

## ABSTRACTS

УДК 658.5.009.12

*V.A. Pavlova, R.V. Gubarev*

### **SYSTEM OF ENTERPRISE'S COMPETITIVENESS MANAGEMENT**

Management of competitiveness is regarded as one of the aspects of management actions is aimed at the formation, development and implementation of competitive advantage and ensures the viability of the enterprise as an economic entity of competition.

From the standpoint of the process approach management of competitiveness is seen as the process of implementing the aggregate management functions. Their implementation in connection forms a loop that is performed by the system.

Management system of the enterprise competitiveness is considered as a set of interrelated elements combined into blocks. Purposeful action elements in a complex solves the problems of operational decision-making adjustments based on the periodic calculation according to statistics the level of competitiveness in order to maintain or change depending on the defined scope of activities or tasks on their growth and management.

Management system of the enterprise competitiveness is a block diagram of the organizational and economic mechanism, the structure of which form the eight program-target blocks.

Among them allocated control units and system level factors in ensuring competitiveness. Implementation of these blocks allows coordinating management actions to achieve a given level of competitiveness in order to respond rapidly to changes in the impact of external and internal environment.