

component in the economic value of the result based on the environment factor and the factor of time. The new fundamentals in the economy of the enterprise are offered for the discussion: the law of mutual benefits; the need to analyze the activity of the enterprise on the basis of a separate deal; the conditionality of economic efficiency is provided by the chain “time, market, hierarchy”; the procedure for determining the economic efficiency by highlighting the main problem; the irreversibility of the effects of publicity; the growing importance of environmental factor.

**Keywords:** Business Economics, transaction, mutual benefit, systematic and temporary effect.

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