

Contemporary Model of Market Economy under Conditions of Uncertainty*

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Abstract

Today's enterprises are exposed to conducting their business activities in turbulent and rapidly changing socio-economic environment. As a result, not every company is able to meet the demands of the new reality, open up to new solutions and learn the broader approach to emerging problems. It is therefore necessary to identify solutions promoting the creation of a new market economy model. The purpose of this paper is to analyse variables affecting the construction of modern market economy models of enterprises operating in conditions of uncertainty. It discusses the modern concepts related to business management, which should become an indispensable element of any modern economy. Based on the analysis of literature, participatory observation and interviews with managers, guidelines were defined for the construction of a modern market economy model, which may further become the basis for the creation of new organizational models.

Keywords: Market Economy Model, Sustainable Development, Network Organization, Knowledge-Based Economy.