
The essence of entrepreneurial activity

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The article considers the substantial entity of the entrepreneurial activity definitions from the first interpretations given by the English economist Richard Cantillon, who passed an opinion that an entrepreneur was a person, acting under conditions of risk, and by Joseph Schumpeter, who thought that entrepreneurship was innovative activity, up to understanding its essence by modern economists. The author's explains her view, the essence of which consists in the recognition of the entrepreneurial activity as a system process aimed at organization of the production of goods (works, services) and bringing them to the consumer in order to meet the continuing demand and profit.

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