

EVALUATION OF THE COMPETITIVENESS OF ENTERPRISES

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Enterprises' competitiveness is one of the main factors to ensure its survival in conditions of instability and further effective development. Research of questions of evaluation of the competitiveness of enterprises is intended to reduce the ambiguity and imbalance of criteria regarding this issue, increase the possibility of choosing an optimal evaluation method and competitiveness, and improve the management process at an enterprise. Evaluation of the enterprise competitiveness is a complex and multifaceted task, which boils down to the interpretation and evaluation of the system of indicators characterizing various aspects of the enterprise, forming its competitiveness.

The authors grouped the methods used to measure and evaluate the level of competitiveness of the enterprise. These include methods based on the analysis of the comparative advantages; methods based on equilibrium theory and the enterprise sec-

tor; methods based on the theory of effective competition; methods based on the quality of the theory of enterprise; methods based on the theory of the multiplier; methods for determining the competitive position in terms of strategic potential of enterprises; methods based on expert judgment; matrix methods for assessing competitiveness; comprehensive evaluation methods of enterprise competitiveness. The authors note that a variety of assessment methods confronts the entity a choice of the optimal method, which would objectively show the realistic situation and help to formulate the right strategy of competitiveness devoid of subjectivity. Identifying the benefits and disadvantages of these methods allowed making a conclusion about the need for a system of methods for a more complete assessment of the competitiveness of enterprises, taking into account the peculiarities of its economic activity.