

CRITERIA AND INDICATORS FOR EVALUATING THE COMPANY'S COMPETITIVENESS

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Annotatsiya: Mintaqaviy raqobatbardoshlikni belgilovchi omillarning xususiyatlari va Raqobatbardoshlikning ekologik omillari pirovardida mintaqadagi ishbilarmonlik muhitining o'zgarishiga olib keladi va loyiha tarkibiy qismlari mintaqqa iqtisodiyotining ochiqlik darajasini tavsiflovchi bir qator tashqi iqtisodiy faoliyat ko'rsatkichlari ochib bread.

Kalit so'zlar. Korxonalar, raqobatbardoshlik, omil, baholash, tizim, ob'yekt, determinant, daraja, biznes, rivojlanish, ekologik, ko'rsatkich.

Аннотация: Характеристики факторов, определяющих региональную конкурентоспособность, и экологические факторы конкурентоспособности в конечном итоге приводят к изменению деловой среды в регионе, а компоненты проекта раскрывают ряд показателей внешнеэкономической деятельности, характеризующих степень открытости региональной экономики.

Ключевые слова. Предприятие, конкурентоспособность, фактор, оценка, система, объект, определитель, уровень, бизнес, развитие, окружающая среда, показатель.

Abstract: Characteristics of factors determining regional competitiveness and environmental factors of competitiveness ultimately lead to changes in the business

environment in the region, and project components reveal several indicators of external economic activity that describe the degree of openness of the regional economy.

Keywords. Enterprise, Competitiveness, factor, assessment, system, object, determinant, level, business, development, environmental, indicator.

The criteria for empirical assessment of the determinants of enterprise competitiveness are very diverse and incomparable, which gives reason to consider enterprise competitiveness as a little-studied scientific and practical problem.

In his scientific works Yu. Savelev suggests using the "competitive rhombus" model [1]. M. Porter emphasizes that the factors determining competitiveness consist of the following groups of factors:

1. factor conditions (providing regional reproduction with production factors, as well as their status and level of use);
2. market factors (price parameters and demand parameters for the products produced by the enterprise);
3. compliance of enterprise strategies with the regional strategy, the level and state of internal competition, as well as the conditions created for its development;
4. level of development of auxiliary and supporting activities, networks, and infrastructure [2].

It's about micro-level business competition. Although all these determinants are present in determining the competitive potential of the enterprise, it is not enough to reveal the full content of the competitiveness of the enterprise. Therefore, based on the criteria and dominant factors, it makes sense to systematically consider the main factors of the enterprise's competitiveness by groups of competitive potential, competitive advantages, and general competitiveness factors.

Competitive potential covers wide aspects of the economic, social, and spatial development of the region. In the studies of B. Grinchel and N. Kostileva, "the competitive potential of the region is understood as a quantitative measure of economic or social benefits or living conditions that are attractive or preferable for economic and

social subjects [3]. For energy-intensive industries - availability of reserve power in the energy system, raw materials and water for paper manufacturers, qualified personnel for car production, transport logistics, trade market, etc. "In this document, the assessment of the economic competitiveness potential of the region is abstract (average) to the consumer it is carried out based on the measurement of the economic development indicators available in the most typical and statistical references.

The multidimensional and multifaceted nature of the enterprise's competitiveness requires a systematic approach to the assessment of the main factors of the enterprise's competitiveness.

The main determinants are grouped according to their origin (appearance): object, environment, process, and event (project) characteristics (Fig. 1).

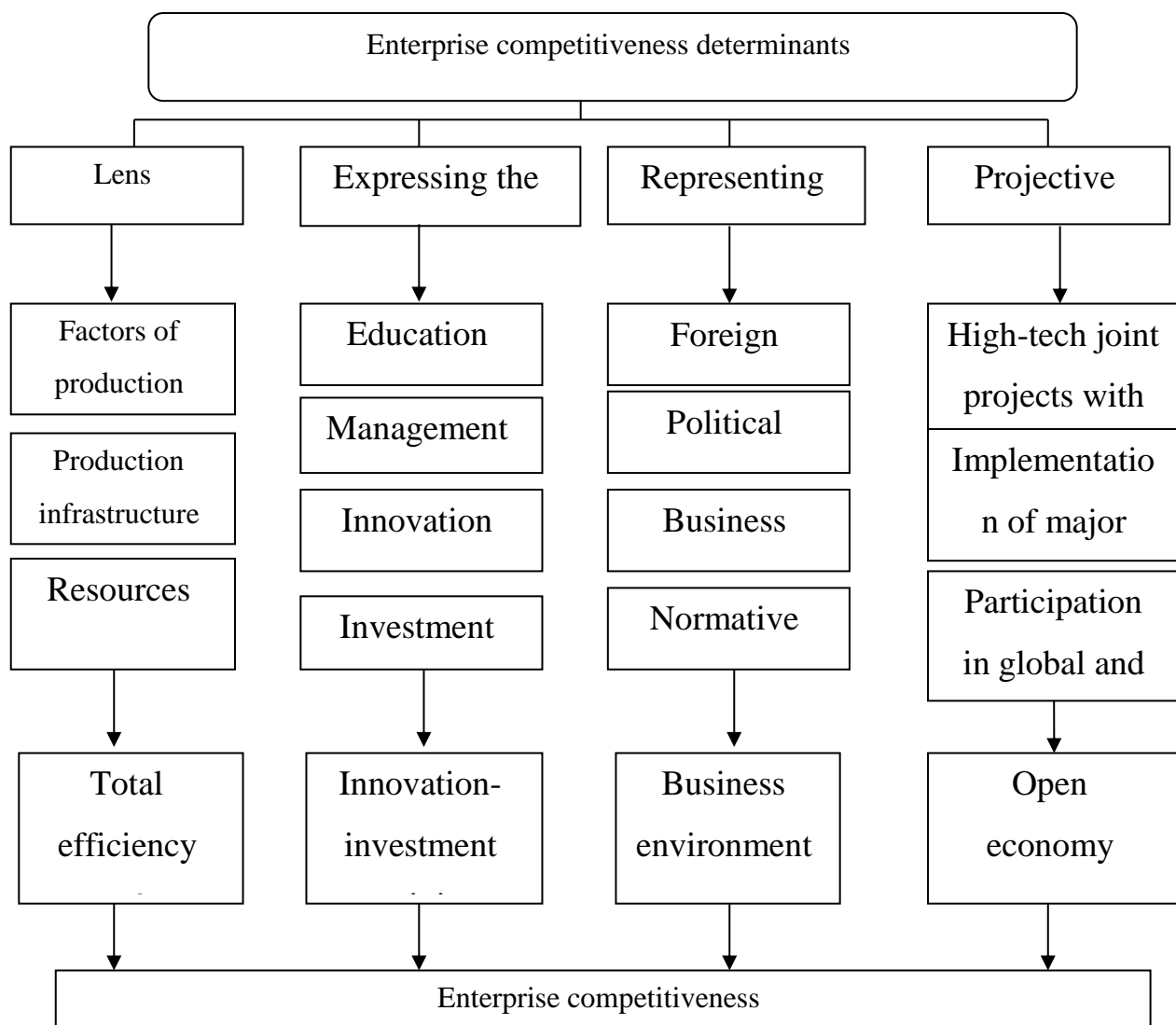


Figure 1. Characteristics of Factors Determining Enterprise Competitiveness

Objective indicators include the state of industrial and social infrastructure, production factors, availability of resources, financial state, scientific-technical and information base, transport networks, etc.

Process components are grouped by qualitative assessment of consistent and evolutionary repeatable factors. Educational process, management system, diffusion of innovations, investment activities, interregional and world economic relations. The ecological indicators of the system are determined by the interaction of economic objects and the location of economic processes. Geographical location, foreign trade conditions, investment environment, political situation, development of market infrastructure, regulatory and legal system of the country, etc. Features of the project include the implementation of national, complex, or regional programs, modernization projects, strategy selection and implementation, and participation of the region in joint projects on high-tech production, as well as in interregional and global projects.

It is assumed that the logical sequence of the assessment of the determinants of the object will eventually lead to the integral measurement of the total productivity of the factors of production.

Environmental factors of competitiveness ultimately lead to changes in the business environment in the region, and project components directly or indirectly affect changes in several indicators of external economic activity that describe the degree of openness of the regional economy.

M. Gelvanovsky and others believe that this is primarily the balance of the foreign trade balance, the dynamics and volume of foreign trade turnover, changes in the national currency exchange rate, market quotas, etc. [4].

The above allows us to draw the following conclusions: the methodological and methodological foundations of competitive potential, competitive advantages, and competitiveness assessment are poorly studied from a scientific point of view, and in

many cases, these concepts are confused. To assess them more accurately, it is necessary to study them in a differentiated manner:

- A systematic approach to assessing the competitiveness of the enterprise requires a comprehensive study of the competitive potential in terms of quantity and quality. Only with a logical sequence of evaluation of factor and performance components can the competitive potential of the region be adequately evaluated;

- Enterprise competitiveness is a complex and multifaceted concept that combines the economic and social resources and capabilities of the enterprise. In this regard, it is necessary to evaluate the competitiveness of the enterprise from a systemic position, taking into account internal and external factors arising from the market environment;

- the assessment of the competitiveness of the enterprise based on systemic determinants is related to the complexity of the empirical assessment of indicators and their statistical reflection. The enterprise sequence of evaluation of system determinants eventually has to find an integral measure, such as total productivity of production factors or factors of economic development. These factors are endogenous components of economic growth, and their assessment requires tests using econometric models.

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