

ANALYSIS OF ABSOLUTE AND RELATIVE EFFECTIVENESS OF ENTERPRISE
FOREIGN ECONOMIC ACTIVITY

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Research methodology. The results are obtained through the use of methods: formalization – the study of different approaches to the calculation of foreign economic activity efficiency; deduction and induction – in theoretical studies of additional income and additional costs in foreign trade activity; statistical methods, which are divided into: graphic – for visual presentation of factors of influence on the efficiency of foreign economic activity; analytical – in determining the efficiency of foreign economic activity; analytical balancing – in the analysis of the dynamics of foreign economic activity indicators.

Results. The scientific theoretical approaches to determining foreign economic activity efficiency are analyzed. An algorithm for calculating the overall efficiency of export operations and enterprise foreign economic activity is presented. The method of determining the relative economic efficiency of enterprises foreign economic activity on the basis of additional income and additional costs ratio is offered.

The factors of influence on the foreign economic activity efficiency are determined. It was established that the efficiency of the implementation of export transaction is determined by the change of certain articles of the additional costs and income, which an exporter has in this operation. It was proved that the implementation of export operations is accompanied by currency exchange efficiency, which manifests itself in the form of additional losses from exchange rate changes, the value of which will increase the expenditure part of the transaction, or in the form of additional income from exchange rate differences, thereby increasing the revenue component transaction.

Novelty. The proposed indicators of economic efficiency of foreign economic activity provide an opportunity, in contrast to existing approaches, to identify this efficiency not only as a financial result of a single economic operation, but also determine the extent of the impact of foreign economic activity on the overall efficiency of the company at present exports and domestic selling at the appropriate prices level and the additional costs.

Practical value. For the method of calculating the absolute and relative performance of exports of the company in the future is to calculate absolute and relative performance of each individual export transaction, which will provide the necessary information in the decision making process for the implementation of foreign economic activity.

A further area of research is to develop an algorithm of collection, storage, organizing, summarizing and analyzing detailed information in the appropriate format management reporting on the activities of the enterprise to provide information for the process of determining factors influencing the effectiveness of the implementation of foreign economic activity.

Keywords: foreign economic activity, effectiveness, analysis, absolute and relative effectiveness, additional income, additional costs, exchange difference.

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