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Zhunisova G.E.

Competitiveness as an economic category

In the context of globalization, increasing international competitiveness of the global economic crisis is becoming a major factor in ensuring the effective functioning and sustainable development of economic entities. The article discusses the concept of competitiveness as an economic category. «Competitiveness of the organization» The analysis of the definition. Also identified the main characteristics of the inherent competitiveness of the organization. Competitiveness is viewed as a multi-level category. Disadvantages of existing definitions of the concept of competitiveness, and based on their formulated a new definition.

The article discusses some aspects of the company's competitive research, which arise from the ambiguous interpretation of its conceptual apparatus and methods of assessment.

Key words: competitiveness of the goods, competitiveness of the organization, evaluation of the competitiveness of the organization.

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Байдильдина А.М.,
Жунисова Г.Е.

Бәсекеге қабілеттілік экономикалық категория ретінде

Халықаралық бәсекелестіктің жаһандану, әлемдік экономикалық дағдарыс жағдайында экономикалық субъектілердің тұрақты дамуымен қызметінің тиімділігін қамтамасыз етудің факторы ретінде бәсекеге қабілеттіліктің ролі артуда. Мақалада бәсекеге қабілеттілік түсінігі экономикалық категория ретінде қарастырылған. Оның және шетел авторларының «Ұйымның бәсеке қабілеттілігі» түсінігіне берген анықтамаларына талдау жүргізілген. Сонымен қатар ұйымның бәсеке қабілеттілігіне тән негізгі сипаттамалар анықтамалар көрсетілген. Бәсеке қабілеттілік көпдеңгейлі категория ретінде қарастырылған. Талдаудың негізінде анықтамалардың кемшіліктері талданып, олардың негізінде анықтама берілген.

Мақалада сонымен қатар, ұйымның бәсекеге қабілеттілік түсінігіне бірыңғай анықтаманың болмау салдарынан кездесетін келеңсіздіктер жазылған.

Түйін сөздер: бәсекеге қабілеттілік, ұйымның бәсекеге қабілеттілігі, ұйымның бәсекеге қабілеттілігін бағалау.

Байдильдина А.М.,
Жунисова Г.Е.

Конкурентоспособность как экономическая категория

В условиях глобализации, усиления международной конкуренции, мирового экономического кризиса конкурентоспособность становится важнейшим фактором обеспечения эффективности функционирования и устойчивого развития экономических субъектов. В статье рассматривается понятие конкурентоспособности как экономической категории. Сделан анализ определений понятия «конкурентоспособности организации», отечественных и зарубежных авторов. Также выявлены основные характеристики присущие конкурентоспособности организации. Конкурентоспособность рассматривается как многоуровневая категория. Выявлены недостатки существующих определений понятия конкурентоспособности, и с учетом их сформулировано новое определение.

Также в статье рассмотрены некоторые аспекты исследования конкурентоспособности организации, которые возникают в связи с неоднозначной трактовкой ее понятийного аппарата и методов оценки.

Ключевые слова: конкурентоспособность товара, конкурентоспособность организации, оценка конкурентоспособности организации.

COMPETITIVENESS AS AN ECONOMIC CATEGORY

Introduction

Competitiveness in the contemporary economy is a major factor in the economic success of the enterprise, which depends on the quality of management and competitiveness of products (services). Only if there is sufficient competitive organization can stably exist and function in a competitive environment and generate income. Activities to enhance and ensure the competitiveness of enterprises in the conditions of market relations should be the highest priority among all the others.

Awareness of the presence and importance of the problem of formation of competitiveness at all levels of the economy is reflected in the annual addresses of the President Nursultan Nazarbayev to the people of Kazakhstan, which was indicated in the «Strategy» Kazakhstan-2050». The main directions set out in these policy documents put forward serious challenges to improve the competitiveness of organizations. Improvement of the national economy, improve its competitiveness through the active use of innovative approaches and high-tech industries identify ways consistent implementation strategies that take into account the qualitative and quantitative changes in the economy, companies are targeting the high level of economic development.

In these circumstances, it is important to properly assess the situation to create a market in order to offer effective ways of increasing competitiveness, which would be responsible, on the one hand, the current market situation in the country and the tendencies of its development, and on the other – the particular features of the production. To ensure and maintain the competitiveness of domestic producers are invited to conduct a comprehensive scientific analysis of problems related to the development of competition.

Experimental part

Questions «Competitiveness» presented in the works of such researchers as Porter M., Fatkhutdinov R.A., Eleneva U.Y., Kurmangaliyeva A., Dzhusibalieva A.K., Sabden O., Kaygorodtsev A.A. and others.

Results and discussion

Competition – it is an effective and affordable method of economic control, as is the minimum cost to society. Such control motivates the manufacturer to reduce costs and prices, to increase the volume of sales, to compete for orders and customer, improve product quality.

Often, the economic crisis leads to activation of managers of organizations to find effective and crisis management solutions. Current trends and increase the risks for the company in making ineffective or erroneous management decisions. In this case, for making the correct management decisions and minimize risks need to measure competitiveness. Enterprise Risk reduction is laid at the stage of measuring the competitiveness and development of ways to improve it.

In a highly competitive competition among organizations is a key component, along with efficiency and the problem of achieving competitive advantages, ie ensuring competitiveness – a major in management, economic and business life. Adapting domestic business in a competitive environment determines the search for new models of governance and the development of ways to improve the competitiveness, improving the use of tools to improve competitiveness at the micro level.

Many professionals working on tasks gain control operations, improve organizational effectiveness and attractiveness of the product, work finally to improve the competitiveness of their firms. With the intensification of the struggle for the consumer enhanced the intensity of competition. Competition stimulates the search for new ways of development improve the efficiency and quality of work, activates creative approach to business. However, modern economic science does not provide a single common interpretation of the content of «competitiveness» category, a clear definition of this concept can not be found either in domestic or foreign literature.

Based on the analysis of the definitions of 'competitiveness' concepts, signs have been identified, revealing the essence of this category:

1. Competitiveness is manifested there in the marketplace.
2. The concept of «competitiveness» multivariate, while delivering universal property and extends to the object (goods and services), and on the subject (the organization, the industry, the country as a whole) of market relations.

In this study, a special interest is the definition of the nature and content of the concept «competitiveness of the organization.» Table 1 shows some definitions of the term «competitiveness of the organization».

Table 1 – Some definitions of the term «competitiveness of the organization»

Author	Definition
Porter M.	The ability to more successfully than its competitors operate chain of values of the organization
Fatkhutdinov R.A.	Condition (static) or ability (dynamics) of the subject with his the object to be a leader, to compete with the competitors in a particular market at a specific time to achieve the same goals
Eleneva U.Y.	The totality of features and characteristics of marketing, production and technology, financial, economic and organizational business processes to ensure the effectiveness of functioning of the enterprise in the goods markets with various changes of external and internal environment
Kurmangaliyeva A., Kaygorodtsev A.A.	The ability of manufacturers and sellers of products to compete with their rivals, supplying the same market similar goods or seeking to enter the market
Dzhusibaliyeva A.K.	This, above all, the results of its production and financial activities, reflecting the possibility of an effective economic activity and its practical implementation in the lucrative competitive market conditions by using all available resources of the enterprise
Sabden O.	It characterizes the opportunities and dynamics of producer to adapt to the changing conditions of competition in the market

It should be understood that the competitiveness of the organization It is more complex and generalizing the concept than the concept of «competitiveness of the goods.»

The competitiveness of the organization – is an integral numerical characteristic by which estimated now reached the final results of its operations for a certain period and, a system of elements, each

which is point) competit the acqui namely image, c In a basic pr organiz systemat Mode Kazakhst

Table 2 – M

Proper
measurabil
dynamism
relativity
systematic
comprehens

Thus, will real characteriz and sell competitor important adequately environmen

In ac is manifes contrasted the compar company's So, A.L. competitive characteris expresses ability to market gen not be cons

which is designed to reflect number (for example, point) evaluating certain type potential. The competitiveness of the organization is provided by the acquired them all sorts of competitive advantages, namely: economic, financial, investment, human, image, etc.

In addition, it is possible to allocate the basic properties of the «competitiveness of the organization»: measurability, dynamism; relativity; systematic and comprehensive (table 2).

Modern conditions of economic activity in Kazakhstan characterized form a strengthening of

competition and a change in its form, so that the business leaders are constantly searching for new, adequate conditions of competition, enterprise management tools and levers to improve their competitiveness.

The company's success in the competition in the domestic and international markets is determined by the main factors of competitiveness – the key competences, and dynamic capabilities of the company, which combine resources, processes, knowledge, skills, business culture and other characteristics that affect the company's competitiveness

Table 2 – Main features of organization competitiveness

Property	Characteristic
measurability	The competitiveness of the organization can be measured by an integrated index and its evaluation can not be reduced to the determination of only one index.
dynamism	The competitiveness of the organization is a dynamic category. Her change in time due to both external and internal factors, many of which can be seen as controlled parameters.
relativity	The competitiveness of the organization as a characteristic of the final assessment the results of the company in the market is an indicator relative, where the basis for the comparison are the corresponding figures, used to assess the competitiveness of enterprises – competitors.
systematic	The competitiveness of the organization reflects the efficiency of the entire economic potential of the enterprise.
comprehensive	The competitiveness of enterprises is a comprehensive description of the company, reflecting its potential and real opportunities to ensure their competitive advantage in the market in a constantly changing internal and external environment

Thus, under the competitiveness of enterprises will realize an economic category, which characterizes the company's ability to produce and sell competitive products with better than competitors, using its potential. It is particularly important the company's ability to promptly and adequately respond to all Changes as the external environment and internal changes.

In addition, the conceptual ambiguity is manifested in the use of related but often contrasted categories: the competitiveness of the company and its effectiveness, as well as the company's competitiveness and its sustainability. So, A.L. Karpov justifies the need to address competitiveness companies as the sum of two characteristics: the relative attractiveness firm expresses its effectiveness and stability – the ability to resist external from competitors and market generally. Otherwise, the company could not be considered a competitive.

Conclusion

In conclusion the problems faced by companies in determining their competitiveness.

– The concept of competitiveness of the enterprise – a complex concept, encompassing its different components. At the same time, many authors equate this concept with the concept of competitiveness of the goods, which is a necessary condition, but not sufficient, as it takes more used to read a number of private competitive components.

– It is now possible to assess the competitiveness of the company Only at the moment, but more or less difficult to reliably predict the future competitiveness of the enterprise, and develop a strategy to achieve it.

– Offered by different authors indicators that should be included in assessment of the competitiveness of enterprises is different, and there is no consensus on the definition of their content and importance.

Besides the problem of the translation of qualitative indicators into quantitative solved ambiguously.

In different periods of life of the enterprise to the fore the various factors of competitiveness, and now – this is the company's ability to innovate (both technological and organizational and marketing). At the present stage of development to ensure the competitiveness of the company to the forefront

of its innovation potential, including a willingness and ability to carry out the first time or play a particular innovation. Thus, a holistic concept of competitiveness of the enterprise has not yet been established. It is therefore important to develop a common approach to the definition and the assessment of its competitiveness, and to clarify their specific relation to each subject.

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