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THEORETICAL ASPECTS OF THE FEATURES AND FACTORS OF DETERMINING COMPETITIVENESS AT DIFFERENT LEVELS OF ITS MANIFESTATION

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ТЕОРЕТИЧНІ АСПЕКТИ ОСОБЛИВОСТЕЙ ТА ФАКТОРІВ ВИЗНАЧЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ НА РІЗНИХ РІВНЯХ ЇЇ ПРОЯВУ

The article is devoted to the formation and detailing of the theoretical foundations of the essence of competitiveness, as well as the study of the factors of the internal and external environment that affect it at different levels of manifestation in the market environment. The system of factors for determining competitiveness at different levels of its manifestation is outlined, with the allocation of the following levels of competitiveness: commodity, micro-level, meso-level, and macro-level. Theoretical and methodological measures to determine a specific direction Studies of the category of "competitiveness of enterprises" allowed to systematize the modern paradigm of scientific views on the problem of formulating the essence of this category and to allocate the following main approaches to its interpretation: competitiveness of products, competitive advantages, difference of enterprise, competitiveness as the ability (ability) to withstand competition, competitiveness, as the level of competence of enterprise. It is proved that the synergetic nature of this approach, which is due to the combination of the main aspects of previous studies of the theory of enterprise competitiveness, has the best potential for application in the process of developing systems for managing the competitiveness of most sectors of economic relations in modern conditions. This statement is based on the theoretical essence of this group of definitions, which focuses on the uniqueness (exclusivity) of the work of all systems of economic entity Relations. The category of "enterprise competitiveness", which is maximally adapted to the realities of the modern existence of agricultural enterprises in Ukraine, is generalized, the essence of which is the ability of an enterprise at any time to realize its competitive advantages in order to obtain an appropriate economic effect from the implementation of economic activity through the realization of the potential for development and adaptation to changes in the conditions of the internal and external environment.

Стаття присвячена формування та деталізації теоретичних засад сутності конкурентоспроможності, а також вивчення факторів внутрішнього та зовнішнього середовища, які впливають на неї на різних рівнях прояву в умовах ринкового середовища. Окреслено система факторів визначення конкурентоспроможності на різних рівнях її прояву з виділенням наступних рівнів конкурентоспроможності: товарний, мікрорівень, мезорівень та макрорівень. Теоретико-методичні заходи щодо визначення конкретного напрямку дослідження категорії "конкурентоспроможність підприємств" дозволили систематизувати сучасну парадигму наукових поглядів на проблему формулювання сутності даної категорії та виділити наступні основні підходи щодо її трактування: конкурентоспроможність продукції, конкурентні переваги, відмінність підприємства, конкурентоспроможність, як спроможність (здатність) витримувати

конкуренцію, конкурентоспроможність, як рівень компетенції підприємства. Доведено, що синергетичність даного підходу, яка обумовлена поєднанням основних аспектів попередніх досліджень теорії конкурентоспроможності підприємств має найкращий потенціал застосування у процесі розробки систем управління конкурентоспроможністю більшості галузей економічних відносин в сучасних умовах. Дане твердження спирається на теоретичну сутність цієї групи визначень, яка полягає в орієнтації на унікальність (ексклюзивність) роботи усіх систем господарювання суб'єктів економічних відносин. Узагальнено максимально адаптовану до реалій сучасного існування аграрних підприємств в Україні категорію "конкурентоспроможність підприємства", суть якої полягає — це здатність підприємства в будь-який момент реалізовувати свої конкурентні переваги з метою отримання належного економічного ефекту від здійснення економічної діяльності за рахунок реалізації потенціалу розвитку та адаптації до змін умов внутрішнього та зовнішнього середовища.

Ключові слова: конкуренція, ринок, конкурентоспроможність продукції, конкурентоспроможність підприємства, рівень конкурентоспроможності, синергетичний підхід.

Key words: competition, market, product competitiveness, enterprise competitiveness, level of competitiveness, synergetic approach.

STATEMENT OF THE PROBLEM IN GENERAL AND ITS CONNECTION WITH IMPORTANT SCIENTIFIC OR PRACTICAL TASKS

The study of the theoretical aspects of the features and factors of determining competitiveness at different levels of its manifestation is essential from the point of view of developing economic strategies and improving the efficiency of enterprises. This will allow for a deeper understanding of the nature of competitiveness, its components, and its impact on different market segments to reveal the role of various factors, in particular innovations, product quality, and management efficiency, in the formation of competitive advantages contribute to the development of strategies to increase competitiveness, which is essential for sustainable economic growth; to identify the relationship between competitiveness and socio-economic factors, which allows taking into account the needs of society. Studying theoretical aspects of competitiveness will also contribute to understanding the impact of regulatory policies and institutional frameworks on the efficiency of enterprises. The study of the relationship between competitiveness and environmental aspects will allow sustainable development and the implementation of environmentally friendly practices. In addition, analyzing global economic trends and their impact on competitiveness will open up opportunities for adapting strategies and increasing the resilience of enterprises in a changing world.

ANALYSIS OF THE LATEST RESEARCH AND PUBLICATIONS

Studies of the theoretical and methodological foundations of competitiveness at different levels of its manifestation are reflected in numerous works

of foreign and domestic scientists, among them G. Assel, G. Azoev, I. Ansoff, Y. Ivanov, F. Kotler, G. Mintzberg, M. Porter, L. Piddubna, I. Piddubny, N. Tarnavska, F. Taylor, A. Smith, R. Fatkhutdinov, V. Shynkarenko, A. Yudanov and others. It is worth stating that the transformation of the Ukrainian national economy in the direction of a market system of interaction has significantly increased the interest of the domestic scientific community in the study of competitive relations. However, the insufficient historical experience of this kind of research has negatively impacted the adoption of consensus on the definitions of most economic categories in this field of research. The main work of scientists is focused on studying forms of competition, its positive and negative functions, and the practical significance of competition in creating systems and methods of strategic behavior of enterprises.

FORMULATION OF THE OBJECTIVES OF THE ARTICLE

This article aims to substantiate the theoretical foundations of the essence of competitiveness and study the factors of the internal and external environment that affect it at different levels of manifestation in the market environment.

SUMMARY OF THE MAIN RESEARCH MATERIAL

Identification of priority areas for the study of the characteristic features of relations of enterprises with other market participants, based on the features of the structural approach to the concept of competition and its nature in the target markets for the implementation of the economic interests of the relevant economic entities, allowed to determine the structure of this study.

The practical significance of studying the theoretical and methodological apparatus of competitive relations lies in developing and implementing strategic planning systems of economic entities adaptive to different conditions of competition. In the 60s of the XX century, the American researcher M. Potter proposed the concept of competitiveness to create the prerequisites for economic efficiency of justification, comparison, and implementation of such systems. The scientist defined competitiveness as the ability to successfully operate in a specific market (sales region) for a certain period by producing and selling competitive goods and services [16].

Further development of economic relations contributed to the evolution of the theory of competitiveness. It led to significant differences of opinion regarding interpreting this category in the scientific world. At present, it is possible to record the absence of a universal definition that reflects the essence of competitiveness. The existing definitions depend on the subjective factors of using this term.

The main factors that determine competitiveness at a particular level are shown in Table. 1.

In our opinion, Smolin I.V. expressed the right view on the subjectivity factor in interpreting competitiveness. He argued that this term cannot have a single definition since its essence can be considered in two aspects: as an economic category and as a characteristic of the competitive position of an entity in the market. The concept of competitiveness, considered an economic category, reflects the relations related to developing and implementing a set of competitive advantages characteristic of a market entity. Its objectivity manifests in the independence of components formed by economic laws and cannot be subject to subjective influence. On the other hand, if we consider competitiveness as a characteristic of the competitive position of an entity in the market, then it has specific comparative features, the assessment of which is formed based on subjective ideas about its competitive capabilities in the market over a certain period [8].

We agree with the conclusions of the researchers regarding the subjectivity of the definition of competitiveness and believe that consideration of the concept of "competitiveness of enterprises" in order to create systems for managing the competitiveness of enterprises by determining, comparing, and systematizing indicators and aspects of economic activity that determine the level of competence in an effective competitive environment, is essential for assessing the

Table 1. The System of Factors for Determining Competitiveness at Different Levels of Its Manifestation

Level of competitiveness	Subject of competitiveness	Factors Determining Competitiveness
Trade	Goods (works, services)	1. Product quality and compliance with norms and standards. 2. Product price. 3. Service and after-sales service. 4. Compliance with consumer demand. 5. Brand awareness. 6. Aesthetic and ergonomic indicators.
Micro Level	Commodity producer (organization, firm, enterprise)	1. Organizational structure. 2. Comparative competitiveness of products. 3. Efficiency of production, sales, and research activities. 4. Financial indicators of economic activity. 5. Reputation of the organization and compliance with contractual obligations.
Meso-level	Association of Commodity Producers of the Industry	1. Internal structure of the industry. 2. Influence of the external environment. 3. Competitiveness of individual elements. 4. Relationship between the elements of the system.
Macro level	Competitiveness of the State, Competitiveness of Regions	1. Investment climate. 2. Scientific and technical level. 3. Competitiveness of industry and branches of the national economic complex. 4. Economic security. 5. Rational national legislation and its relationship with international law.

Source: grouped by the author on Son.

competitive position of the subject of economic relations within the economic micro-level systems.

Theoretical and methodological measures to determine a specific direction of research in the category of "competitiveness of enterprises" allowed the systematization of the modern paradigm of scientific views on the problem of formulating the essence of this category and to allocate the following main approaches to its interpretation.

Product competitiveness. The economic encyclopedic dictionary provides the following definition of product competitiveness: "... consumer properties of a product (service) that distinguish it from a competitor's product by the degree of their compliance with specific needs, requirements of a competitive market, taking into account the costs of their satisfaction [9]".

Sivachenko I.Y. defines the competitiveness of products as a set of quality and cost characteristics of the product, which ensures the satisfaction of a specific consumer need [7].

Kvasko A.V. considers the competitiveness of products as a characteristic of products, which is determined by their properties that are of clear interest to the consumer, provide him with satisfaction of his needs, and the ability of a particular product to be sold in a specific market segment with a particular benefit for the manufacturer [4].

Summarizing the theoretical provisions from scientific sources, which have been indicated, in our opinion, the complete definition of the term "product competitiveness" can be formulated as the ability of products to effectively compete in

the market with similar goods, taking into account their quality, cost characteristics and commercial conditions of sale. These conditions must ensure that demand is sufficient for the producer or supplier to obtain the highest possible profit.

Thus, it can be undoubtedly assumed that there is a direct interdependence between an enterprise's competitiveness level and its products' competitiveness. In addition, our opinion is that the level of competitiveness of products can, to some extent, reflect the current level of competitiveness of the enterprise. It is essential to take into account that the category of "competitiveness of enterprises" is multi-level, and the objectivity of statements about its identity with the competitiveness of manufactured products is explained by several factors:

- the competitiveness of one type of product may differ in different spatiotemporal conditions;
- it is difficult to make a practical comparison of the levels of competitiveness of competitors' products in terms of their potential ability to maintain market share;
- the systemic nature of the enterprise's competitiveness reflects the level of competitiveness of the entire product range.

Competitive advantages and uniqueness of the enterprise are critical aspects of the approach, which M. Porter considers fundamental. It defines the competitiveness of an enterprise as its ability to achieve and maintain competitive advantages in certain areas [16]. Ukrainian researcher S. Yaroshenko complements this by pointing out that enterprises are competitive if they can effectively maintain their advantages in the market for a long time, using an effective strategy or demonstrating the ability to work successfully in the market for an extended period and provide profit for further development [13].

T. Kono, a Japanese economist, considers the competitiveness of an enterprise as a set of characteristics, such as market share, the ability to produce, market, and develop, as well as the fulfillment of established goals by top management [14].

Y.B. Ivanov argues that the competitiveness of an enterprise is a system that consists of interacting factors and determines how successfully the enterprise realizes its potential for gaining and maintaining a competitive advantage for an extended period. Thus, competitiveness is not limited to efficiency alone but also includes the dynamics of adaptation to changes in the external environment. Ivanov notes that competitiveness encompasses all aspects of production, product structures, and various production and economic activities, including works, services, monetary and financial transactions, and investments [3].

In the study of N.P. Tarnavska, in order to reveal the essence of enterprise competitiveness in the context of economic development, the author's understanding of quality was used, which consists of the ability to form and use a system of knowledge, skills, and abilities in real-time and the future for the joint creation of a product that is ahead of current and possible competitors. A positive feature of this definition is the emphasis on the prospect of ensuring competitiveness through the use of competitive advantages in the components of the system of knowledge, skills, and abilities [9].

Of course, an enterprise's competitiveness level is directly determined by the main factor of efficiency of its economic activity — the creation of competitive products that ensure the achievement of the primary goal of entrepreneurial activity. However, our point of view is that the concept of enterprise competitiveness is much broader since it is determined by the systemic nature of the interaction of various areas and spheres of enterprise activity and includes a list of properties and competencies that reflect the ability and potential of the enterprise to adapt to changes in the external environment in the long term, including the ability to change the range of products. In order to determine the incorrectness of the relationship between the concepts of "enterprise competitiveness" and "product competitiveness", below, we will present the research results on the theoretical aspects of the second category.

This group of definitions differs from the previous two in that the authors focus not only on the current but also on the potential ability of the enterprise to achieve the required level of competitiveness. The theoretical aspect of achieving competitive advantages in the long term will be used to develop its concept of enterprise competitiveness.

Competitiveness is the ability to withstand competition. This approach to the definition has the most significant number of followers among Ukrainian and foreign scientists. According to Piddubnyi I.O. and Piddubna A.I., "Competitiveness of enterprises is the potential or already realized ability of an economic entity to function in the external environment [6]". It is worth noting the deepening of this approach to the essence of enterprise competitiveness, which eloquently testifies to the clarification of Piddubna L.I. to the above definition: "... It can be defined as a certain mixture of components of quality, speed of execution of operational processes and costs of the enterprise, and the specific composition of this mixture and the configuration of its components is determined by the conditions of the relevant competitive market and the nature of the business of the enterprise" [5].

Competitiveness, like flexibility or adaptability. The main feature of this group is the tendency to consider the competitiveness of enterprise as the possibility and dynamics of its adaptation to the market environment conditions [10]. Shynkarenko V.G. and Bondarenko A.S. share a similar opinion: "Competitiveness of an enterprise is a dynamic characteristic of the ability of an enterprise to adapt to changes in the external environment and at the same time provide a certain level of competitive advantages" [2]. This also includes the definition of Balabanova L.V., which gives the following interpretation: "... the ability of an enterprise to effectively adapt to changes in the competitive marketing environment, use its strengths and concentrate its efforts on priority areas of work, that is, it is an opportunity for effective financial and economic activities of enterprises and profitable implementation of a set of measures that it has at its disposal in order to achieve leading positions in a competitive environment" [1].

We believe that the definition of competitiveness of enterprises with an emphasis on the implementation of the possibility of adaptation and flexibility in order to increase the efficiency of economic activity within the framework of a dynamic competitive environment is the most successful and suitable for use in the study of systems for managing the competitiveness of agricultural enterprises, taking into account the above circumstances regarding the features of this sphere of production.

Competitiveness is the level of competence of the enterprise. In their work "Management", well-known American economists M. Mescon, M. Albert and F. Khedouri were the first to propose considering enterprises' competitiveness as their realized competence to attract and retain consumers. At the same time, the authors consider the competence of an enterprise to be its ability to do something better than a competitor [15]. The definition of enterprise competitiveness provided by Shershneva Z.E. emphasizes the multidimensional aspects that contribute to a company's ability to compete effectively in the market. According to Shershneva, competitiveness is not merely about the end products or services a company offers but encompasses a broad range of factors that enable a company to excel relative to its competitors. [11].

In our opinion, the synergy of this approach, which is due to the combination of the main aspects of previous studies of the theory of enterprise competitiveness, has the best potential for application in the process of developing systems for managing the competitiveness of most sectors of economic relations in modern conditions. This statement is based on the theoretical essence of this

group of definitions, which focuses on the uniqueness (exclusivity) of the work of all economic management systems of economic relations.

CONCLUSIONS

Thus, we have identified a system of factors for determining competitiveness at different levels of its manifestation: commodity (product quality, compliance with norms and standards, product price, service and after-sales service, compliance with consumer demand, brand recognition, aesthetic and ergonomic indicators); micro-level (organizational structure, comparative competitiveness of products, efficiency of production, sales and research activities, financial indicators economic activity, the reputation of the organization and compliance with contractual obligations); Meso-level (internal structure of the industry, influence of the external environment, competitiveness of individual elements, relationship between elements of the system); macro level (investment climate, scientific and technical level, competitiveness of industry and sectors of the national economic complex as a whole, economic security, rational national legislation and its relationship with international law).

The process of studying the theoretical aspects of enterprise competitiveness allowed us to systematize the results of previous scientific works in this direction and generalize its essence, which is maximally adapted to the realities of the modern existence of grain producers in Ukraine: enterprise competitiveness is the ability of enterprise at any time to realize its competitive advantages in order to obtain the appropriate economic effect from the implementation of economic activity through the implementation of potential for development and adaptation to changes in the conditions of the internal and external environment.

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