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COMPETITION AND COMPETITIVENESS OF THE ENTERPRISE

In the current conditions of management, the economic category of competitiveness becomes of great importance among the business structures. The market condition of the enterprise depends on the level of its competitiveness.

For a detailed study of the essence of the "competitiveness of the enterprise" first and foremost we have to clarify the concept of "competition", as these two notions are interconnected – since the competitiveness can be regarded only in the condition of a competition between the producers of a particular type of product.

It should be noted that a thorough study of the categories "competition" and "competitiveness", as well as their interrelations, was in the focus of the research of such economists as I. V. Smolin, S. M. Klimenko, L. L. Antonyuk, G. Asoyev, I. Ansoff, G. Ya. Kiperman, M. Porter, J. Schumpeter, and others.

Thus, Kiperman G. Ya. And others will determine competition as "the process of interaction, interconnection and struggle of producers and suppliers in the sale of products, economic competition between isolated commodity producers or suppliers of goods (services) for the most favorable conditions of sale." [3, p.7].

Classic scholars of the political economy A. Smith and D. Ricardo noted that competition is a competition for profit.

Analyzing the category of "competition" proposed by different scholars, one can conclude that these concepts combine such qualities as perseverance, endurance, unity of competitive principles, dynamism and innovativeness.

Today, there are a number of definitions of the category "competition", which allows us to study its essence in details, analyze it independently, and lay out our own definition.

Consequently, competition can be defined as a rivalry between individual economic entities that use any means to achieve a better position on the market in order to regain the most favorable terms of sales and gain consumer affinities on the basis of the advantages of the properties and characteristics of their products.

It should be noted that today there is no single approach to the definition of the category of "competition", but many of the proposed meanings of this word create the basis for the study of the essence of "competitiveness".

Given the large number of methodological approaches to defining the concept of "competition", all those numerous definitions are similar and share the idea of rivalry. Though, taking into account various scientific approaches to the definition of "competitiveness" there is a discrepancy between them. It is due to the fact that scholars identify the concept of enterprise competitiveness and the competitiveness of products (services), as well as consideration of competitiveness at different levels: the levels of the enterprise, industry, and country.

For example, I. Z. Dolzhansky defines competitiveness as "the ability to rapidly produce high-quality products and in the appropriate quantity in comparison with the

similar objects in this market", I.V. Smolin regards competitiveness as "a promising target characteristic of the future ability of the market participant to get it in their own interest." And G. L. Azoyev focuses on the financial side of the enterprise, that is, the ability to effectively manage its own and borrowed resources in a competitive market [1, p.12; 2, p.28].

However, most scientists are trying to combine the concept of "enterprise competitiveness" and "product competitiveness" into one category; in our opinion, this is not entirely correct, since, for a detailed study of these categories, it would be expedient to consider these two concepts in specific environments and take into account the various factors affecting them.

The concept of "enterprise competitiveness" is rather complex and does not have a general definition. Some scholars believe that the ability to efficiently manage their own and borrowed resources for effective economic activity in a competitive market is decisive. Other scientists define the "competitiveness of the enterprise" as a level of competence compared with other enterprises-competitors for such parameters as technology, practical skills and professional knowledge of the personnel, level of strategic and current planning, sales policy, management level, communication, quality of production management systems, etc.

Studying different definitions for "competitiveness of the enterprise" one can conclude that it is the implementation and maintenance of effective economic activity which is the key aspect for the superiority of a single entity over another entity-competitor.

As for the concept of "product competitiveness", it should be considered as one of the elements of the "competitiveness of the enterprise". The high level of competitiveness of the goods proves the efficiency and expediency of its production, as well as promotion on the market.

The next factor – the ability of a product to meet consumer inquiries more accurately than the other products on the market – reflects the competitiveness of products. It includes such competitive advantages as product quality, the price set by sellers of goods, advertising and the image of the product, the technical level, as well as its consumer properties.

At the same time, competition forces commodity producers to innovate and improve technological processes, in order to reduce production costs. As a result, products are replenished with qualitative characteristics and properties, attract new customers' attention and compete with other products with analogues, and, most importantly, increase their own profits.

Competitiveness also means competition for achieving the best results, which is impossible without the effective use of all available resources, which in turn depends on the personnel of the enterprise, its intelligence, abilities, experience and qualifications, as well as the production and implementation of competitive products for its promotion on the market, compliance with the requirements of consumers and conducting effective economic activity, which allow to bring more profits.

In general, it can be concluded that competitiveness is the main measure of successful enterprise activity, which is determined by such parameters as the ability of an enterprise to function effectively and maintain the best positions in the market, as

well as the ability of one company's products to compete and hold their positions in the market in a manner consistent with the products of other enterprises –competitors.

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