

CHOOSING AN OPTIMAL STRATEGY UNDER RISKY CONDITIONS USING THE GAME THEORY

Karamushka M.V.

Candidate of Technical Sciences, Associate Professor,
Senior Lecturer at Department of Economic Cybernetics
and Project Management
Kherson National Technical University

The question of determining competitiveness and the system of its securing factors is incredibly important for the stability of certain sections of the market and the general effective functioning of enterprises. Due to competition, it's possible to reach a balance between social interests and the producer's goal of increasing profits where the freedom of one enterprise in the market is limited by the freedom of others. To further increase the competitiveness of the enterprise and keep its competitive advantages, enterprises as management subjects have to work on developing methods of the completion of this task, namely strategic vectors of increasing competitiveness through efficient management.

The rapid development of the tourism industry, the increase of the scale of international touristic activity, the broadening of the consumers' capabilities for using the various touristic products reflect a large-scale transformation of the world social order being underway, accompanied by complex changes in the economic, social, cultural, communicational and other spheres of life in various countries.

An enterprise's competitiveness represents its market strategy and tactics, its choice of ways to increase the technological level and quality of their product.

Thus, the goal of this work is the advancement of approaches to measuring an enterprise's competitiveness in Ukraine's global economic space integration conditions.