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METHODS OF ASSESSMENT OF COMPETITIVENESS OF THE ENTERPRISE

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Ключевые слова: конкурентоспособность предприятия, методы оценки, оценка конкурентоспособности

Key words: competitiveness of the enterprise, methods of evaluation, assessment of competitiveness

Аннотация: В настоящее время конкурентоспособность предприятия является одним из главных условий его эффективной хозяйственной деятельности и основной предпосылкой дальнейшего устойчивого развития. основополагающим элементом системы обеспечения необходимого уровня конкурентоспособности предприятия и эффективного ведения его хозяйственной деятельности является ее оценка. В статье приведены основные группы методов оценки конкурентоспособности предприятия, указано их преимущества и недостатки и обоснована необходимость применения системы методов для комплексной оценки конкурентоспособности предприятия.

Summary: Currently, the competitiveness of an enterprise is one of the main conditions for its efficient business operations and the main prerequisite for further sustainable development. The fundamental element of the system to ensure the necessary level of competitiveness of the enterprise and the effective conduct of its economic activity is its assessment. The article presents the main groups of methods for assessing the competitiveness of an enterprise, indicates their advantages and disadvantages, and justifies the need to apply a system of methods for a comprehensive assessment of an enterprise's competitiveness.

In today's conditions of formation and development of market relations, each company faced a problem of assessing the level of competitiveness in or-

der to strengthen the competitive position and offer effective directions for improvement. The assessment of competitiveness is the initial stage for the development of strategic alternatives to increase the competitive position of the enterprise. Today, for the successful functioning of the company on the market, the assessment of its competitiveness is an objective necessity, since it provides the opportunity to maximize its performance and identify hidden potential opportunities. The assessment of the company's competitiveness is a definition of its level, which gives a certain relative characteristic of the ability of the enterprise to compete in a particular market. Consequently, the competitiveness of the company serves as an aggregate indicator of its competitive ability and the ability to respond promptly and adapt to factors of a changing environment.

Qualitative estimation methods are mostly of low mathematical formalization, characterized by the complexity of implementation and the discreteness of the evaluation. They do not allow us to use the assessment of the competitiveness of the enterprise in the process of analysis and identification of priority directions of strengthening of competitive positions in the market.

Quantitative methods give an opportunity to assess the real chances of an entity in a competitive struggle for attractive strategic areas of management and to take tight, tactically and strategically, managerial decisions [1].

Special methods of valuation are methods that allow us to assess the competitiveness of an enterprise on certain aspects of its activity - production, innovation, marketing, financial, etc.

Complex methods are based on an integrated approach to assessing the competitiveness of enterprises [2].

Scientists distinguish the following groups of methods for assessing the competitiveness of the enterprise: methods based on the theory of competitive advantages; methods based on the theory of effective competition; methods based on the theory of quality of goods; matrix methods; the integral method [3, 6].

Scientists point out the advantages and disadvantages of these methods for assessing the competitiveness of the enterprise. Thus, the main positive aspects of the application of these methods are the following:

- the possibility of obtaining a reliable assessment of the competitiveness of the enterprise in the presence of relevant information on sales volumes;
- ease of application and definition of market share and market growth rates;
- suitability for analyzing the interaction between different activities of the enterprise and for the different stages of development of each area of activity [4, 5].

Regarding the drawbacks of matrix methods, among them, scientists singled out the following:

- assessment of the competitiveness of the enterprise with only two characteristics;
- not always an objective characteristic of competitiveness on the relative share of the market;
- absence of an analysis of the reasons that complicates the adoption of managerial decisions [6].

Today, the use of graphical methods for assessing the competitiveness of

enterprises has become widespread. The advantage of their application is relative simplicity and visibility, but the use of these methods is not without disadvantages either. In particular, graphical methods of assessing competitiveness do not allow establishing the overall value of the competitiveness indicator of the enterprise. In addition, the disadvantage of graphic methods is the inability to predict future changes in competitiveness.

More complex in assessing the competitiveness of enterprises is index methods. Implementation of index methods is usually carried out in a number of stages. At the same time, the basis for comparison may be industry indicators, indicators of the enterprise-leader of the market or retrospective indicators of the estimated enterprise.

Analytical or calculated methods of assessing the competitiveness of an enterprise are based on the implementation of settlement and analytical operations with input data. At the same time, depending on the specific method of analysis, the application of these methods can provide both simple arithmetic operations, and rather complicated calculations.

Scientists call the most comprehensive methods for assessing the competitiveness of an enterprise integrated methods, since they are focused on the analysis of the whole spectrum of the most important parameters of the enterprise's operation. The advantage of such methods is to obtain reliable and most accurate information about the competitiveness of the enterprise, its benefits and bottlenecks in the most extensive list of comparative advantages. In addition, some scholars emphasize that the assessment of the competitiveness of an enterprise should be based on an integrated, multidimensional approach and take into account both the internal and external environment, the level of financial stability of the enterprise and the real situation of the competitors [7].

Today, both foreign and domestic practice of economic management has developed a number of methods for assessing the competitiveness of the enterprise. Each of them has both its advantages and disadvantages, and therefore quite often it is necessary to use a system of methods for a more complete assessment of the competitiveness of a particular enterprise, taking into account the characteristics of its economic activity.

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МОТИВАЦИЯ РАБОТНИКОВ АГРАРНОГО СЕКТОРА: ПРОБЛЕМЫ И ПУТИ СОВЕРШЕНСТВОВАНИЯ

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Ключевые слова: мотивация, персонал, заработная плата, сельское хозяйство, производительность труда, эффективность.

Key words: Motivation, personnel, salary, agriculture, labor productivity, efficiency.

Аннотация: в статье исследуется актуальность материального мотивирования работников аграрного сектора экономики. Анализируется уровень и проблемы организации заработной платы в сельском хозяйстве Республики