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ECONOMY

SCIENTIFIC AND METHODOLOGICAL SUPPORT FOR ENTERPRISE'S COMPETITIVENESS INCREASE UNDER CONDITIONS OF MARKETING ORIENTATION

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Abstract

The article is devoted to scientific and methodical approach of enterprise's competitiveness level assessment.

Keywords: enterprise, competitiveness, assessment, marketing orientation.

The development of the Ukrainian economy has recently taken place under globalization conditions, which causes the emergence of new challenges for the environment (the development of technologies of the sixth technological process, the exacerbation of environmental and social problems, changes in the direction of international capital movements), the activation of the modern VUCA-world factors influence and, respectively, it needs search of modern effective ways to solve new problems, including increasing the competitiveness of industrial enterprises based on the country's development strategies.

The strategy of the stable growth of Ukraine up to 2030 is oriented on vectors, between which the main is the vector of growth – support of stable growth of coun-

try, carrying out of structural reforms, support of economic growth by means of environmentally unexhausting way, creation of favorable conditions for business activity [1]. Hereby, one of the most important operational tasks of the Strategy is activation of scientific researches, accumulation of technological potential of industrial sectors, especially, by the way of stimulation of innovative activity. This is really achieving only under the conditions of marketing orientation of industrial enterprises. Such an approach to solving these strategic tasks in an era of deep global transformation is vital, important for the future of Ukraine and its national economy state, because recently the country has been placed an unattractive place in the world by international ratings (Table 1) [2-4].

Table 1

The place of Ukraine in International Ratings

Rating name	Initiator	Place
The Bloomberg Innovation Index – BII	Bloomberg Agency	42
Global Innovation Index – GII	International business- school INSEAD	50
The Global Competitiveness Index – GCI	World economical Forum	79

Source of information: author's design based on [2-4].

In order to achieve the planned strategic goals, it is necessary to quickly integrate into the global scientific and technological space, to change the policy in the field of innovation development, its goals and methods, to maintain a high level of competitiveness of industrial enterprises (Comp) on the basis of marketing. This requires adequate scientific and methodological support of the level of their competitiveness assessment, which will be based on the results of targeted marketing research, the rapid detection of negative deviations the

nature of the established control parameters, the development of appropriate measures to eliminate the discrepancies found.

In order to solve the problems that constantly arise from commodity producers in the rapidly changing business space, it is necessary: to form an effective management system of the enterprise's competitiveness based on the principles of marketing; to increase its level, which will create the possibility of mobile adaptation of industrial enterprises to market requirements, operative response to its calls.

In order to the managing function of the enterprise's competitiveness implementation and support of its level increase in time, it is necessary firstly to solve the problem of quantitative measurement of this indicator. The generalization of the accumulated experience in the development and use of quantitative methods for assessing the level of enterprise competitiveness shows

that today there is no common methodology, the set of evaluative local indicators and scientific and methodological approaches to assessing the desired integral indicator are different [5-9]. For regulation the sequence of actions that lead to the solution of the set problem, a basic scheme for assessing the level of enterprise competitiveness is made and shown in Figure 1.

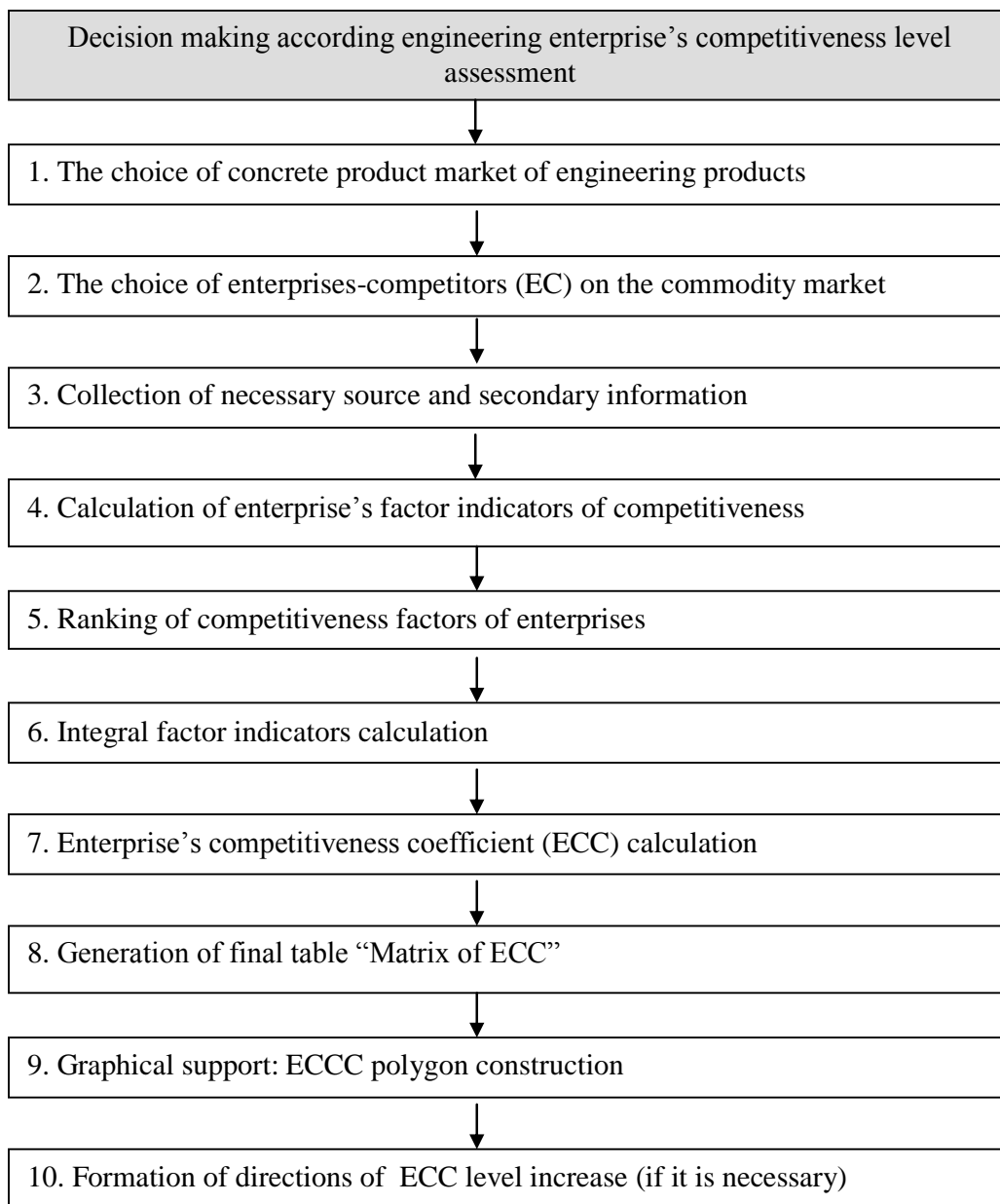


Figure 1. Principal scheme of enterprise's competitiveness assessment
(author's design)

Methodical thesis for assessing the competitiveness of an enterprise are disclosed through the content of the main blocks of the proposed scheme. For example, graphical support for an analytical approach to calculating ECC is to build a competitive pentagon for each enterprise-competitor, to calculate the area of the resulting figures and respective competitiveness coefficients.

The obtained ECC values are identical regardless of the analytical or graphical method of their calculation, which is confirmed by the obtained values of the ranks of the enterprises on the selected commodity market research. According to the results of the ECC assessments the management of enterprise must decide whether to maintain the level of competitiveness achieved or increase the level of ECC (if it is necessary).

In the second case, it is necessary to focus on those areas of competitiveness increment, which are "weaknesses" of the given enterprise for each factor of competitiveness in comparison, with the most influential on the investigated market competitor, which has the highest rating based on the results of the calculations.

It should also be noticed that if a well-balanced set of measures, using primarily marketing, as well as financial, legal instruments and mechanisms of influence, is sufficiently enough grounds to think that the financial position of the company will improve, sales volumes will be increasing, which will ensure an increase in the efficiency of the enterprise and its level of competitiveness on the researched sales market in the long run.

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ИННОВАЦИОННЫЕ МЕТОДЫ ОБУЧЕНИЯ БУДУЩИХ ЭКОНОМИСТОВ-МЕНЕДЖЕРОВ

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