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BACKGROUND OF ESTIMATION OF THE ENTERPRISE COMPETITIVENESS

The article describes the essence of the concept of "competitiveness" of the enterprise and is characterized by its dialectical relationship with the category of "competition", lit the fundamental principles of evaluation of enterprise competitiveness. Also justified the need for assessing the competitiveness of enterprises. Special attention is paid to existing approaches and methods of evaluation of enterprise competitiveness, their advantages and disadvantages have been identified. Presented to the most common methods for assessing the competitiveness of enterprises. And, at the end of the work, the emphasis is on the need to select the optimum factors for evaluating the competitiveness of enterprises with industry-specific.

Keywords: competition, competitiveness, evaluation and competitive factors.

Kixaya Юлиана

ПЕРЕДУМОВИ ОЦІНЮВАННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВ

В статті розглянуто сутність поняття «конкурентоспроможність» підприємства та охарактеризовано його

діалектичний зв'язок із категорією «конкуренція», висвітлено вихідні засади оцінювання конкурентоспроможності підприємства. Також обґрунтовано необхідність здійснення оцінки конкурентоспроможності підприємства. Окрема увага приділена існуючим підходам та методам оцінювання конкурентоспроможності підприємства, виявлено їх переваги та недоліки. Представлено групи найбільш типових методів оцінювання конкурентоспроможності підприємств. І, наприкінці, акцентовано увагу на необхідності вибору оптимальних факторів для оцінювання конкурентоспроможності підприємства з урахуванням специфіки галузі.

Ключові слова: конкуренція, конкурентоспроможність, оцінювання та фактори конкурентоспроможності.

Кихая Юліана

ПРЕДПОСЫЛКИ ОЦЕНИВАНИЯ КОНКУРЕНТОСПОСОБНОСТИ ПРЕДПРИЯТИЙ

В статье рассмотрена сущность понятия «конкурентоспособность» предприятия и охарактеризована его диалектическая взаимосвязь с категорией «конкуренция», освещены основополагающие принципы оценивания конкурентоспособности предприятия. Также обосновано необходимость осуществления оценки конкурентоспособности предприятия. Отдельное внимание уделено существующим подходам и методам оценивания конкурентоспособности предприятия, выявлено их преимущества и недостатки. Представлено группы наиболее типичных методов оценивания конкурентоспособности предприятий. И, в конце работы, акцент сделан на необходимости выбора оптимальных факторов для оценивания конкурентоспособности предприятия с учетом специфики отрасли.

Ключевые слова: конкуренция, конкурентоспособность, оценивание и факторы конкурентоспособности.

Formulation of the problem in general terms and to the most important scientific problems and practical tasks. In terms of transitive economy, where competition is the driving force of market functioning, its an important part, relevant research questions facing the competitiveness of enterprises. In general, competition is a race, economic struggle between

competitors (entities) to achieve their common goal - to maximize profits. Currently, the intensification of competition, it becomes its own manner of existence and operation of industrial capital, which is reflected in the relationship of different capitals of separate branches. In such circumstances, the key to effective operation of the business is its competitiveness. This high level of competitiveness underlying profit maximization.

Analysis of recent research and publications. The issue of the formation and development of competitive relations in general and on specific industries, as problems of competitiveness of enterprises to, dedicated large number of scientific papers. Thus, various theoretical and practical aspects of competitiveness were the subject of study M. Porter, I. Ansoff, J. Robinson, F. Kotler, G/ Azoyeva, A. Yudanov, G. Fatkhudinov, O. Yankoj and several other. The study examined a considerable number of researchers began to systematize approaches to assess the competitiveness of enterprises, including in particular such as Z. Borysenko, V. Ulanchuk et al. Another group of researchers (D. Ryibnitskiy, I. Tsober) described the specificity of existing methods and estimation models. But the assessment of the competitiveness of enterprises and identify its competitive position each researcher performs differently, taking into account the operating conditions of a particular area, their experiences and available information. The purpose of this evaluation - search and use methods of effective and advantageous to competition.

Bold unsolved aspects of the problem. However, currently there is no single methodology for the evaluation of this complex and different concept - the "competitiveness" of the enterprise. There are only methodologies consistent with the functioning of a particular industry. But these preconditions do not always coincide with other industries, which certainly does not contribute to the coverage of the real state of affairs.

The wording of the purposes of the article. The purpose of this study is to determine the nature of the competitiveness of the company and its relationship with the category of "competition", analysis of existing methods for evaluating the competitiveness of enterprises and identify their competitive position. Also - to reflect the specificities of the bakery market for competitiveness evaluation of enterprises in the industry.

The main material research. In the scientific use the term "competitiveness" of the enterprise was introduced by M. Porter [1].

Enterprise effectively functioning in the market until will hold a competitive advantage over competitors. Competitive advantages in turn determined by the researcher as key success factors specific to a particular enterprise (industry), factors that give it an advantage over competitors (other sectors), for example, in the struggle for investment through greater profitability or rate of capital turnover, etc.) [2].

Between the categories of "competition" and the term "competitiveness" there is a dialectical relationship - one causes the other. Thus, competition manifests itself directly in the "competitiveness". The competitiveness of the company shows it to claim the proper position in the market environment. In modern conditions the bitter struggle for each and every success, competitiveness can be understood as the ability to win the competition for limited benefits that meet specific needs. That can be argued that competition encourages businesses to provide competitive products and services. A competitiveness determines the ability of the enterprise to win in the competition with other market players.

In today's rapidly changing economic conditions for maintaining competitive advantage in the market, the company is imperative to make management decisions rapidly. This will facilitate rapid evaluation of position of the company. Every company tries to increase their own level of competitiveness. Prerequisites its increase is evaluating the impact of factors internal and external environment of the company.

The initial evaluation of the competitiveness of enterprises are the following principles:

- continuity – the evaluation of the competitiveness of enterprises should be ongoing to identify trends in its competitive position and accordingly make timely management decisions;

- complexity – diagnosis of the competitiveness is defined as the condition of its adaptation to dynamic conditions and the efficiency of management decisions;

- objectivity – assessing is need to use only full and accurate information about the factors influencing the competitiveness of enterprises (internal and external) to identify the real its competitive position;

- optimality – in assessing the competitiveness of enterprises is important to consider the ways (and expense) to achieve a competitive position and save it in the future;

- systematic – very important in assessing the impact of factors to

take into account the complex internal and external environment of the enterprise [3, p.102].

The large number of research competitiveness, particularly in its components specific to different enterprises and markets, the characteristics of the analysis, management, development, diagnosis and evaluation, indicates a lack of a unified methodology for its evaluation.

Describing the existing evaluation methods of enterprise competitiveness Z. Borysenko, focused on three groups of methods: graphic, matrix, tabular (table. 1) [4, p. 153].

Table 1.

Basic methods of evaluating the competitiveness of enterprises

graphic	matrix	tabular
Based on the construction of "radial diagram of competitiveness" or "polygon of competitiveness". Its criteria: 1) quality; 2) price; 3) finance; 4) trade; 5) after-sales service; 6) foreign policy; 7) preparation before the sale; 8) product concept.	The basis matrix methods - system ordered by column and row of the table. Portfolio analysis tools are used: matrixs BCG, GE/MkKensey ("Market attractiveness / competitiveness"), Shell DPM ("The attractiveness of the industry / Competitiveness"), matrix ADL/LC ("Stages of the life cycle of products / competitive position") and others.	Variation of the matrix method.

Evidence of an advantage and show off the graphical approach to the evaluation of the competitiveness of enterprises. However, it is important to choose the optimal number of factors evaluating the competitiveness of enterprises, as currently the approach involves the identification of certain general index (lack of this approach).

Pluses of the matrix methods are the follows:

- ease of generalization of research results;
- set priorities of the enterprise, resource allocation;
- simplify the practice of planning activity;
- can optimally determine the direction of the company according to an analysis.

However, there are some drawbacks:

- set complex multicriteria high probability impact matrix subjectivity;
- the vast number of matrices do not consider the dynamics of the

development;

- formation of some complex matrices requires much effort and time.

Methods for evaluating the competitiveness of enterprises were summarized G. Azoyev and A. Chelenkovym [5, p. 113-135] and A. Efremenko [6, p. 79-81] (table 2).

Table 2.

Groups of methods for assessing the competitiveness of enterprises

The method is based on evaluating competitive products, goods or services of the business, based on the assumption that competitiveness is the higher, as the competitiveness of its products, goods or services. As an indicator that assesses the competitiveness of products, goods or services, using the ratio of two characteristics: quality and price of products, goods or services.	
methods based on the analysis of comparative advantages of	based on the basic tenets of the theory of international division of labor under which a prerequisite to gain industry or enterprise sustainable competitive position is the availability of comparative advantage, allowing for relatively lower production costs compared with competing industry or business. In this case, evaluating the competitiveness of enterprises carried out by comparison not only production costs, but also the volume and rate of return, and (or) sales, and (or) market shares.
method based on the theory of	to assess the competitiveness of enterprises using the comparison of indicators of enterprise performance businesses competing with averages and indicators
integral method	involves the calculation of the integral indicator of the competitiveness of enterprises, which includes two elements - the factors: criterion reflects the degree of customer satisfaction (characterizes the relative competitiveness of goods) and test efficiency (usually a return on assets, return on equity or average over a period rate of return)
method based on the theory of equilibrium business and industry	provides the relative balance between the competitiveness of the enterprise and the sector competitiveness. However, this method requires a comparison of enterprises in one industry, what company it is advisable to conduct a self-assessment of their activities. For the method comprises a self-assessment of all expert performance of the enterprise for all criteria of assignment depending on the degree of approach or presence of positive results of the evaluation value - 0.25; 0.50; 0.75; 1.00. The sum of these estimates for each criterion is multiplied by "weight" criterion and up, from which is derived the overall assessment of the company. After settlement of introspection the result is compared with the previous estimate of the company or of a measure of firm competitors.

Thus, there are many different methodological approaches to the assessment of the competitiveness of enterprises. The above methods are different in nature, forming the basis of evaluation factors of competitiveness and so on. etc. With their use the scientists conducting simulation competitiveness.

And last crucial prerequisite enterprise competitiveness evaluation is to determine the factors (factors) and their criteria on which this assessment will be carried out.

Definition and calculation factors used in evaluating the competitiveness of enterprises, based on quantitative interpretation of all areas of the company and the factors that affect the activities of the company and its results. Some indicators constitutes trade secrets and is not available for the evaluation. Application in practice certain enterprise descriptive indicators complicates the specified process. Mostly intuitive in the aggregation and interpretation of quantitative indicators. When calculating the competitiveness of enterprises use a different set of indicators based on unstructured and structured set of indicators. There are the following indices: the competitiveness of products and the effect of its implementation, the ratio of cost of sales to the number of the current period, the ratio of profit to total sales, the ratio of the total value of sales to the cost of inventory; the ratio of the total value of sales to the cost of finished goods; ratio of receivables to total sales; capacity utilization; order book volume and investment [6, p.82].

In determining factors (factors) evaluating the competitiveness of enterprises baking industry should proceed with the actual specifics of the sector. The specificity of the baking industry, as we defined earlier [7, p. 89-90], is that:

- the market is quite intense competition,
- the market is competitive, it operates more than 200 joint-stock companies and from 4 to 6 thousand. Mini bakeries (according to expert estimates). The main competition is between large bakeries and mini-bakery;
- a feature of the market - its locality, which is due to the peculiarities of supply and demand, as well as the specifics of state regulation;
- state regulation of the industry generates unsatisfactory state of technological equipment bakeries, including wear ovens and kneading machines ranging from 60 to 80%.

Conclusions and recommendations for further research. Thus we can conclude, in the current context of transitive economy to ensure a high level of competitiveness of enterprises is operational assessment of its current level. This assessment may be based on the principles of continuity,

comprehensiveness, objectivity, consistency and optimality. Evaluation of the competitiveness of enterprises is now very important scientific issues, as evidenced by numerous scientific development. There are many scientific approaches, methods and models for evaluating the competitiveness of enterprises. Also important prerequisite for competitiveness evaluation of enterprises is to identify the factors of evaluation specific to the industry. A further area of research will be to develop indicators that characterize the impact of each of the internal and external factors on the competitiveness of the enterprises of the baking industry.

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MACROECONOMIC INDICATORS OF SOCIO-ECONOMIC DEVELOPMENT OF UKRAINE

The main macroeconomic indicators of socio-economic