



Discovery of the Ontology of Enterprises

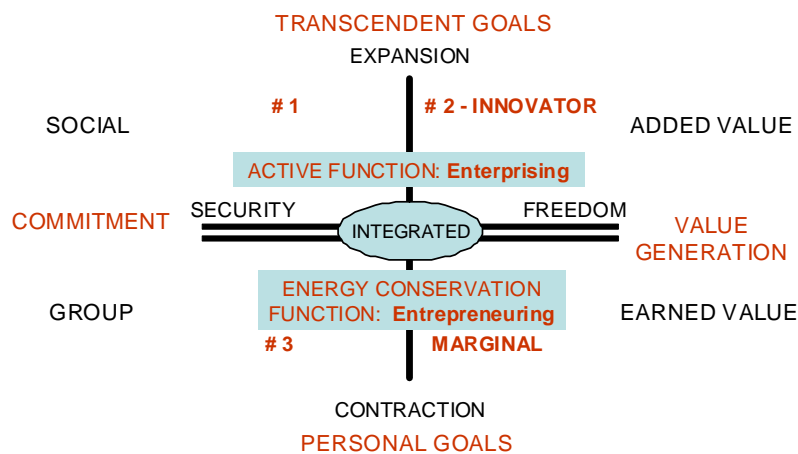
This is a synthesis on the results obtained from the research on the unicist ontology of Enterprises to define its unicist ontogenetic map led by Peter Belohlavek.

In the business world institutionalization needs to be considered in terms of added value to foster growth. The existence of transcendent goals makes a company more reliable than a business that is only concerned about making money.

But it has to be considered that enterprises include necessarily an entrepreneurial activity in order to gain value to grow. Market growth is basically driven by the enterprising attitude and internal growth is based on the entrepreneurial attitude.

What makes companies grow in a market is their enterprising attitude that includes innovation, superior added value, transcendence based reliability and the integration of a community with their clients and potential markets.

Essential Concept of an Enterprise



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As you can see enterprising is a condition to be a leader or an innovator in a market. It has to be considered that the market has to be seen based on the nature of a business.

There are businesses that cannot be seen with geographic limits. Markets are more or less globalized but the limit of a market cannot be established by the company, the limit is established by the credibility of a market.

One can be a leader in a specific city, but if the business has not objective local ties, being a local leader does not imply being a Nr. 1 company.



You cannot imagine that a company is a Nr. 1 leader just because it builds planes in a city in the US, sells these planes to local users and has a dominant market-share in the region.

To be a Nr. 1 leading company the business has to be considered in the market of the airplane industry. A company might be a local leader because of the circumstances but if it is not a leader among competitors, it is positioned as a follower.

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