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ENSURING STRATEGIC COMPETITIVENESS OF ENTERPRISES IN A GLOBALIZED ECONOMY

The article reveals scientific approaches of various theoretical schools to competitiveness. With regard to the above, business competitiveness is viewed as a complex, integrated feature of business. Reflecting the level of business success in the competitive market while sustaining or expanding its market positions, it implies ability to use resources in an effective way and, provided that risks are reasonable, receive a profit not lower than the competitor does.

It distinguishes the levels of competitiveness: goods, business, sphere, country, international (global) level. International competitiveness of a country is characterized as being consistent and able to maintain a stable market place in certain world market segments owing to strong economic potential which provides economic growth based on the innovative basis; on the developed system of market institutions; availability of considerable intellectual faculties, investment resources; on flexible reaction to changes in the world market situation and, accordingly, production diversification, standing up for its national interests such as economic

security and high standards of life.

It has been proved that the principles of forming the tools for competitiveness are competitive advantage. These are specific conditions that company works on and which allow to provide consistent business growth and its efficiency, and can be found out and estimated only by comparing the businesses of two companies, the characteristics of their products, market segments, image-building features, resources and so on.

The mechanism, which forms competitiveness of an enterprise, consists of interrelated elements that show the interaction of external and internal factors in forming competitive advantage in a certain market segment.

The authors described the spheres of competitive advantage of economic, technological, social and political, cultural, natural and climatic character that an enterprise can make use of in the international market to provide stable competitiveness, and which are based on a high level of information technologies, pent-up demand of consumers for certain innovative services and goods, social values, needs to pro-

vide informational and economic security of a country, economically advantageous location of a country and so forth.

The authors generalized the parameters of competitiveness. These are quantitative characteristics of product features, which take into account the sectorial estimation of its competitiveness. The article provided description of those ones which are used in a foreign market: production costs in national currency, exchange rates, level of profit.

The nature of criteria and internal factors of competitiveness have

been cleared up. These are the management efficiency, the strategy to improve competitiveness of an organization, its potential, the level of management and technological culture of production; staff competence; legislative environment; production site; sources of raw materials.

The above concerns the management system to increase competitiveness. The system is built up of five components: scientific basis, challenges, procurement, operation, and introduction of restructuring and reforming to improve competitiveness of the business.