

ESSENCE AND VALUE OF COMPETITIVENESS  
OF THE ENTERPRISE

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**Ключевые слова:** конкуренция, конкурентоспособность, конкурентоспособность предприятия.

**Key words:** Competition, competitiveness, competitiveness of the enterprise

**Аннотация:** В статье исследована сущность и значение понятия «конкурентоспособность предприятия». Рассмотрены взгляды различных ученых-экономистов на данную экономическую категорию. Выявлены различия между понятиями конкурентоспособности товара и предприятия. Установлены показатели, которыми обеспечивается конкурентоспособность предприятия.

**Summary:** The article explores the essence and meaning of the concept of «competitiveness of the enterprise». The views of various scholars-economists on this economic category are considered. The differences between the notions of the competitiveness of the goods and the enterprise are revealed. Established indicators that ensure the competitiveness of the enterprise.

Competition is one of the fundamental economic categories. It is a necessary element of the market mechanism and contributes to the progress of a market economy. The existence of competition ensures the development of the national economy, forcing entrepreneurs to compete in competition to win consumers, raising the quality and lowering the prices of goods, which in general contributes to the welfare of the whole society.

In the economic literature, there is no single approach to determining competitiveness. Consequently, there is an objective need to specify the essence of the category of «competitiveness of the enterprise». The work of foreign and Ukrainian scholars is devoted to the definition of competitiveness. Therefore, it is expedient to consider and analyze the definition of the competitiveness of the enterprise from the point of view of different authors. Thus, M. Porter noted that the competitiveness of the company is largely determined by the competitiveness of its economic environment. He analyzed four types of competitive strategies – based on factors (natural resources, cheap labor, etc.), investments, innovations and wealth (accumulated resources), showing that economic domination reaches competing countries on the basis of innovation.

M. Porter suggested evaluating competitors according to these parameters:

- financial goals;
- attitude to risk;
- the values of the organization;

- control and incentive systems;
- the organizational structure;
- accounting system;
- types of senior executives and the style of their management;
- representation of the ways of development of the company;
- board of directors;
- state constraints and firm commitments that reduce freedom of choice and behavior [1, 2].

V. Shynkarenko continued the opinion of M. Porter, arguing that competitiveness is a multilateral economic category that can be considered at the level of goods, commodity producers, industries, countries. He substantiates that competitiveness is due to the economic, social and political factors of the position of the country or commodity producer in the domestic and foreign markets [3]. In a global economy, competitiveness can also be defined as the ability of a country or enterprise to withstand international competition in its own market and markets of other countries.

Unlike M. Porter, J. Kapferer sees a high competitiveness of the company in the production of variety of goods and in innovation. He gives examples of successful enhancement of the firm's competitiveness by issuing several types of different subbrands and brands [4].

L. Kalashnikov's competitiveness is considered by the enterprise as a complex concept characterized by the system and quality of management, product quality, breadth and depth of assortment demanded by the society or its individual members, a stable financial condition, the ability to innovate, efficient use of resources, purposeful work with personnel, level of system of goods turnover and service of the firm. From this definition it is not clear whether this is a permanent process, whether it is a systematic, purposeful work based on a strategic approach [5]. As one can understand from the analysis of the above definitions, the main features of competitiveness as one of the criteria for the effectiveness of the economic entity are:

- relative (comparative) character – competitiveness is manifested only by comparing the characteristics of the economic entity with the characteristics of other actors of this market;

- the relevant character of the criterion of competitiveness, which means that the trajectory of the movement of this economic entity (its competitive position) relative to other entities can be determined only within the limits of the relevant external environment;

- temporal character (dynamic) of the criterion of competitiveness characterizes the position of the subject in the competitive field in the coordinates of time as the result of his competitive activity [6].

Differences and diversity of copyright positions regarding the definition of competitiveness are related to:

- identification of the competitiveness of the enterprise and the competitiveness of products or services;

- scale of competitiveness: on a regional, national or global market (enterprise, industry, country);
- replacement of one concept by another (competitive status, competitive level);
- a characteristic of any component of the enterprise's competitiveness: the competitiveness of production, labor potential.

Consequently, from the foregoing, the following conclusions can be drawn:

- the competitiveness of the enterprise is a relative concept and, accordingly, may have different levels in relation to different competitors;
- the competitiveness of the enterprise is higher, the better its results in international (global) markets;
- competitiveness of the enterprise – is the result of effective economic activity of the enterprise in a competitive market;
- the competitiveness of the enterprise is considered as a complex comparative characteristic of the enterprise, reflecting a set of advantages over competitors, harmony of enterprise development;
- an integral part of the competitiveness of the company on the market is the marketing component, namely: customer satisfaction, positive image, presence of a strong brand, etc;
- the competitiveness of the enterprise is based on the competitiveness of the products or services it produces or provides, but these categories, albeit interconnected but not identical.

As part of the previous statements, it should be emphasized that, indeed, an enterprise cannot be competitive if its products are not in demand. However, not everything depends on production, since in some cases the competitiveness of its own products can be provided either by access to cheaper raw materials or at the expense of its sale at dumped prices. Significant differences between the notions of competitiveness of goods and enterprises are explained by the fact that:

- the results of the assessment of the competitiveness of products are valid only in the short run, while the competitiveness of the company should be considered in the long run;
- the competitiveness of products is a single indicator in relation to the complex indicator of competitiveness of the enterprise, that is, the competitiveness of the product is considered in relation to its individual types, and the competitiveness of enterprises covers the entire range of their products;
- the assessment of the competitiveness of enterprises is carried out either by the enterprises themselves or their agents, while the competitiveness of products that are becoming a commodity in the market is estimated by buyers at the time of its implementation.

Thus, in our opinion, the category of «competitiveness of the enterprise» should be ensured by indicators such as high production efficiency, which is realized thanks to modern equipment, technologies, qualified personnel and the ability to conquer and for a long time to maintain its own market niche, realized through the effective use of the principles of marketing management.

Competitiveness is a real and potential opportunity for an enterprise to design, manufacture and sell products in its existing conditions, which, for price and non-price characteristics, are more attractive to consumers than their competitor's products. Competitiveness is determined, on the one hand, by the quality of goods, its technical level, consumer properties, and, on the other, prices set by merchants. In addition, competitiveness is influenced by the fashion, sales and after-sales service, advertising, image of the manufacturer, the situation on the market, fluctuations in demand.

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## ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ ИСПОЛЬЗОВАНИЯ СОВРЕМЕННЫХ СИСТЕМ ТОЧНОГО ЗЕМЛЕДЕЛИЯ

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**Ключевые слова:** проблемы, перспективы, подходы, системы, решения, инновации

**Key words:** problems, prospects, approaches, systems, solutions, innovations

**Аннотация:** в данной статье рассмотрены проблемы в использовании комплексных инновационных систем точного земледелия в аграрном секторе Республики Беларусь, проанализированы дальнейшие пути перспективного применения с учетом развития современных мировых технологий.