

EVALUATION METHODS, INDICATORS AND GUIDELINES OF COMPETITIVENESS OF THE ENTERPRISES

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Today a successful operation of any enterprise requires the evaluation of its competitiveness as it is the competitiveness that determines the quality and efficiency of its activities in terms of activation of the globalization processes and sharpening of a competitive struggle. Constant transformations of economic space, changeability of market demands need further development and improvement of methodological approaches to the evaluation of competitiveness of an enterprise, which take into account levels of customer centricity, value, competence and innovativeness of an enterprise.

Theoretical and methodological foundations of various problems of management, provision, increasing competitiveness of enterprises are reflected in the works of many scientists: I. Ansoff, O. V. Arefieva, O.V. Vynohradova, O.Ye. Hudz, P. Drucker, T. Kono, K. Oppenlaender, A.A. Peresada, M. Porter, P.A. Stetsiuk, A. Thompson, R.A. Fatkhutdinov, L.I. Fedulova, Y. Shumpeter and others.

The assessment of competitiveness of an enterprise is a complex multifactorial task, which is down to the interpretation and evaluation of a complex of indicators, which characterize various sides of activities of an enterprise, form its competitiveness.

Multilevel nature of enterprise competitive interaction also causes a wide range of approaches to the evaluation of enterprises competitiveness. At the present moment, there are no generally accepted methodological approaches to the evaluation of the enterprises' competitiveness, and foreign experience, which can be found in scientific literature, is not adapted for national enterprises. Proposed approaches take notice that the competitiveness – is a dynamic process, which has a cyclic character and is realized taking into account principles, the basic among which are: complexity, systemacy, optimality, relativity, dynamism, informational reliability and adequacy to challenges and threats of external environment. They outline a range of interrelated stages: diagnostics of market conditions; formation of a set of guidelines, indicators and indices of competitiveness that take into consideration stages of customer centricity, value, competence and innovativeness of an enterprise; determination of the level of competitiveness, substantiation of conclusions and development of propositions concerning the increase of competitiveness and augmenting of competitive advantages.