

THE THEORETICAL BASIS OF COMPETITIVENESS OF COMPANIES BY INCREASING LABOUR PRODUCTIVITY

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The aim of the paper is the development of theoretical and methodological approaches to industrial competitiveness by improving the level of productivity.

The theoretical and methodological basis of the study is research and development of Ukrainian and foreign scientists, associated with issues of industrial competitiveness, the effectiveness of their operations by increasing productivity, legislative and regulatory acts of Ukraine in this field, specialized materials of scientific conferences and symposia. The study used the following methods: grouping – to determine the factors that influence on the effectiveness of the company; generalization – the development of scientific and practical positions, causing the increase in labour productivity impact on improving the competitiveness of the industry, economic and mathematical modelling – in determining the motivation of labour productivity in the system.

The article analyses the theoretical and methodological approaches to the study of labour productivity, considers the factors

that form the productivity on various levels of management, reveals the essence of competitiveness and proves its relationship with productivity; the place of labour productivity is defined in the system of enterprise competitiveness. The place of motivation in the productivity system is determined; the model of the effect of motivation on productivity is worked out.

The methodological approach to the evaluation of the productivity impact on the competitiveness of the enterprise on the basis of a system of indicators is formed, an approach to the development of programs to improve labour productivity taking into account the life cycle of the enterprise that allows defining the main goals and objectives of increasing productivity in the different phases of its life cycle is proposed.

Research results can be used in industrial activities in order to increase their competitiveness, as well as state and local government institutions in the formation of the social and economic policy in the sphere of employment.