

COMPETITIVE ADVANTAGES OF THE ENTERPRISE: A RETROSPECTIVE ANALYSIS OF THE TERMS' INTERPRETATION

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The current stage of economic development is characterized by dynamic changes in the environment, changes in customer requirements for the goods and services characteristics and increased competition, which leads to the need to find sources of competitive advantage.

The problem of determining the nature, formulation, and implementation of competitive advantages are highlighted in the works of many foreign and domestic scientists such as A. Smith, D. Ricardo, M. Porter, J.-J. Lambin, H. L. Azoiev, D. O. Barabas, M. I. Knysh, R. A. Fatkhutdinov, Z. Ye. Shersh-nova, and others.

Along with those, the problem is investigated in the literature; there is no single view of the nature and source of the formation and implementation of competitive advantage.

The purpose of the article is revealing, comparison, and coordination of scientific views on the nature and sources of competitive advantages, and displaying their own views on the nature of this category.

As a result of the retrospective analysis of the term's interpretation of competitive advantages, there is offered a substantial component model of evolution of this concept that is based on the coordination of the relevant time periods, substantial components of the concept of "competitive advantage" and preferred accents of relevant scientists.

The analysis of the nature of competitive advantages allowed revealing significant differences in the treatment of this category by authors, which is associated with understanding the sources of competitive advantage, which, in turn, allowed revealing some approaches, namely, resource-consuming, high-quality, adaptive-innovative, and value-competence, and supplementing this list with an integration approach to diversify the sources of competitive advantage that contributes to the formation of a system of competitive advantages of modern enterprises and provides sustainable competitive positions of the company.