

ABSTRACTS

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ORGANIZATIONAL AND ECONOMIC SUPPORT COMPETITIVENESS OF COMMERCIAL ENTERPRISES

Organizational and economic support (OES) competitiveness commercial enterprise, allows achieving competitive advantage and contributing to the effective functioning.

Organizational and economic support competitiveness of commercial enterprises is a system of interrelated organizational actions that achieve the goals of the company and interdependent and interrelated system of economic actions that are implemented using techniques designed to achieve these goals to ensure an acceptable level of competitiveness.

In the case of organizational and economic OES units achieved an acceptable level for commercial enterprise competitiveness, providing enterprise's operational efficiency in the target market.