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Countries, industries, and companies face new challenges in the conditions of globalization and constant changes in the world economy. Companies that provide services or produce products are constantly faced with intense competition, which makes it necessary for them to increase their competitiveness to ensure sustainable advantages over competitors in foreign as well as domestic markets. The purpose of this article is to study the features and components of the competitiveness of an enterprise operating on the international market, as well as the essence of competitive advantages that will allow it to achieve success. To conduct the research, the works of domestic and foreign scientists who studied the essence of the company's competitiveness on the international market, and key methods were used: comparison, analysis, deduction, induction, and the dialectical method of scientific knowledge. Generalization of the existing definitions of the concept of “international competitiveness” will allow us to formulate our own. The conditions in which the enterprise is run, as well as its competitors, are factors that affect its competitiveness and determine its level in a specific period and on a specific market, therefore, there is a need for further development of requirements for competitive advantages and criteria for their assessment, as well as in understanding the expediency of each type of competitiveness depending on the period of its manifestation. Forming the competitiveness of the enterprise on the international market, it is important to conduct a constant analysis of all its components in different periods of its operation, which helps to choose the best measures. In order to enter new markets, the company must form competitive advantages considering the forces affecting competition in the industry in which it operates, and they must also meet certain requirements and criteria, which are a consequence of their properties, under the influence of internal and external factors, and as a result will allow the company to achieve success on the international market.

Keywords: international competitiveness, competitive advantage, enterprise, competition, competitor, factor, international market.

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Introduction and formulation of the problem

In the conditions of constant internationalization and globalization taking place in the world economy, the role of the competitiveness of the enterprise is rapidly growing both on the national and international markets. The formation of the competitiveness of an enterprise without understanding the conditions of the market in which it operates may not have results, because the competitiveness is different for different

conditions and time. As a result, there is a need to research the theoretical basis of ensuring and increasing competitiveness. The formation of competitive advantages under the influence of factors of both the internal and external environment of the business entity requires an understanding of the principles and criteria that they must meet.

Analysis and research of publications

The study of the essence of the international

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competitiveness of the enterprise is devoted to the work of many foreign and domestic scientists: J. Schumpeter, L. V. Balabanova, J. Mayer, M. Porter, L. Melnyk, I. Sivachenko, L. Piddubnaya, Y. Kolesnyk. According to the works of different scientists, the definition of the concept of "international competitiveness" is somewhat different. According to some scientists, in particular, Sivachenko I., international competitiveness is defined as ensuring an enterprise's effective functioning on the international market, as well as effective foreign economic and financial and economic activities and achieving leading positions in the conditions of a competitive environment [1]. Gerald M. Mayer interpreted international competitiveness as comparative (relative to the changes of leading competitors) and systematically revealed (one that constantly develops from the inside and is formed), a sustainable ability of the manufacturer to methodically and comprehensively build up its own competitive advantages for accelerated and economical provision of international advantage and systematic overtaking of world market leaders in favor of more complete satisfaction (within legal, ethical and environmental norms) of material and social needs (employees, consumers, investors, owners) [2]. Y. Kolesnyk defined this concept as: the company's ability to create and sell a product whose price and non-price characteristics are more attractive to the consumer than a similar product of competitors on the international market [3]. Therefore, it is obvious that the category of international competitiveness is multifaceted and requires further research and improvement.

Purpose of the article

The purpose of this study is to develop the theoretical foundations of the category of international competitiveness in the conditions of several factors of the international environment. To understand how competitiveness is formed, it is necessary to study its components. Since competitive advantages are a prerequisite for primacy in the international market, there is a need to consider the requirements and criteria that they must meet. Given the fact that the conditions in which the company wants to increase its competitiveness should also consider the level of its provision.

Presentation of the main material

The concept of competitiveness takes place at different levels of spatial economy research: country – industry – enterprise. At the enterprise level, there are three most common approaches to defining the essence of the concept of "competition": functional, structural, and behavioral.

According to the functional approach, companies

need to pay significant attention to the improvement of production technologies, so that the manufactured products are cheaper but of higher quality, to attract new customers, as well as to engage in innovation. However, it is also important to remember that anything new is quite skeptical, so it is important to show the advantages of the new in such a way that it pushes the old out of the market.

According to the structural approach, it is necessary to pay considerable attention to the market in which the enterprise operates and the conditions that influence it here.

As for the behavioral approach, it explains competition as the conduct of competition by companies, or the rivalry that exists between them. In this approach, competition is a struggle for limited economic resources, including consumer money, with which economic resources can then be bought. The influence of the external environment is inevitable, and at the same time it is a factor that determines the state of competition. There are two aspects to the distribution of an enterprise's resources: on the one hand, the differentiation of the properties of its product, and on the other hand, the reduction of costs for its production.

The competitiveness of an enterprise operating on the international market consists in optimizing its potential and managing the capital and resources it possesses. The multi-component nature of international competitiveness leads to a wide variety of ways to position oneself on the international market.

Three characteristic features of competitiveness can be distinguished: comparative, temporal, relevant [1].

The comparative nature of competitiveness is manifested in the fact that it is not inherent to only one specific object and is not a consequence of its internal nature, but as a phenomenon it is manifested in comparison with other objects. It is evaluated by comparing the most significant indicators of the company's activity, which is the definition of the company's competitiveness.

The competitiveness achieved in a certain period of time is not a long-term characteristic of the company's position on the market, because other business entities that are also participants in this market can use new strategies and show determination, which, as a result, will lead to the loss of the company's competitive positions on the market, and that is, a decrease in competitiveness. This is a manifestation of the peculiarities of its temporary nature.

The relevant nature of competitiveness is explained by the fact that the company's competitive position as an economic entity in the market compared to other participating companies is determined only

within a specific competitive environment, and therefore, it cannot be assumed that its competitive positions in another market will be similar.

The competitive environment of the company is formed by market subjects and the nature of their

interaction. Depending on the market in which the enterprise is analyzed, the corresponding competitive environment is analyzed.

The classification of the competitive environment can be as follows (Fig. 1).

Object of purchase:

- competitive environment of goods (competitive environment of means of production and competitive environment of consumer goods (competitive environment of goods of long-term and short-term use));
- competitive environment of services (competitive environment of public catering; competitive environment of health care;
- competitive environment of education);
- competitive environment of information (interaction of academic and scientific and technical associations, state institutions, educational institutions, commercial organizations that collect, process and analyze information and provide it as necessary to various institutions, enterprises and organizations);
- competitive environment of scientific and technical developments;
- competitive environment of capitals (competitive environment of money and competitive environment of securities).

Territorial feature:

- global competitive environment (covers all manufacturers of specific products);
- international competitive environment (which includes manufacturers of several countries);
- national competitive environment (covers domestic product manufacturers);
- interregional competitive environment (formed at the borders of regions and characterized by the peculiarities of the functioning of enterprises in the marginal market space of regions);
- regional competitive environment;
- inter-district competitive environment (formed at the border of the districts and characterized by the peculiarities of the interaction of the enterprises of the given districts);
- regional competitive environment;
- local competitive environment (includes enterprises operating in a specific location);
- competitive environment of the enterprise.

By models of competition in the market:

- competitive environment of perfect competition;
- the competitive environment of a pure monopoly (types: the competitive environment of a closed monopoly, the competitive environment of a natural monopoly, the competitive environment of a ticket monopoly and the competitive environment of an open monopoly);
- competitive environment of oligopoly (types: competitive environment in which there is no agreement between oligopolies; competitive environment in which there is a relationship between oligopolies, which is expressed in a certain agreement between them);
- competitive environment of monopolistic competition.

Fig. 1. Classification of the competitive environment of the enterprise

Source: authors' development

Based on Fig. 1, depending on which classification features correspond to the competitive environment in which the company exists, such external factors will have an impact on its activities. In addition, depending on what the competitive

environment is, appropriate tools for managing competitiveness and increasing it should be chosen.

Consider the components of international competitiveness (Table 1).

Table 1

Components of an enterprise’s international competitiveness and their description

A component of the enterprise’s international competitiveness	Description
Production	Cost of production, costs, degree of dependence on resources, their interchangeability.
	Nomenclature of products, assortment, quality, stability of production (dependency on the economic situation).
	Technology - the degree of development, the possibility of modernization.
Resource	Material (sufficiency, quality, level of supply and storage costs, dependence on suppliers, production waste).
	Labor (sufficiency, level of professionalism (education, experience, level of classification)).
	Informational (availability of databases, the possibility of constant updating, the degree of mastering of modern information technologies).
	Profitability
Production potential	The main production assets (modernity, performance efficiency, availability of free capacities, the possibility of their rapid involvement, the ability to reorientate in accordance with market needs).
Management	Organizational structure (possibility of quick transfer of management decision to implementation, controllability).
	Management (professionalism, authority, trust).
	Stability of the selected course.
	Communication
Financing	Ratio of own, borrowed and borrowed funds.
	Possibility of quick mobilization of significant sums.
	Availability and stability of financing.
	The possibility of investing in innovative projects.
R&D	Availability of own laboratory for quality control of raw materials, products, and waste.
	Innovative solutions in the production process for the purpose of developing new products.
Marketing	Research of the market and competitors.
	Distribution of manufactured products (use of existing networks, creation of own network, etc.).
	Preparation of information on market needs for production.
	The effectiveness of advertising measures (timeliness, cost, effectiveness)

Source: [4, 5, 6]

Among all the components of an enterprise’s international competitiveness, it is important to single out labor resources, that is, people. It is the staff who research and control the quality of raw materials and waste products and can collect and process enormous amounts of information. In addition, the company’s staff is engaged in ensuring the functioning and development of three important components of the

enterprise’s international competitiveness. Therefore, to ensure and increase competitiveness, investments are needed not only in production potential, but also in human potential, which includes all stages of personnel management, starting from its choice to adaptation and professional development.

Due to competitive advantages of a global nature, companies are able to increase their international

competitiveness in order to successfully enter foreign markets. This allows the enterprise to use its advantages outside the borders of the national level, as well as to find new ones, by taking part in the global process of creating services or goods, intellectual property products (knowledge, resources, technologies obtained because of internationalization of activities). In today's environment, to minimize costs, companies produce goods in countries with lower wages, or provide consulting services remotely from authorities with lower taxes. In this way, companies can differentiate and focus their activities, or ensure cost savings, which allows for increased international competitiveness and higher profits from global operations, which are higher than the costs associated with the process of entering new markets.

Competitive advantages to ensure the success of the enterprise among other competitors must meet the following requirements:

- providing the company with such a position on the market that will profitably distinguish it among competitors for a long period;
- provision of specific needs of consumers, which will benefit the target audience;
- be based on the company's unique, specific capabilities and available resources that competitors are unable to offer;
- innovativeness in determining priority areas in planning and managing the company [7].

Following the defined requirements for competitive advantages, it is possible to form criteria for their analysis for each individual enterprise: development potential, some resources, resource support, availability of innovations, business reputation, effectiveness of delivering information to the consumer, compliance with the chosen competitive strategy.

In addition, scientists found the properties of competitive advantages (Table 2).

Table 2

Properties of competitive advantages of an international enterprise

Property	Description
Comparability	Considered in comparison with real competitors who are manufacturers of equivalent products or providers of similar services and operate in the same market
Spatiality	It is determined within the limits of one specific market, since all things being equal, an enterprise can be competitive in one market and uncompetitive in another
Dynamism	Attributes are considered within a specific period, as an enterprise may be competitive in a certain period and not have similar attributes in another
Subject matter	A certain set of parameters is determined that shape the competitiveness of the subject of market relations: use of innovative solutions, product quality, personnel qualifications, company image
Attributability	Unique characteristics are highlighted, which in turn form a competitive advantage: product uniqueness.
Systematicity	The study of the entire population or the maximum possible number of parameters and conditions that shape the competitiveness of the enterprise, as well as the interrelationships between them and the interdependence of their components, is conducted
Objectivity	The determination of competitive advantages is based on reliable, verified information that really reflects objective reality, and the conclusions are substantiated by accurate analytical calculations

Source: based on [4, 8, 9]

The company's competitiveness is determined by its ability to adequately and timely respond to the actions of competitors. The main goal of such a reaction is to preserve the company's competitive position and, possibly, its further growth. From the point of view of general dynamics, the factor of competition acts as a driver that forces manufacturers to constantly improve the system of quality and competitiveness of their products. The market objectively evaluates the results of their activities, as they are constantly under threat of being displaced from the market segment.

The competitiveness of the enterprise is affected by factors of the internal environment, which the business

entity is able to change due to changes in management approaches, and factors of the external environment – on which the enterprise is not able to influence.

In turn, external factors are divided into global and industry factors.

Global factors include competitiveness of the country's economy, the image of the state in the international arena, political factors, the quality of state regulation of the economy, infrastructure development, natural and geographical factors, scientific and technical potential.

In turn, industry factors include investment attractiveness of the industry or region, prospects for the development of the industry, availability of regional

business support programs and their effectiveness, level of regional infrastructure development, availability and effectiveness of special economic zones [10].

When studying the competitiveness of an

international company, it is important to consider the international factors of the enterprise's competitiveness, which also belong to the external category (Fig. 2).

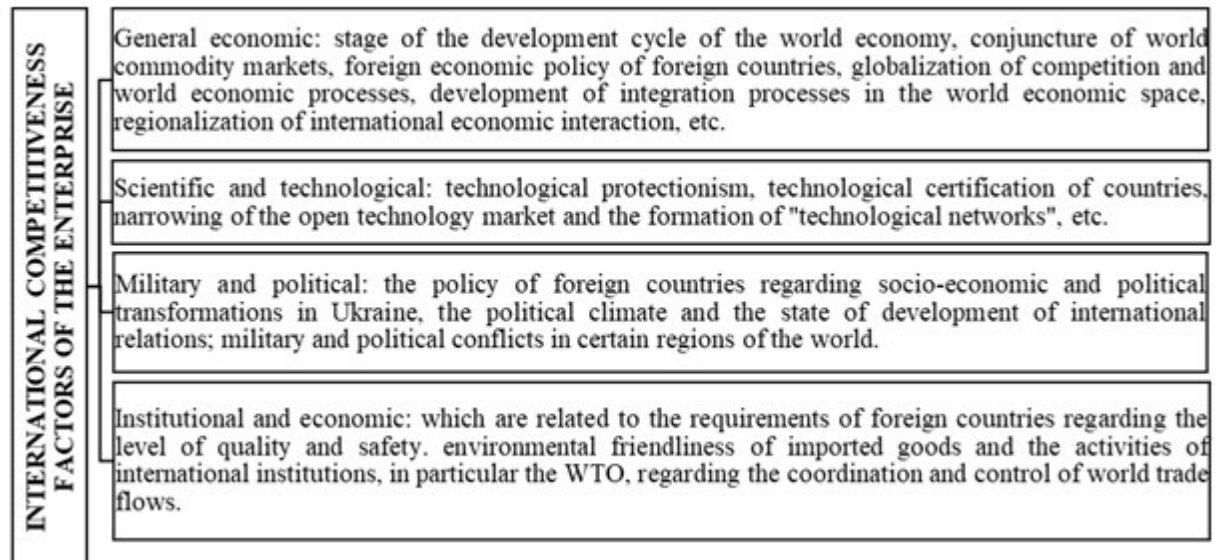


Fig. 2. International factors of enterprise competitiveness

Source: authors' development

Competitiveness is usually considered in two aspects: the competitiveness of the product (service) and the competitiveness of the company. Competitiveness of a product (service) is the degree of compliance of a company's product or service with the needs of a target group of consumers or the market according to a certain set of characteristics: technical, economic, environmental. The company's

competitiveness is the level of the company's competence compared to other competing companies in the market, which is related to the development and use of production potential.

Based on the above, the internal factors of competitiveness are also divided into those that determine the potential and those that are based on the products themselves (Fig. 3).

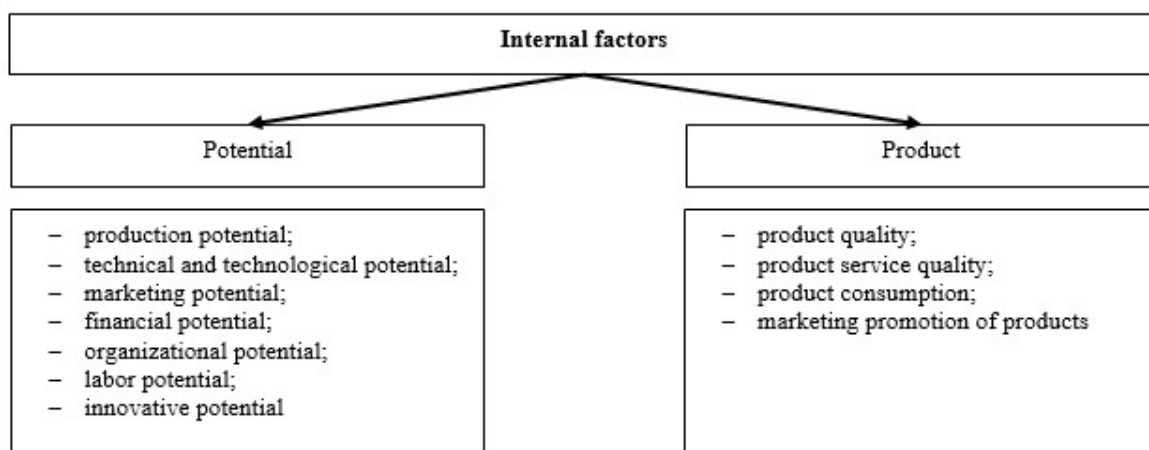


Fig. 3. Internal factors affecting competitiveness

Source: authors' development

Therefore, to ensure and increase its competitiveness, the enterprise must determine its competitive advantages in such a way as to respond in time to changes occurring in the external environment

and to implement the necessary changes internally.

Scientists divide international competitiveness into realized, current, potential, and dynamic (Table 3).

Table 3

Classification of international competitiveness

Type of competitiveness	Description
Realized competitiveness	It is defined as the company's success on the market compared to its competitors. It reflects the real level of the company's competitiveness at the current moment, considering all the factors that affect the company's success in the market
Current competitiveness	Reflects the level of competitiveness of the enterprise at the moment of time, considering all factors that affect the success of the enterprise in the market. These factors may include product quality, pricing policy, advertising, marketing strategies, product availability, innovation, service quality, and others
Potential competitiveness	Reflects the company's ability to achieve a high level of competitiveness in the market in the future. This level of the enterprise's competitiveness can be determined based on the analysis of its potential, opportunities for development, as well as on the basis of an assessment of the impact of external factors, such as the economic environment, political and legal regulations, technological development, and others
Dynamic international competitiveness	Means the company's ability to adapt and quickly respond to changes in the world market. This reflects the company's ability to innovate, create new products and enter new markets. A company with high dynamic international competitiveness is able to stay ahead of competitors by constantly improving its products and services and exploring new opportunities. It is also able to respond effectively to changes in the market and maintain a competitive advantage over time

Source: [11, 12]

Therefore, the competitiveness of the enterprise can be divided into four separate types according to the period of its manifestation. Dynamic international competitiveness will be the most successful for the company because this is an indicator of the company's ability to adapt to current market conditions and implement the necessary measures accordingly. However, during its activity, the company must examine its competitiveness in order to make a decision on its improvement. Retrospective analysis of realized competitiveness makes it possible to evaluate the measures taken and find out their impact on competitiveness. Current competitiveness shows the effectiveness of the measures taken and all components in the complex in real time. Having shown effective measures to increase competitiveness and analyzed the external factors of influence on this enterprise, conditions on the world market, competitors, it becomes possible to analyze the potential competitiveness of the company and, accordingly, already plan measures that will ensure its implementation.

For a better understanding of the entire process of managing the international competitiveness of the

enterprise and its improvement, we suggest considering three levels of its provision.

All three levels have their own characteristics, implementation requirements and characteristics. Each of these levels has its own characteristics and requirements for ensuring the competitiveness of the enterprise.

Conclusions

Having analyzed all the given definitions of the concept of “international competitiveness”, we proposed our own. So, it is the ability of the enterprise to achieve a comparative advantage in the international market through the effective use of resources, financial and economic activities, the implementation of innovative solutions and the satisfaction of consumer needs. Depending on the scientific approach to the definition of the “concept of competition”, the phenomenon that, first of all, forms the rivalry between market players is defined: according to the functional approach – innovations and the ability to attract new consumers, according to the structural approach – the market conditions in which they carry out their enterprise activity, and behaviorally – the ability of companies to create exceptional product characteristics,

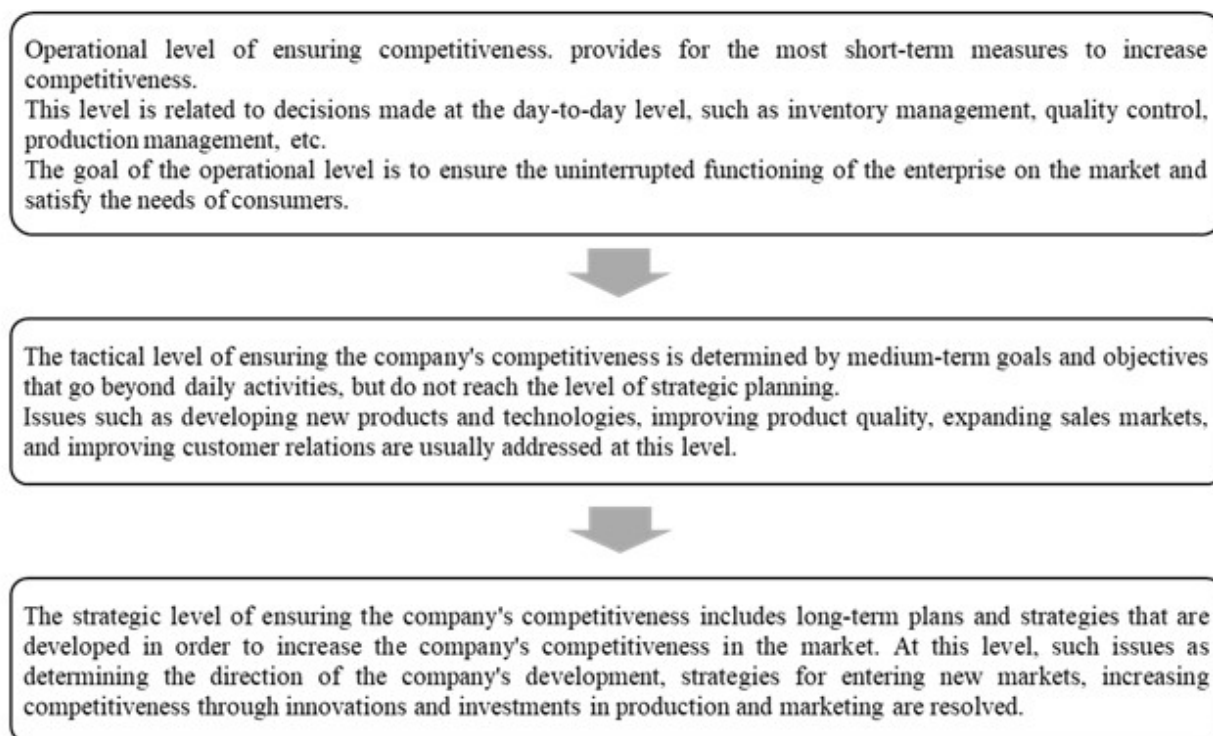


Fig. 4. Levels of the enterprise competitiveness management

Source: authors' development

at the same time, reducing the costs of its production. When analyzing the competitiveness of the company, it is important to remember that it is a manifestation of the comparison of the indicators of the research object with other competitors; that it cannot be considered stable in the long term, since the competitiveness achieved in a certain period of time is not a long-term characteristic of the company's position in the market, taking into account the fact that competitors are constantly working on the implementation of new strategies and, therefore, on improving their competitiveness; that the competitiveness of one enterprise will differ under different conditions of the specific environment and direction of activity that it carries out. The requirements for competitive advantages have been developed further and criteria for their evaluation have been formed for different enterprises. The significance of the properties of competitive advantages for the company's success in the market, which will allow the company to maintain and improve its position in the market, was specified. For the first time, the expediency of assessing each type of competitiveness, classified depending on the period of manifestation, was substantiated. Depending on the level of ensuring competitiveness and management decisions that need

to be made, there is a need to apply certain assessment methods. In order to further investigate this issue, a study of existing approaches to the assessment of competitiveness and classification of methods will be carried out, as well as further determination of the best methods for each of the levels of competitiveness management.

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КОНКУРЕНТОСПРОМОЖНІСТЬ ПІДПРИЄМСТВА В МІЖНАРОДНОМУ СЕРЕДОВИЩІ

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В умовах глобалізації та постійних змін у світовій економіці країни, галузі та компанії стикаються з новими викликами. Компанії, які надають послуги або виробляють продукцію, постійно стикаються з гострою конкуренцією, що вимагає від них підвищення своєї конкурентоспроможності з метою забезпечення стійких переваг над конкурентами на зовнішньому та внутрішньому ринках. Метою даної статті є дослідження особливостей та складових конкурентоспроможності підприємства, що працює на міжнародному ринку, а також сутності конкурентних переваг, які дозволять йому досягти успіху. Для здійснення дослідження використано праці вітчизняних і зарубіжних учених, які досліджували сутність конкурентоспроможності підприємства на міжнародному ринку, та основні методи: порівняння, аналізу, дедукції, індукції та діалектичний метод наукового пізнання. Узагальнення існуючих визначень поняття «міжнародна конкурентоспроможність» дозволить сформулювати власне. Умови, в яких підприємство здійснює свою діяльність, а також його конкуренти є факторами, що впливають на його конкурентоспроможність і визначають її рівень в конкретний період та на певному ринку, тому є потреба у подальшому розвитку вимог до конкурентних переваг і критеріїв їх оцінювання, а також у розумінні доцільності кожного з видів конкурентоспроможності залежно від періоду її прояву. У процесі формування конкурентоспроможності підприємства на міжнародному ринку, важливо здійснювати постійний аналіз усіх її складових у різні періоди свого функціонування, що допомагає обрати найкращі заходи. Щоб вийти на нові ринки, компанія повинна сформувати конкурентні переваги з урахуванням сил, що впливають на конкуренцію в галузі, в якій вона працює, а також відповідати певним вимогам і критеріям, які є наслідком їх властивостей, під впливом внутрішніх і зовнішніх факторів. Для цього важливо сформувати чітке розуміння важливості врахування усіх властивостей конкурентних переваг.

Keywords: міжнародна конкурентоспроможність, конкурентна перевага, підприємство, конкуренція, конкурент, фактор, міжнародний ринок.

COMPETITIVENESS OF THE COMPANY IN THE INTERNATIONAL ENVIRONMENT

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Countries, industries, and companies face new challenges in the conditions of globalization and constant changes in the world economy. Companies that provide services or produce products are constantly faced with intense competition, which makes it necessary for them to increase their competitiveness to ensure sustainable advantages over competitors in foreign as well as domestic markets. The purpose of this article is to study the features and components of the competitiveness of an enterprise operating on the international market, as well as the essence of competitive advantages that will allow it to achieve success. To conduct the research, the works of domestic and foreign scientists who studied the essence of the company's competitiveness on the international market, and key methods were used: comparison, analysis, deduction, induction, and the dialectical method of scientific knowledge. Generalization of the existing definitions of the concept of “international competitiveness” will allow us to formulate our own. The conditions in which the enterprise is run, as well as its competitors, are factors that affect its competitiveness and determine its level in a specific period and on a specific market, therefore, there is a need for further development of requirements for competitive advantages and criteria for their assessment, as well as in understanding the expediency of each type of competitiveness depending on the period of its manifestation. Forming the competitiveness of the enterprise on the international market, it is important to conduct a constant analysis of all its components in different periods of its operation, which helps to choose the best measures. In order to enter new markets, the company must form competitive advantages considering the forces affecting competition in the industry in which it operates, and they must also meet certain requirements and criteria, which are a consequence of their properties, under the influence of internal and external factors, and as a result will allow the company to achieve success on the international market.

Keywords: international competitiveness, competitive advantage, enterprise, competition, competitor, factor, international market.

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