

**ОПРЕДЕЛЕНИЕ КАТЕГОРИИ "КОНКУРЕНТОСПОСОБНОСТЬ
ПРЕДПРИЯТИЯ"**

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**DEFINITION OF THE CATEGORY "COMPETITIVENESS OF THE
ENTERPRISE"**

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У даній статті розкривається сутність терміна 'конкурентоспроможність підприємства'. Була представлена основна концепція.

Ключеві слова: конкурентоспроможність, підприємство, менеджмент, концепція.

*This article reveals the essence of the term ' competitiveness of the enterprise '.
The basic key concept has been presented .*

Key words: competitiveness , enterprize, management, concept.

Transformation processes in the modern domestic and international economies are reflected in the activity of business entities. The industrial complex enterprises are under the most powerful influence. Instability of political and economic external environments as well as low level of adaptation to rapid changes result in the attempts of company's management to boost competitive performance and use the latest as well as already tested management methods. Nowadays the problem of enterprise competitiveness management is urgent for enterprises of any ownership form.

In economic literature there is no uniform terminological approach to definition of economic essence of competitiveness of the enterprise. The variety of the existing

approaches to interpretation of this concept is defined by not rather accurate definition of a subject, object of research of problems of competitiveness, and also scale of competitiveness of the enterprise (regional, national, world level).

The basic aspects of problems of competitiveness were studied by foreign scientists and practices: Scott Bruce R. and George C. Lodge (1985), Buckley P.J., Pass C.L., Prescott K. (1988), Porter M. E. (1990), Krugman P. (1994), Chao-Hung W. and Li-Chang H. (2010), Altomonte C., Aquilante T., Ottaviano G.I.P. (2012). Concepts and theories of competitiveness widely represented in the works of Tomasz Siudek and Aldona Zawojka where authors identify the main ideas of Classical and Neoclassical concepts and theories of competitiveness, Austrian and institutional concepts and theories of competitiveness, paid attention to Contemporary concepts and theories of competitiveness. Exactly works of foreign scientists underlay theories of management the competitiveness of domestic economists such as Yu. Ivanov, A. Trided, M. Starovoytov, Z. Vasilyeva, R. Fatkhutdinov, I. Zulkarnayev, L. Ilyasova, A. Tishchenko, N. Kizim, H. Faskhiyevsoon [8-14].

Thus, from existence of great number of separate approaches both to the concept "competitiveness" and to the management the competitiveness of enterprise, organization of control system and perfection of her instruments is needed. We'll define basic key concepts, necessary for the further study of the system to the management a competitiveness. Table 1 presents the current definition of the company's competitiveness.

Table 1

Definition of the category “competitiveness of the enterprise”

Author	Definition
OECD (1994) [15]	the capability of companies, industries, regions, nations and supranational regions to create a relatively high income factor and relatively high employment levels on a sustainable basis, while permanently being exposed to international competition
Andrea Nemethne [16]	a sum of properties and activities of a given production unit, by means of which it can increase its market share and / or its profit on a given market, during a given period
Skawińska E., Zalewski R.I. [17]	a process whereby market players attempting to pursue their interests try to offer better price, quality, after-sales support or other characteristics determining decisions to close transactions than those offered by others, – Capacity of an enterprise for sustainable development in the long term and the tendency to maintain and expand its market share, – Relative ability to enforce its own system of objectives, intentions or values, – Ability of an

	enterprise to improve its internal operational effectiveness by reinforcing and improving its market standing, – Ability to design, manufacture and sell products whose price, quality and other strengths are more attractive than the corresponding characteristics of goods offered by competitors, – Ability to win and/or maintain competitive advantage.
Katarzyna Sieradzka , Radosław Luft [18]	a microeconomic category emphasises dynamism, entrepreneurship and the ability to create and absorb modern technologies, administrative efficiency, quality of production and the environment
Department of Trade and Industry [19]	the ability to produce the right goods and services, at the right price, at the right time. It means meeting customers' needs more efficiently and more effectively than other firms
Lucia Murínová [20]	composed from the ability to gain a profit on a sustainable basis and from the ability to sell and supply goods and/or services at the local or world markets

In sum, we can represent three dimensions of a firm's competitiveness (potential, process, performance) in addition to four attributes (long-term orientation, controllability, relativity, dynamism). The process dimension includes entrepreneurial competencies while the potential dimension involves a firm's competitive scope and organizational capabilities. The model suggests that in order to achieve long-term competitiveness of SMEs, decision-makers should focus on building entrepreneurial competencies referring to managerial skills and abilities to gather resources and to exploit opportunities.

So, under a competition it is necessary to understand the process of co-operation of producers and suppliers, using the competitive edges for realization of products, and also, rivalry between separate producers or suppliers of commodity (services) for the choice of customer. For the enterprise of sphere of trade and services a competition is a process of co-operation of all chain let from a production to eventual realization of commodity and rivalry directly of trade enterprises (service businesses) inter se for a choice a consumer exactly of his enterprise.

Competitiveness is interpreted traditionally, as "ability to sustain competition". It is a capacity of enterprise for the effective functioning at the market with providing of timely reaction on the change of tastes and necessities of consumers now to time as compared to enterprises-competitors, operating at this market. Actually it is such state of enterprise at which the results of his activity and resource base allow effectively to carry out economic processes in future.

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