

ORGANIZATIONAL AND ECONOMIC APPROACHES TO MANAGEMENT OF INDUSTRIAL ENTERPRISE COMPETITIVENESS

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Research methodology. The results are obtained through the use of the following methods: generalization – while pointing out the ways of increasing enterprise competitiveness; abstraction – while revealing the essence of concepts of «competitiveness management» and «system of enterprise competitiveness management»; system analysis – while defining functional subsystems of organizational and economic provision of enterprise competitiveness management mechanism.

Results. On the basis of summarizing the theoretical and practical bases of ensuring the enterprises competitiveness, the essence of concepts of «competitiveness management» and «system of enterprise competitiveness management» is revealed. It is shown that for effective implementation of the enterprise competitiveness management system it is appropriate to establish the mechanism of organizational and economic provision which ensures the effective communication between its functional subsystems in order to develop the further directions of «survival» in conditions of severe competition. A set of measures and methods for creating a system of integrated management of enterprise development and results of its activities aimed at persistent, long-term competitive positions in the market is presented as organizational and economic provision of enterprise competitiveness management mechanism.

Novelty. The scheme of organizational and economic provision of enterprise competitiveness management mechanism is worked out, and the content of its functional subsystems is characterized.

Practical value. The prevailing approach to the development of organizational and economic provision of enterprise competitiveness management mechanism allows more holistic covering of its functional subsystems, as well as taking into account the specific features of a particular enterprise and ensuring the appropriate policy aimed at achieving their goals.

Keywords: innovation, remuneration of labour, grade, mining int.

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