

THE MECHANISM OF PROVIDING THE COMPETITIVENESS OF ENTREPRENEURIAL ACTIVITY: APPROACHES TO CREATE

Article aim: analysis of approaches to create the mechanism of providing the competitiveness of entrepreneurial activity. **Research methods:** structural-comparing analysis, cause-consequential analysis, morphological analysis. **Main results:** The content of notion "mechanism", "economic mechanism", "entrepreneurial activity", "competitiveness" is considered. Based on results of monographic analysis the notion "mechanism of providing the competitiveness of entrepreneurial activity" is considered as the aggregate of methods and means that allow to reconcile the market environment and competitive advantages of an enterprise, its interests, perform adaptation of enterprise internal environment, and the aggregate of actions concerning using the competitive advantages, that provide stable competitive position for the enterprise. The aspects of mechanism of providing the competitiveness of entrepreneurial activity (technical, organizational, economical, social, psychological, legal and commercial) are shown. The main result of such mechanism functioning is considered as level of effectiveness of entrepreneurial structure resources, primarily labor usage. It is shown that mechanism should execute some functions – organizational, prognostic, prevention, compensative, coordinative, stimulative, control, informational. The innovative-investment process is recognized as a motive force of mechanism of providing the competitiveness of entrepreneurial activity. It is shown the advisability of such mechanism formation based on subordinated and interdependent program-target blocks that form the aggregate together and in conjunction provide the enterprise competitiveness. The content of program-target blocks that are systems that cover variable system-building components is shown. Such system-building components are presented as precise organizational, economical, technical and technological activities in their interrelation and interdependence that promote the competitiveness of entrepreneurial structure. The scientific approaches that should be used while creating the mechanism of providing the competitiveness of entrepreneurial activity are shown (system, situational, complex and process).

Keywords: mechanism, entrepreneurship, competitiveness, program-target complex block, appointment, function, motive force.

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