

ЕКОНОМІКА ТА УПРАВЛІННЯ ПІДПРИЄМСТВАМИ (за видами економічної діяльності)

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METHODOLOGICAL TOOLS OF STUDY OF COMPETITIVENESS IN TRADE ORGANIZATION

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Solution of the problem of formation of the composition of the methodological research tools, determined by the specifics of its subject and the chosen approach. In our work, we proceed from the requirements to ensure compliance with the provisions of the basic methodological tools of an evolutionary approach.

Methodological tool understood by us as "a tool" for research, allowing to transform methodologically reasoned position evolutionary approach in the practical use of the plane.

Accordingly, the entire set of methodological tools, we chose on the principles, functions, methods and models, study the competitive potential of the trade organization, structure and relationships which reflect the figure 1.

Principles of Research of Competitiveness in Trade Organization	
Principles for the identification of reserves growth of competitive potential: <ul style="list-style-type: none"> • theoretical validity for reserves • systematic search of reserves • expediting mobilization of reserves • emphasize a key reserve 	Principles of evolutionary development of competitive potential: <ul style="list-style-type: none"> • advancing development • targeting of development • development of functional excellence • support the development of information • taking into account the functional purpose of the indicators used in the study
	Functions of indicators on problems of their application in analytical studies of the competitive potential
Methods for providing the functions	Research Functions of Competitive Potential
↓ Models of Research of Competitive Potential in Trade Organization	
<ul style="list-style-type: none"> • Outcome • Cost • Management 	<ul style="list-style-type: none"> • Standard • Contextual • Analytical

Fig. 1. Composition of the methodological tools of an evolutionary approach to the study of the competitive potential of the trade organizations

The content of the figure shows that the principles of the competitive potential of research Trade Organization, we are divided into two groups: Principles identify the reserves growth and the principles of evolutionary development that meets the premise of the evolutionary transition of quantitative growth potential in its qualitative development.

The expediency of allocation of group guidelines identify the reserves of competitive growth potential, in our opinion, can be explained by the objective existence of potential reserves in any trade organization, regardless of its size, dynamics and efficiency of use.

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The general purpose of the principles of this group is to form a structure of rules that identify and quantify the reserves of growth of the competitive capacity of the organization, defined sufficient capacity market, analysis of extensive and intensive factors of growth.

The principle of the theoretical validity of having reserves is to use the laws of development and functioning of the systems, taking into account the dynamics of the market equilibrium in the search process.

The sequence of the implementation of this principle is reduced to the following procedures in identifying the organization reserves the competitive potential of growth: the definition of the limit potential performance (through the construction of S- shaped curves or calculation method); graphic reflection of the calculated limits performance potential on the multi-chart or curve of the life cycle (definition of theoretically ideal state competitive potential); performance calculations, which reflect the real state of the competitive capacity of the organization, taking into account the stage of its life cycle and the dynamics of market equilibrium; the establishment of a difference limit (theoretical) and the actual values of the competitive potential of characteristics, based on the condition that the maximum reserves of its growth determines the maximum difference between the limit and the actual characteristics of knowledge. The principle of the systematic search of reserves defined by the requirements of the system approach, suggests that the discovery, research and compilation of reserves of the organization competitive potential growth should be based on the relationships and interdependencies registered between the components of its structure, which allows to avoid re-provision accounts and comprehensively cover the analysis of all possible areas of their formation.

The principle of efficiency mobilization of reserves, adequate basic rules of managing the competitive potential of the organization, means that the period of time from the detection of the actual reserve to its involvement in the economic activities of the organization should be as short as possible. Otherwise, due to rapid changes in the conditions of internal and external environment of the organization, the use of the identified reserves can be accompanied by a smaller-than-expected effect.

The principle of separation of the key provision is closely linked with the analysis of the competitive advantages and core competencies of the organization and involves identifying a reserve (by comparing the expected effects of the implementation of the alternative provisions in economic activity), which should be mobilized in the first place, since the maximum growth can be achieved through this reserve competitive potential in the current market situation.

The principle of detection of problematic provisions directly related to the basic rule of factor analysis and involves the establishment of factors (causes, conditions) that may accelerate the growth of the competitive capacity of the organization, but their use in the present point in time is difficult, since due to the complex relationship problems that require systemic solutions.

The principle of preventing double counting of reserves requires the consideration of the interaction of different factors influencing the competitive potential of the organization, manifested in its various structural components, to avoid duplication in the definition of the quantitative value of the reserves.

For example, the potential for increasing the volume of commodity sales and improve the quality of trade services (generated in the consumer component of the competitive potential due to the growth in consumer demand and technological components by improving trading service technologies) are also reserves of growth of sales and profits

the level of profitability in retail trade turnover (generated in the commercial component of the competitive capacity of the organization by increasing the scale of trading activities).

The composition of the second group of principles of research of competitive potential - the principles of its evolutionary development - is directly responsible essence of the evolutionary approach.

Purpose of this group is to form the principles of rules to ensure the ongoing development of the potential and the positive dynamics of its quality.

The principle of targeting of competitive development is due to the content of the mission Trade Organization and the strategic vision of its development prospects in a competitive environment. This principle requires consideration of the competitive potential as system integrity, assuming that its development should be balanced in all types of structural elements of the competitive capacity and their components.

This means that the goal orientation of, for example, the technological components of the competitive potential should be supported by the development objectives conjugate of consumer, commercial, communications and image components. Otherwise, in case of deviations purposes lose its structural stability balance competitive potential and, consequently, will reduce the overall competitive potential.

Using the principle of targeting of competitive development is of particular importance for the strategic planning and scenario forecasting options for the development of a competitive environment.

The principle of priority development of competitive potential due to the dynamics of the competitive environment and is constantly monitoring the market behavior of competitors (subdivided into clear, or leading and hidden or poorly known).

According to the principle of competitive potential of the trade organizations should develop a leading way, outperforming competitors, through the use of unique competitive advantages and generating in core competencies, identifying trade organization in the consumer market.

The peculiarity of this principle is that "advanced development" should not be abstract, as a reference for it must be competitive potential of those competitors who for Trade Organization are leading at the moment of time, or may become so in the near-term perspective.

Thus, the principle of priority development organically combines tactical and strategic objectives of competitive potential and a motivator to the advanced development of the well-known position in favor of the relativity of competitive advantage and excellence and fast copying competitors.

The principle of the functional superiority of the competitive potential stems from the specificity of the functional activity of the organization in the competitive environment of the target consumer market, the limited actual presence Trade Organization in this market.

This principle is intended to support and expand the competitive position occupied and suggests that their stability and expandability are determined by the functional superiority of the competitive potential of the trade organization.

These may act as innovative technologies of trading activity; stable economic ties with suppliers of goods and services provided by pricing concessions on goods purchased for sale; stable business relationships with the subjects of market infrastructure (transport and logistics companies that provide timely and uninterrupted movement of goods process); a clear preference for the trade organization in comparison with its competitors, expressed scale loyal customer segment, etc.

The peculiarity of the use of the principles of the functional superiority of the competitive potential is the establishment of a "standard", in relation to which the commensurate level of excellence, and the "standard" can be both really existing and hypothetical responsible ideas Trade Organization on the strategic development of its competitive potential.

The principle of information support of competitive development objective of the study is due to its dynamics in time to be solved through the use of a broad set of quantitative and qualitative indicators, and at least a variety of information sources they produce, as in intra-organizational (financial, statistical, tax, operational and reporting, etc.), and in the external market environment (results of panel surveys focus groups of consumers, competitors benchmarking activities, assessment of market size, estimates of actual and forecast consumer demand, the impact of marketing communications, etc.).

The principle allows for objectively existing boundaries of obtaining and using information about the state and dynamics of the competitive potential of the trade organization, due to the complexity of the quantitative measurement of many phenomena (eg consumer behavior) and some "Convention" (for example, the market share occupied by the company), common mistakes when selecting gauges assessment of the competitive potential (for example, contradictory indicators misunderstanding logical connection between them, the low information content and so on).

With the principle of informational support of competitive development is closely linked to the principle of taking into account the functional purpose of the indicators used in the study of this process and development.

We emphasize that the functions and principles of research connected relationships both forward and reverse character.

On the one hand, the principles, the basic rules of research being competitive potential, determine the content of the analytical work of the research process (ie, functions); on the other - the content of the research functions are modified in accordance with new research problems competitive potential, it leads to the appearance of new principles of his research.

Proceeding from this premise, we have highlighted the main features of research of the competitive potential of the trade organization, taking into account the content of the principles reveal the reserves growth and the principles of evolutionary development, indicating the methods, provides the functions of his study (Figure 2).

The table shows that the composition of the research methods of the competitive potential of the trade organization is "unclassified" character. This is due terms that the competitive potential of the system is a complex phenomenon, the structure of which, as has been noted by us above, is represented by different kinds of potentials generated in the various subject areas of life Trade Organization.

Consequently, for the study of the competitive potential of acceptable methods developed in the study, economics, marketing, organization and technology trade, commerce, etc.

A special place in the methodological tools of research of the competitive potential of the trade organization, we attach it to this element, as a model. Their main difference from the methods is in specifics areas of research, the complex association methods for applications, a significant variation content and presentation.

In order to summarize the above stated, we note that the substantive content of the principles, functions, methods, models made available by us as methodological tools use an evolutionary approach to the study of the competitive potential in the practice of commercial organizations may be represented in other ways.

Tabl.1.

The main functions of research competitive potential trade organization and methods for their implementation

Research functions of competitive potential of trade organization	Methods for providing the functions
assessment of the actual state of the competitive capacity and efficiency of its use	marketing, financial, economic, abstract and logical analysis, etc.
analysis of the competitive potential of the structure and types of potential contribution to its formation and development	structural analysis, expert evaluation, ranking and rating, etc.
analysis of the factors contributing to the growth of competitive potential, or limit its growth	factor, determined, correlation and regression analysis, etc.
identification of reserves of competitive potential, actual or potential	economic and statistical analysis, strategic planning and forecasting, etc.
economic justification of management decisions, ensure the development of competitive capacity and efficiency of its use	management analysis, scenario modeling, forecasting and strategic planning, situation analysis, etc.

Our research objective in their formation was proof that the methodological tools developed within a complex market discipline are appropriate to confirm the 'evolutionary' competitive potential of the trade organization.

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Karina Berdznishvili, Doctor of Economics. Gori State University. **Methodological tools of study of competitiveness in trade organization.** The article describes the methodological research tools of competitiveness of trade organization. Closer look at each of the methods. In addition, it refined the concept of «methodological tool».

The author classifies the research tools of competitiveness of trading organizations and shares the principles of research into two groups: Principles identify the reserves growth and the principles of evolution.

Keywords: methodology, methodological tools, competitiveness, composition tools.

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Карина Бердзенишвили. Доктор экономических наук, профессор Горийского государственного университета. **Методологические инструменты исследования конкурентоспособности в торговой организации.** В статье описываются методологические инструменты исследования конкурентоспособности торговой организации. Пристальное внимание акцентировано на каждом из методов. Дается уточнение понятия «методологический инструмент». Автор классифицирует инструменты исследования конкурентоспособности торговых организаций и разделяет принципы исследования на две группы: принципы определения роста резервов и принципы эволюции.

Ключевые слова: методология, методологические инструменты, конкурентоспособность, состав инструментов.

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Карина Бердзенишвили. Доктор економічних наук, професор Горійського державного університету. **Методологічні інструменти дослідження конкурентоспроможності в організації торгівлі.** У статті описуються методологічні інструменти дослідження конкурентоспроможності торгової організації. Пильна увага акцентована на кожному з методів. Дається уточнення поняття «методологічний інструмент». Автор класифікує інструменти дослідження конкурентоспроможності торговельних організацій і розділяє принципи дослідження на дві групи: принципи визначення зростання резервів і принципи еволюції.

Ключові слова: методологія, методологічні інструменти, конкурентоспроможність, склад інструментів.