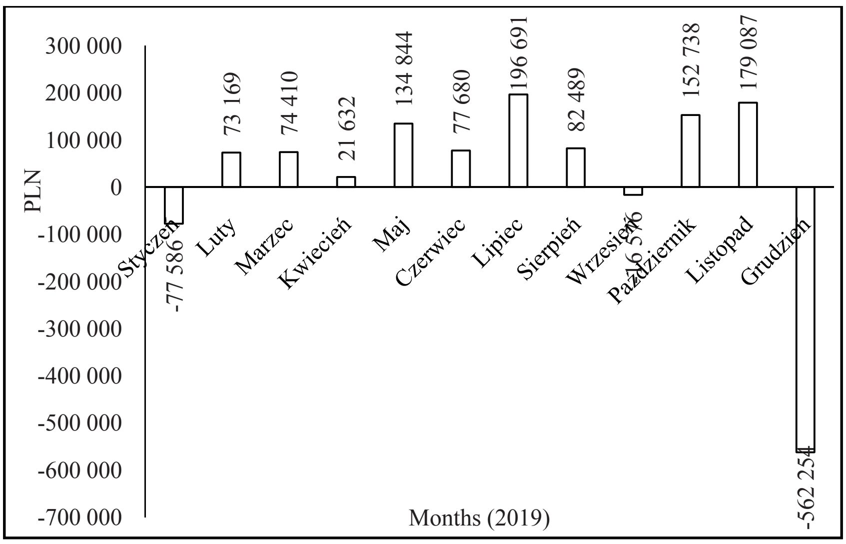

Fig. 4. **Changes in the operating financial result (gross) in 2019 on a monthly basis**

Source: Own study based on the Company's financial statements.

Conclusions:

1. The monthly changes in the operating financial result (gross) in 2019 showed a clearly up and down trend.

2. A high decrease in the financial result (gross) occurred in December and amounted to — PLN 562,224.

3. The sharp drop in operating expenses was related to the settlement of the company's management costs.

The analysis of the dynamics of the company's utility result in 2019 is shown in *Fig. 5*.

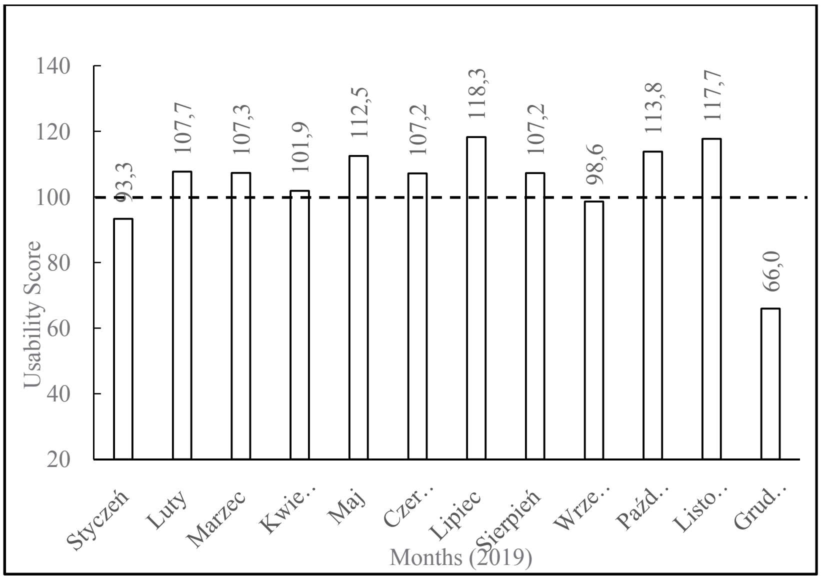

Fig. 5. **Changes in the utility result for the company's operations in 2019 on a monthly basis**

Source: Own study.

Note: assumption — moral costs = 0.

Conclusions:

1. From the praxeological point of view, the changes in the utility result of the company's activity in 2019 had a growing tendency and can be fully considered useful and efficient. This has some justification in the social function of the examined municipal company for the benefit of the local community and economic entities operating in its area.

2. The downward trend in changes in the usability of the company's operations can be observed in the following months: January, September and very strongly in December 2019.

3. The utility result in January (93.3) and September (98.6) can be classified as an example of partially defective activity.

3. The utility result obtained in December 2019 (66.0) is an example of activities that should be considered inoperative (total real + moral costs are higher than revenues).

Selected applications of the results of the short-term result (operational) and praxeological analysis in the field of economic activity of the enterprise — decision approach (*Table 1*).

Table 1

Variants of short-term result (operational) and praxeological analysis in the scope of decision-making activities

No.	Revenue	Costs	Financial result	Useful result	Types of activities	
					Inside	Outside
Variant 1	(+)	(+)	(+)	(+)	x	
Variant 2	(-)	(+)	(-)	(-)	x	x
Variant 3	(+)	(-)	(+)	(+)	x	
Variant 4	(-)	(-)	(-)	(-)	x	x

Source: Own study.

The algorithm of solutions depending on the variant and type of activities (internal and external) is presented in *Table 2*.

Table 2

Catalog of selected activities as a result of short-term result (operational) and praxeological analysis

Selected types of actions and decisions	
Internal actions and decisions	**External actions and decisions**
Strengthening the incentive system	Operations on the financial and stock market
Benchmarking concept	Analysis and activation of the local, regional, national and global market
Lean Management concept	Expansion into domestic and foreign markets, etc.
Financial result monitoring	Shaping and stimulating market needs
Cost rationalization	Mergers and mergers of business entities
Modernization of technological processes	Promotional activities, e.g. healthy life, environmental protection, etc.
Implementation of a quality management system	Introduction of various promotion
Investment activities	Improving or strengthening the company's image
Marketing activity	Entry, opening a new sales market
Implementation of controlling	Taking advantage of the economic situation
Introduction of a new product, service, technology	Implementation or strengthening of activities in the field of Public Relation
Price change	Other
Implementation of a recovery program	
Changes at the level of employment and management	
Suspension, liquidation of business activities	

Source: Own study.

The above-mentioned variants, as a result of a short-term result (operational) and praxeological analysis in the field of economic activity of the enterprise in terms of decision-making, clearly indicate the choice of option no. and financial ones in the form of a positive financial result.

5. Summary. The issues raised in this article concerned the selected aspect of the functioning and assessment of the economic activity of the enterprise. The essence of the considerations is contained in the specific solutions presented in the article in the field of controlling and indications of possible corrective and remedial actions, etc., e.g. the financial situation of the examined enterprise. Based on the results of the research, it can be concluded that the short-term financial analysis plays an important role in assessing the functioning of this type of companies. It is also an important instrument for optimizing activities and processes within the package of instruments, including those in the field of management engineering.

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