

SECTION 1. ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

Verkhohliadova N.I.

Doctor of Economic Sciences, Professor,
Vice Rector for Scientific Pedagogical and Academic Affairs
Prydniprovskaya State Academy of Civil Engineering and Architecture

PROMISING DIRECTIONS OF COMPETITIVENESS RESEARCH UNDER MODERN CONDITIONS

The article is devoted to revealing of perspective directions of competitive strength investigation under present-day conditions. Main approaches to the determination of the concept “competitiveness” are highlighted and main characteristics of competitiveness are studied.

Enterprise development in terms of competitive environment directly depends on ability for providing of its high-leveled competitiveness and keeping it for a long period of time. Therefore an insistent need to investigate a competitiveness of enterprises arises.

Competitive strength is simultaneously a characteristic of real and potential state of subject of entrepreneurship activity that displays its current state as well as dynamics of its development.

Competitiveness is a concept to be investigated at different levels. At the same time at the entry level a competitiveness of enterprise's goods is researched, and at the next level – a competitiveness of subject of entrepreneurship activity. It is interdependence between these levels.

In market system of economy, categories “competitive strength” and “competitiveness” are ones of the key since they include economic, scientific-technical, production, organizational and management, and marketing opportunities not only of a single enterprise, but also of a state economy.

The concept “competitive strength” allows establishing, development control and potential forming of a production system by all its components at the high qualitative level. When providing a competitive strength of production system, it is necessary to aim at parameters of a leading competitor of the branch and at international measurement data and standards. Competitive strength depends on the presence of competitive advantages, competitive potential and product competitiveness; moreover, a financial-economic stability of the production system's functioning should be achieved. A milestone to achieve competitiveness is an adhering

of actions' algorithm concerning the selection of management zone, sector, and market niche depending on its appeal for producer and consumer. A potential of an enterprise determines a competitive status that should provide a substantial industrial and economic activity in the chosen market segment.

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