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THE ASSESSMENT OF COMPETITIVENESS AND THE FORMATION OF COMPETITIVE ADVANTAGES OF AN ECONOMIC ENTITY

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The article reflects the analysis and publications research results which enabled to conclude that the issues of assessment of the economic entities competitiveness require further study. The list of tasks regarding the formation of competitive advantages of the enterprise is not fully developed and requires clarification and development. It is determined that the necessity to overcome the crisis in Ukraine led to the development of competitive relations and the competitive economy as a whole, not all the domestic enterprises are ready to compete. The approaches of scientists to the definition of the economic essence of the concepts such as “competition”, “competitiveness” and “competitive advantages” are analyzed. The experience of domestic and foreign scientists regarding the study of the existing and the formation of new competitive advantages of economic entities is summarized. It is identified that the researches of Professor of Harvard Business School M. Porter who developed the theory of competitive advantages were the most significant in this issue. It is revealed that competitiveness can only be assessed within a group of enterprises that produce the same goods. A large number of methods aimed at the evaluation of the enterprise competitiveness and its competitive position on the market are investigated: the model of the Boston consultative group; the model of M. Porter; GAP analysis method; McKinsey method; LOTS method; an object profile studying method; situational analysis (SWOT analysis); PEST analysis, expert assessment method; financial and economic method and others. It is noticed that the listed enterprise competitiveness assessment methods are characterized by the certain advantages and disadvantages which determine the possibility and expediency of their usage by domestic enterprises. The most complete information on the competitive advantages of an enterprise on the market can be obtained using several assessment methods at the same time. It is set that the modern science knows six main approaches to the competitiveness assessment. It is determined that the functional approach to the enterprise competitiveness assessment seems to be the most accurate and it maximally reflects the market situation. The author of the publication adapted the indicators of all groups of the functional approach to the domestic forms of financial statement. The opinions of the domestic and foreign scientists regarding the dependence of acquiring and maintaining the competitive advantages of the enterprise from their sources are generalized.

Keywords: competition, competitiveness, competitive advantages; sources of competitive advantages, factors, indicators, methods.

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Introduction and target setting

The high level of competitiveness of the enterprise testifies to the efficiency of its economic activity, flexibility in adapting to changes in the operating environment, high quality of products and adequate pricing policy, and at the same time, is one of the defining characteristics of its further development opportunities.

The strengthening of competition is

accompanied by the emergence of a numerous competing enterprises both in domestic and foreign markets, increasing market requirements, which forces the enterprise to constantly develop its potential, to look for possible ways to increase the level of competitiveness by creating new competitive advantages.

The issue of competitiveness of Ukrainian enterprises in all world markets requires priority

attention among the many problems facing the economic complex of Ukraine in the context of comprehensive international integration.

Taking into account the fact that the problems of functioning and development of domestic enterprises have exacerbated due to saturation of markets and increased intensity of competition in them, this makes the problem of assessing the level of competitiveness extremely relevant and predetermines the need to search for ways to form competitive advantages of the enterprise.

In the process of assessing the competitiveness of the enterprise, the strengths and weaknesses of its activities, hidden opportunities and potential threats are identified, which ultimately makes it possible to effectively plan and develop activities based on competitive advantages.

Analysis and research of publications

Methods for assessing competitiveness are quite fully developed and covered in the scientific publications of many foreign and domestic scientists. Significant scientific contribution to the study of theoretical problems of competitiveness and competitive advantages of enterprises made by the following scientists: Azoiev H.L., Ansoff I., Afanasiiev A.A.; Dolzhanskyi I.Z. and Zahorna T.O., Ivanova Yu.B., Kotler F., Lamben Jean-Jacques; Mescona M., O'Shaughnessi, Porter M., Fathutdinov R.A.; Hayek F.A., Yudanov A.Yu., Evans D. and Berman B. and others.

However, a number of tasks related to the formation of competitive advantages of the enterprise are not fully developed, and in modern conditions of increasing the intensity of competition, they require clarification and development.

Despite the considerable amount of research, it should be noted that the issues of assessing the competitiveness of economic entities in the modern economic space in the context of comprehensive international integration also require further research.

The purpose of the Article

The purpose of this publication is to further

investigate and improve the methods of assessing the competitiveness of the enterprise using a system of knowledge about the principles, methods and technology of formation of the competitive advantages of the enterprise, taking into account the intensity of competition.

Presentation of the main material

The need to overcome the crisis state of the Ukrainian economy caused the need to develop competitive relations and a competitive economy as a whole.

Not all domestic enterprises are ready to compete. Due to the lack of practice of using a complex of marketing, even the possession of competitive products does not allow many of them to realize this advantage effectively.

The conditions of a competitive economy require the management of enterprises to become aware of the relationships between the competitiveness of products and the competitiveness of enterprises, and from scientists - the development of modern methods of management competitiveness of products and enterprises, the most important function of which is to assess such level.

In order to solve these problems, it is advisable to identify and understand the economic nature of competition.

There is no common universally accepted definition of the concept of "competition", but all interpretations are reduced to the fact that competition is one of the most striking features of business, the engine of economic progress, the mechanism of self-regulation of the market economy.

According to definition of the authors [5, p. 12] competition is an economic competition of producers of the same types of products in the market for attracting more customers and obtaining maximum income in the short or long term.

In order to understand the essence of economic aspects of competition, it is necessary to answer the very important question for the formation of competitive advantages and the development of a

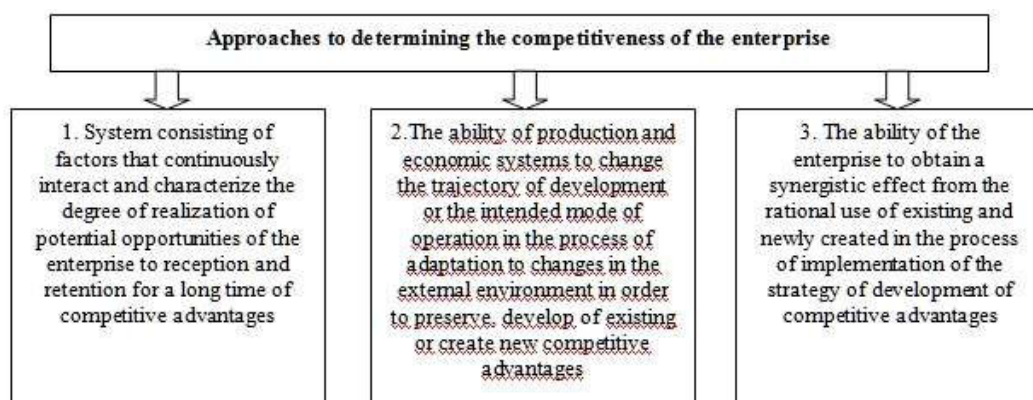


Fig. 1. Approaches to the analysis of competitive advantages and determination of competitiveness of the enterprise

competitive enterprise strategy [12, p.90]: what should be done to capture leadership in competition, or what is the competitiveness of the enterprise and how to provide it (Fig. 1).

The competitiveness of the enterprise is manifested in the conditions of competition and through competition.

Competitiveness is one of the basic concept that is actively used in the theory and practice of economic analysis, translated from Latin means competition, the struggle to achieve the best results [4, 58].

The creation of a mechanism for assessing the competitiveness and formation of competitive advantages of a business entity is a prerequisite for its survival in the market.

Research of existing and formation of new competitive advantages of business entities has been paid much attention by both domestic and foreign scientists. The most significant in this matter were the studies of Professor of M. Porter of Harvard Business School, who developed the theory of competitive advantage.

Analyzing different approaches to explaining the nature of the competitiveness of the enterprise and the national economy, he came to the conclusion that the competitive advantage both in the domestic and foreign markets depends on the availability and efficiency of the use of resources at the disposal of the firm.

Competitiveness can be assessed only within a group of enterprises producing the same goods. Competitiveness is a relative concept, that is, the same enterprise within the regional group can be recognized as competitive, and within the world market - no [10, 387].

There are quite a number of methods for assessing the competitiveness of the enterprise and its competitive position in the market, namely, the Boston Advisory Group model, the model of M. Porter, GAP analysis method "McKinsey" method, LOTS method; method of studying the object profile, situational analysis (SWOT-analysis), PEST analysis, method of expert assessment, financial and economic method.

The above methods have certain disadvantages and advantages, which determine the possibility and feasibility of their application by domestic enterprises.

Most often there are disadvantages of methods for assessing the competitive positions of the enterprise in the target market: difficulty in determining the share of enterprises in the market, difficulties in collecting data necessary for the analysis, availability of highly qualified specialists with special training for the implementation of research work.

It is obvious that the most complete information

about the competitive advantages of the enterprise in the target market can be obtained using several methods of assessment. The methods allowing assessing the competitive position of the enterprise through efficiency of management, show at the expense of what administrative factors this or that competitive advantage have been won. Financial and economic methods result in the activity of the enterprise in the target market as a whole.

Each method allows for a specific set of factors and variables to analyze. Methodology of research is different; more often than others used for the preparation of matrices, comparative tables, conducting expert assessments. In many methods, the authors reserve the right to choose the investigated variables at the discretion of the researcher, which makes it possible to take into account industry, technical and other specific features. Each of these methods has its advantages and disadvantages; therefore, the researcher needs to compare the benefits that he can get, using a particular method of research with those dangerous moments that may affect its result.

The indicators that can be used in assessing the competitiveness of a company are different and their set may differ depending on the assessment methodology used. In modern science, there are six basic approaches to determining competitiveness [6, 119-126].

According to the first approach, competitiveness is considered in terms of advantages over competitors.

The second approach is based on A. Marshall's equilibrium theory. The producer has no reason to go to another state, and he reaches the maximum profit and sales level.

The third approach is to assess the competitiveness of the quality of products based on the compilation of polygonal profiles on various characteristics of competence.

The fourth approach is a matrix methodology for assessing competitiveness, implemented through the preparation of matrices and preselection of strategies.

The fifth approach is structural, according to which the position of the enterprise can be assessed through such indicators as: the level of monopolization of the industry, the presence of barriers for new businesses appearing in the market.

The sixth approach is functional; its representatives determine the ratio between cost and price, the volume of capacity utilization, the number of products manufactured and other indicators. According to this approach, competitive companies are considered, in which production and further sales of goods are better established, financial resources are effectively managed. For example, this approach is used in the company "Dan & Bradstreet" (a well-

known American consulting firm), which proposed three groups of indicators, namely:

The first group is the indicators characterizing the performance of production and trade activities of the enterprise. These include the ratio of net profit to net value of tangible assets, the ratio of net profit to net sales, as well as the ratio of net profit to net working capital.

The second group of indicators is the indicators of fixed and working capital intensity. This group of indicators includes the ratio of net sales to net working capital, the ratio of net sales to the net value of tangible assets, the ratio of fixed capital to the value of tangible assets, the ratio of net sales to the value of inventories and the ratio of inventories to net working capital.

The final group of indicators is represented by financial performance indicators.

These are indicators such as the ratio of current debt to the value of tangible assets, the ratio of current debt to the value of inventories, the ratio of working capital to current debt, the ratio of long-term liabilities to net working capital.

The last (functional) approach to determining competitiveness appears to the author of the publication as accurate and most fully reflects the market situation. The author adapted the indicators of each group to the domestic forms of financial reporting (Table).

The most difficult is to assess the level of competitiveness, that is, to identify the nature of competitive advantage over others. Thus, the level of competitive advantage should be assessed relative to the relevant leading firm. Subject to certain requirements (identity of life cycle phases, identity of character that satisfies needs, etc.), the level of competitive advantage can be estimated as the ratio of the level of profitability of the production of this firm compared to the same indicator of the leading firm calculated for a certain perspective.

Thus, the concept of competitive advantage can be defined as those characteristics and properties of products that create a certain advantage for the firm over its direct competitors.

Competitive advantage is the level of effective use of all types of resources available to the firm.

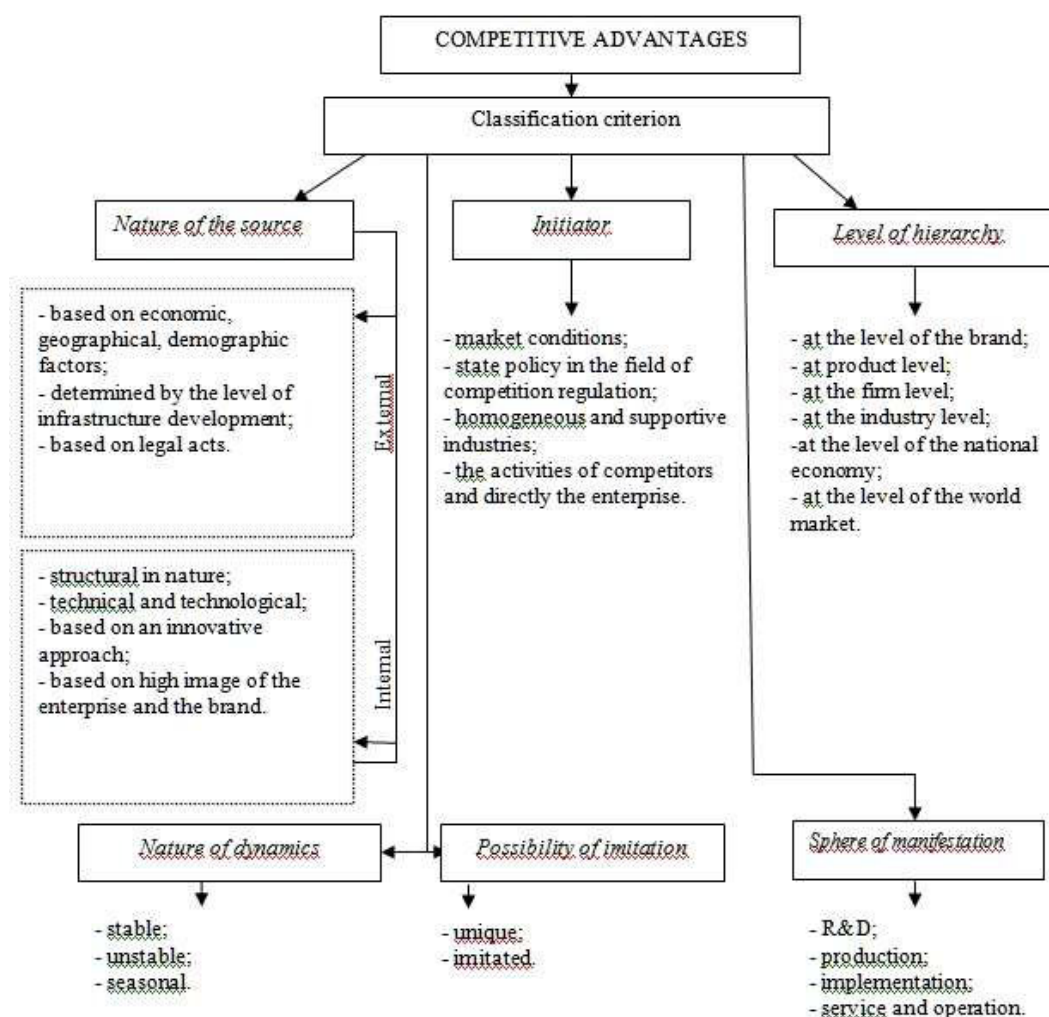


Fig. 2. Classification of competitive advantages

The groups of indicators according to the functional approach

Groups of indicators				
Indicators of the performance of production and trade activities of the enterprise				
Indicators	Ratio of net profit to net value of tangible assets (return of equity), %	Ratio of net profit to net sales (profitability of sales), %	Ratio of net income to net working capital	
Calculation formula	$\frac{\text{F No 2 line 2350(2355)}}{\text{F No 1 line 1495}} \cdot 100$ (column 3+column 4)/2	$\frac{\text{F No 2 line 2350}}{\text{F No 2 line 2000}} \cdot 100$	$\frac{\text{F No 2 line 2350}}{\text{F No 1 (line 1195–line 1695)}} \cdot 100$ (column 3+column 4)/2	
2. Indicators of intensity of use of fixed and working capital				
Indicators	Ratio of net sales to net working capital	Ratio of net sales to the net value of tangible assets	Ratio of fixed capital (non-current assets) to the value of tangible assets	Ratio of net sales to inventories
Calculation formula	$\frac{\text{F No 2 line 2000}}{\text{F No 1 (line 1195–line 1695)}} \cdot 100$ (column 3+column 4)/2	$\frac{\text{F No 2 line 2000}}{\text{F No 1 line 1495}} \cdot 100$ (column 3+column 4)/2	$\frac{\text{F No 1 line 1095}}{\text{F No 2 line 2500}} \cdot 100$ (column 3+column 4)/2	$\frac{\text{F No 2 line 2000}}{\text{F No 1 line 1100}} \cdot 100$ (column 3+column 4)/2
3. Financial performance indicators				
Indicators	Ratio of current liabilities to value tangible assets	Ratio of current liabilities to the value of inventories		Ratio of long-term liabilities to net working capital
Calculation formula	$\frac{\text{F No 1 line 1695}}{\text{F No 2 line 2500}} \cdot 100$ (column 3+column 4)/2	$\frac{\text{F No 1 line 1695}}{\text{F No 1 line 1100}} \cdot 100$ (column 3+column 4)/2		$\frac{\text{F No 1 line 1595}}{\text{F No 1 (line 1195–line 1695)}} \cdot 100$ (column 3+column 4)/2

Competitive advantages are concentrated manifestation of the advantage over competitors in the economic, technical and organizational spheres of the enterprise, which can be measured by economic indicators (additional profit, higher profitability, market share, sales volume). It should be emphasized that the competitive advantage cannot be identified with the potential opportunities of the company. Unlike opportunities, it is a fact, fixed as a result of real and obvious advantages. That is why in business practice, competitive advantages are the main goal and result of economic activity [11, 151].

Competitive advantages are the result of low cost of production, high level of product differentiation, reasonable market segmentation, introduction of innovations, rapid response to market needs. They can also include a higher level of labor productivity and the qualifications of production, technical, commercial personnel, quality and technical level of manufactured products, managerial skills, strategic thinking at different levels of management, reflected in economic growth.

Competitive advantage can only be assessed by comparing characteristics that affect the cost of effectiveness of sales.

In order to emphasize the peculiarities of formation and management of competitive advantages it is necessary to focus on the most significant classification features of the enterprise in the market, in order to further more reasonably approach the problem of finding sources of their formation [1, 59].

A detailed classification of competitive advantages is presented in Fig.2.

The most important criterion of classification is the basic condition that determines the nature of the source of competitive advantage.

Many scientists believe that the acquisition and retention of competitive advantages by enterprises depends primarily on their sources.

F. Kotler considers the source of competitive advantages of the enterprise is its distinctive features [7, 70].

M. Porter emphasizes that the source of an enterprise's competitive advantage lies in the way its activities are performed and strengthened by each other. In order to ensure their successful coexistence, a clear strategy is needed. The strategic choice of activities serves as a basis not only for competitive advantage, but also for sustainability of this advantage. The main sources of sustainable competitive advantage, M. Porter refers to: the unique competitive position of the enterprise, a carefully selected system of activities, attitude towards competitors (compromises, cooperation, etc.), identification of key success factors [10, 94].

According to Ye. Broido, a competitive

advantage is formed due to any significant difference, whether it is its own assets, access to distribution and supply or on the basis of personnel qualification, knowledge, competence and skills, which allow one enterprise to better meet the needs of the consumer than others [3, p. 8]. Any factor that contributes to the existence or expansion of these differences can be a source of competitive advantage.

R. Fathutdinov states that the mechanism of formation of new competitive advantages is based on the effective interaction of the conditions of functioning of the enterprise and the factors forming its resource potential (intellectual capital of the enterprise, experience and knowledge, unique skills, competitive opportunities, market achievements, etc.) [13, 316].

J.-J. Lamben identifies three groups of factors of formation of competitive advantages of the enterprise [8, 369–371]: quality of products (distinctive qualities of goods that have increased value for the consumer), production costs (advantages of the enterprise in terms of price control and costs, administration and management of goods) and key competencies (special skills or technologies that create unique value for the consumer).

Depending on different factors, J.-J. Lamben grouped the competitive advantages of the enterprise into two categories, which can be internal and external.

Summarizing the approaches of different scientists to determining the sources of formation of competitive advantages, it can be determined that the sources of formation of competitive advantages of the enterprise can be: skilled labor, favorable conditions of production, creation of new products or other innovations, significant reduction of production cost, its high quality, uniqueness and optimal assortment that meets the needs of consumers, regulation of prices by the enterprise, high level of social responsibility.

Some scientists emphasize that it is necessary to distinguish between the factor and the source of competitive advantage, because, in their view, the factor is the cause, the driving force of any process that determines its character or individual features, and the source is the beginning of the origin of something. That is, the result of the influence of factors is directly competitive advantage, and its source is the original idea, the plan, the implementation of which, subject to the use of certain internal and external factors of influence, provides the enterprise with an advantage over competitors and stable competitive positions.

Factors determine the strengths or weaknesses of the enterprise when comparing them with the relevant factors of other enterprises to identify competitive advantages.

The source of competitive advantage is the basis for establishing the quantitative and cost value of the advantage cost. Thus, the best production technology of products is a factor, and the reduction in production costs, shortening production cycle, and the increase in labor productivity are the sources of advantages that appear due to the use of technology. The result achieved by the enterprise, as a rule, is synergy. An important point is the degree of influence of each factor on the final result.

Conclusions

The need to overcome the crisis state of the Ukrainian economy caused the need to develop competitive relations and a competitive economy as a whole.

Not all domestic enterprises are ready to compete. Due to the lack of practice of using a complex of marketing, even the possession of competitive products does not allow many of them to realize this advantage effectively.

The problems of functioning and development of domestic enterprises have exacerbated due to saturation of markets and increased intensity of competition in them, this makes the problem of assessing the level of competitiveness extremely relevant and predetermines the need to search for ways to form competitive advantages of the enterprise.

Existing methods for assessing the competitiveness of the enterprise and its competitive position in the market (the Boston Advisory Group model, the model of M. Porter, GAP analysis method "McKinsey" method, LOTS method; method of studying the object profile, situational analysis (SWOT-analysis), PEST analysis, method of expert assessment, financial and economic method) are characterized by certain disadvantages and advantages, which determine the possibility and expediency of their application by domestic enterprises.

The most complete information about the competitive advantages of the enterprise in the target market can be obtained using several methods of assessment.

The indicators that can be used in assessing the competitiveness of a company are different and their set may differ depending on the assessment methodology used. In modern science, there are six basic approaches to determining competitiveness.

The functional approach to determining competitiveness appears to the author of the publication as accurate and most fully reflects the market situation. The author adapted the indicators of each group to the domestic forms of financial reporting.

According to this approach, competitive companies are considered, in which production and further sales of goods are better established, financial

resources are effectively managed.

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ОЦІНЮВАННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ТА ФОРМУВАННЯ КОНКУРЕНТНИХ ПЕРЕВАГ СУБ'ЄКТА ГОСПОДАРЮВАННЯ

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В статті наведено результати аналізу та досліджень публікацій, які дозволили зробити висновок, що потребують подальшого дослідження питання оцінювання конкурентоспроможності суб'єктів господарювання, недостатньо повно розроблено і вимагає уточнення та розвитку низка завдань стосовно формування конкурентних переваг підприємства. Визначено, що необхідність подолання кризового стану в Україні обумовила розвиток конкурентних відносин і конкурентної економіки в цілому, не всі вітчизняні підприємства готові до ведення конкурентної боротьби. Проаналізовано підходи вчених до визначення економічної сутності понять «конкуренція», «конкурентоспроможність» та «конкурентні переваги». Узагальнено досвід вітчизняних і зарубіжних науковців з дослідження існуючих і формування нових конкурентних переваг господарюючих суб'єктів, встановлено, що найбільш значимими в цьому питанні були дослідження професора Гарвардської школи бізнесу М. Портера, який розробив теорію конкурентних переваг. Визначено, що конкурентоспроможність може бути оцінена тільки в рамках групи підприємств, що випускають однакові товари. Досліджено велику кількість методів оцінювання конкурентоспроможності підприємства та його конкурентного положення на ринку: модель Бостонської консультативної групи; модель М. Портера; метод аналізу GAP; метод «Мак-Кінсі»; метод LOTS; метод вивчення профілю об'єкта; ситуаційний аналіз (SWOT-аналіз); PEST-аналіз, метод експертного оцінювання; фінансово-економічний метод та інші. Визначено, що наведеним методам оцінювання конкурентоспроможності підприємства властиві певні недоліки й переваги, які обумовлюють можливість і доцільність їх застосування вітчизняними підприємствами, що найбільш повну інформацію щодо конкурентних переваг підприємства на ринку можна одержати, використовуючи одночасно кілька методів оцінювання. Встановлено, що у сучасній науці існує шість основних підходів до визначення конкурентоспроможності. Визначено, що функціональний підхід до оцінювання конкурентоспроможності підприємства уявляється найбільш точним і таким, що максимально повно відображає ринкову ситуацію. Автором публікації адаптовано показники усіх груп функціонального підходу до вітчизняних форм фінансової звітності. Узагальнено погляди вітчизняних і зарубіжних вчених щодо залежності набуття та утримання конкурентних переваг підприємствами від їх джерел.

Ключові слова: конкуренція, конкурентоспроможність, конкурентні переваги, джерела конкурентних переваг, фактори, показники, методики.

ОЦЕНКА КОНКУРЕНТОСПОСОБНОСТИ И ФОРМИРОВАНИЕ КОНКУРЕНТНЫХ ПРЕИМУЩЕСТВ СУБЪЕКТА ХОЗЯЙСТВОВАНИЯ

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В статье отражены результаты анализа и исследований публикаций, которые позволили сделать вывод, что требуют дальнейшего исследования вопросы оценки конкурентоспособности субъектов хозяйствования, недостаточно полно разработано и требует уточнения и развития перечень заданий относительно формирования конкурентных преимуществ предприятия. Определено, что необходимость преодоления кризисного положения в Украине обусловила развитие конкурентных отношений и конкурентной экономики в целом, не все отечественные предприятия готовы к ведению конкурентной борьбы. Проанализированы подходы ученых к определению экономической сущности понятий «конкуренция», «конкурентоспособность» и «конкурентные преимущества». Обобщен опыт отечественных и зарубежных ученых по исследованию существующих и формированию новых конкурентных преимуществ хозяйствующих субъектов, определено, что наиболее значимыми в этом вопросе были исследования профессора Гарвардской школы бизнеса, М. Портера, который разработал теорию конкурентных преимуществ. Определено, что конкурентоспособность может быть оценена только в рамках группы предприятий, которые выпускают одинаковые товары. Исследовано большое количество методов оценки конкурентоспособности предприятия и его конкурентного положения на рынке: модель Бостонской консультативной группы; модель М. Портера; метод анализа GAP; метод «Мак-Кинси»; метод LOTS; метод изучения профиля объекта; ситуационный анализ (SWOT-анализ); PEST-анализ, метод экспертного оценивания; финансово-экономический метод и другие. Определено, что перечисленным методам оценки конкурентоспособности предприятия свойственны определенные недостатки и преимущества, которые обуславливают возможность и целесообразность их применения отечественными предприятиями, что наиболее полную информацию относительно конкурентных преимуществ предприятия на рынке можно получить, используя одновременно несколько методов оценки. Установлено, что в современной науке существует шесть основных подходов к определению конкурентоспособности. Определено, что функциональный подход к определению конкурентоспособности предприятия представляется наиболее точным и максимально отображающим рыночную ситуацию. Автором публикации адаптированы показатели всех групп функционального подхода к отечественным формам финансовой отчетности. Обобщены взгляды отечественных и зарубежных ученых относительно зависимости обретения и удержания конкурентных преимуществ предприятия от их источников.

Ключевые слова: конкуренция, конкурентоспособность, конкурентные преимущества; источники конкурентных преимуществ, факторы, показатели, методики.

THE ASSESSMENT OF COMPETITIVENESS AND THE FORMATION OF COMPETITIVE ADVANTAGES OF AN ECONOMIC ENTITY

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The article reflects the analysis and publications research results which enabled to conclude that the issues of assessment of the economic entities competitiveness require further study. The list of tasks regarding the formation of competitive advantages of the enterprise is not fully developed and requires clarification and development. It is determined that the necessity to overcome the crisis in Ukraine led to the development of competitive relations and the competitive economy as a whole, not all the domestic enterprises are ready to compete. The approaches of scientists to the definition of the economic essence of the concepts such as "competition", "competitiveness" and "competitive advantages" are analyzed. The experience of domestic and foreign scientists regarding the study of the existing and the formation of new competitive advantages of economic entities is summarized. It is identified that the researches of Professor of Harvard Business School M. Porter who developed the theory of competitive advantages were the most significant in this issue. It is revealed that competitiveness can only be assessed within a group of enterprises that produce the same goods. A large number of methods aimed at the evaluation of the enterprise competitiveness and its competitive position on the market are investigated: the model of the Boston consultative group; the model of M. Porter; GAP analysis method; McKinsey method; LOTS method; an object profile studying method; situational analysis (SWOT analysis); PEST analysis, expert assessment method; financial and economic method and others. It is noticed that the listed enterprise competitiveness assessment methods are characterized by the certain advantages and disadvantages which determine the possibility and expediency of their usage by domestic enterprises. The most complete information on the competitive advantages of an enterprise on the market can be obtained using several assessment methods at the same time. It is set that the modern science knows six main approaches to the competitiveness assessment. It is determined that the functional approach to the enterprise competitiveness assessment seems to be the most accurate and it maximally reflects the market situation. The author of the publication adapted the indicators of all groups of the functional approach to the domestic forms of financial statement. The opinions of the domestic and foreign scientists regarding the dependence of acquiring and maintaining the competitive advantages of the enterprise from their sources are generalized.

Keywords: competition, competitiveness, competitive advantages; sources of competitive advantages, factors, indicators, methods.

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