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COMPONENTS OF FORMATION OF COMPETITIVE ENVIRONMENT OF THE ENTERPRISE UNDER THE TERMS OF EUROPEAN INTEGRATION

Summary

The article explains the concepts of "competitiveness", "competitive environment" and "competitive advantage". It is substantiated that enterprise competitiveness management is a complex multilevel set of continuous interrelated management decisions and activities in the contour of various functional spheres and business chains. The components of formation of competitive environment in the conditions of European integration and the sequence of stages of integration of competitive advantage management into the general management system are determined. It is revealed that a significant organizational element of the integration of competitive advantage management in the overall management system is the redistribution of competencies in the management of competitive advantage between individual units and officials. It has been found out that competitive advantage should be defined as the competence or value generated by an enterprise that provides efficiency, profitability, flexibility by finding new opportunities and quickly adapting to the challenges and transformations of the economic space. This methodological approach to the essence of competitive advantage allows us to distinguish their cause and effect relationships, that is, to explore competitive advantages both as a result and as a cause. And the combination of competitive advantages in complex interaction is the competitiveness of the enterprise, which is a manifestation of their existing and potential capabilities. It is emphasized that the generation and multiplication of additional benefits that are attractive to customers through the development of the company's competencies should be considered as an instrument of increasing its competitiveness, and the development of competencies should be carried out by internal marketing methods, since the competence of the enterprise individually or collectively is its staff. It is proved that the factors that ensure the effectiveness of competitiveness management are: competitive advantages; system flexibility; objective timely assessment and definition of competitiveness indicators; availability of strong potential; building an effective management mechanism; competitive environment.

Keywords: competitiveness, competitive environment, enterprise management, competitive advantages, European integration.

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