

Svatyuk O.R.,

Ph.D., professor of management

Lviv State University of Internal Affairs

Habko M.R.,

Master (MSc supervisor: Svatyuk O.R. Ph.D., professor of management)

Lviv State University of Internal Affairs

COMPETITIVENESS OF COMPANIES: CONCEPT, RELATIONSHIP, COMPETITIVE ADVANTAGES

The aim of the paper is in the justification of the relationship concepts of competition, competitiveness, competitive enterprise and their reflection in entrepreneurial activities in an uncertain environment. Methods of study cover knowledge of approaches and definitions of "competition", "competitiveness" and "competitive enterprise." Methods of finding causation are applied. We believe that competition is a dynamic process that evolves continuously changing, where there are new products, modern ways of marketing, new production processes and market segments. The meaning of competition is competition of entrepreneurs when their own actions limit the ability of each to influence the general conditions of sale of goods in the market and stimulate the production of goods that the customer needs.

Competitiveness is the ability of the subject to actively win and keep segment of both internal and external market at specifically determined time. Competitiveness of a particular segment of a trade or regional market is a generalized assessment of its competitive advantage as for the formation of resources, quality of consumer demand and achieved efficiency of the system that occur at the time or period of assessment.

Results. The article deals with scientific approaches to the definition of key terms, types of competition, competitive advantages of enterprises in an unstable market. The benefits of competition are identified:

- the mechanism is the basis of the market economy;

- it encourages to focus on the needs of the market, to provide high quality products, creating new products;
- it is a powerful alternative to monopolization;
- it contributes to the development of scientific and technological progress;
- it adjusts market ratio automatically and improves the efficiency of markets.

Scientific novelty of the research results is justification of causation competition and competitiveness of enterprises.

Findings from this study based on the study of causality competitiveness of enterprises:

- an ability to compete compared to similar objects in a particular market;
- as the concept some authors do not consider it in terms of competitiveness and market goods (services);
- as the concept it often defines an evaluation of a level at a certain time, not including potential growth;
- characterizes the degree of efficiency of all its resources;
- characterizes the degree of its attractiveness to investors;
- is a relative measure that depends on the country in the ranking of global competitiveness;
- is affected by political, economic and social environment.

The practical significance of the study. The developed approach based on causal relationships allows you to apply the benefits of competition in an unstable environment.

It is proved that any country, company, being a complex mix of different factors varies not only when influenced by real events, but those images that are imposed from outside. This is the first. Secondly, globalization has had a significant impact on Ukraine and given the country a chance to develop. However, it is currently impossible to assess political and economic changes in the country's image in this respect unequivocally without loss.

References

1. Varnalii, Z.S., Harmashova, O.P. (2013), *Konkurentospromozhnist natsionalnoii ekonomiky* [The competitiveness of the national economy], Znannia Ukrainy, Kyiv, Ukraine, 387 p.

2. Hrynko, T. (2004), *Faktory konkurentospromozhnosti pidpriemstv* [Factors competitiveness of enterprises], *Derzhava ta rehiony*, no. 2, pp. 50–53.
3. Dikan, V.L. (2005), *Obespechenie konkurentoustoychivostyu predpriyatiya* [Providing enterprise competitiveness], Osnova, Kharkov, Ukraine, 168 p.
4. Dragan, A.I. (2006), *Upravlenie konkurentosposobnostiu predpriyatiy: teoreticheskiye aspekty* [Management of competitiveness of enterprises: theoretical aspects], monograph, HARKyY, Moscow, Russia, 160 p.
5. Havrylyshyn, B.D. (2002), *Ekonomichna entsyklopediya* [Economic Encyclopedia], Akademiia, Kyiv, Ukraine, 951 p.
6. Mochernyi, S.V. (2001), *Ekonomichna entsyklopediia* [Economic Encyclopedia], Vol. 2, Akademiia, Kyiv, Ukraine, 848 p.
7. Zakon Ukrainy «Pro obmezhenia monopolizmu i nedopushchennia nedobrosovisnoi konkurentsii u pidpriemnytskii diialnosti» vid 18 liutoho 1992 r. no. 2132-KhII, *VVR Ukrainy*, 1992, no. 21, p. 296.
8. Zlyden, I.M. (2014), "Methodological approaches to assessing the competitiveness of enterprises", *Ekonomika: problemy teorii i praktyky*. Zb. nauk. prats, issue 213, Vol. I, pp.75-81.
9. Ivanov, Yu. B. (2007) *Konkurentosposobnost predpriyatiya v usloviyakh formirovaniya rynochnykh otnosheniy* [The competitiveness of enterprises in the conditions of formation of market relations], KhH3U, Kharkov Ukraine, 246 p.
10. Makkonel, K.R., Bryu, S.L. (1992), *Экономика: принципы, проблемы и политика* [Economics: Principles, Problems and Policies], V 2-kh t.: Per. s anh. 11-ho izd, Vol.1, Respublika, Moscow, Russia, 399 p.
11. Meskon, M., Albert, M., Khedoury, F.(1997), *Osnovy menedzhmenta* [Fundamentals of Management], Per.s anhl., Delo, Moscow, Russia, 704 p.
12. Oberemchuk, V.F. (2001), "Competition: concept, strategy", *Stratehiia ekonomichnoho rozvytku Ukrainy*. Nauk. zb., issue 5., pp. 211–217.
13. Porter, M. (2001), *Konkurentsia* [Competition], Vyl'yams, Moscow, Russia, 495 p.
14. Savchuk, O. (2011), *Systemnyi pidkhid do analizu konkurentospromozhnosti promyslovoho vyrobnytstva* [The systems approach to the analysis of the competitiveness of industrial production], *Ekonomist*, Moscow, Russia, p. 58–61.
15. Fatkhutdinov, R.A. (2004), *Upravleniye konkurentosposobnostyu orhanizatsii* [Management of competitiveness of the organization], tutorial, Eksmo, Moscow, Russia, 544 p.