

Methodological approaches to formation of company's competitive ability
Bazhutkina L.¹, Streltsov A.² (Russian Federation)
Методические подходы к формированию
конкурентоспособности предприятия
Бажуткина Л. П.¹, Стрельцов А. В.² (Российская Федерация)

¹Бажуткина Лидия Павловна / Bazhutkina Lidiya - доктор экономических наук, профессор;

²Стрельцов Алексей Викторович / Streltsov Aleksey - доктор экономических наук, профессор,
кафедра экономики промышленности,

Самарский государственный экономический университет, г. Самара

Аннотация: в данной статье определены новые подходы и модели рыночного управления конкурентоспособным предприятием, что позволит оценивать результаты хозяйственной деятельности и целенаправленно улучшать их финансовое и экономическое положение. Акцент сделан на взаимосвязи уровня развития предприятия и факторов конкурентных преимуществ, что будет способствовать определению их совокупного влияния на результативный признак.

Abstract: new approaches and models of market management of a competitive company are defined in this paper, allowing evaluation of economic activity results and intentional improvement of its financial and economic state. The emphasis is made on interrelations of the level of a company's development and competitive advantage factors, which will contribute to defining their aggregate impact on the effective attribute.

Keywords: competition, competitive factors, competitive relations, competitive environment, competitive ability of economy.

Ключевые слова: конкуренция, конкурентные факторы, конкурентные отношения, конкурентная среда, конкурентоспособность экономики.

In today's conditions, strategic competitive ability of a company shall be determined by a certain complex of competitive advantage indexes formed on basis of consistent values and determining the line of its strategic development.

At present, in a resource-constrained environment, the world economy system experiences a constant need in increase of productivity. As a consequence, the system passes the stage of balancing the components thereof and links between them in purposes of ensuring efficiency of the total resource efficiency.

In this context, the system of competitive advantage indexes will be necessary which would allow entering changes in the very concept of the strategy of competitive advantage management.

Manifestation of a company's competitive advantages depends on internal and external factors and on orientation of their influence.

The following are aims of the system of competitive advantage indexes and of a company's competitive ability management on their basis:

- submitting ways of competitive advantages development;
- systematization of strategic initiatives;
- agreeing strategic tasks with long-term aims and annual budgets;
- systematic review of achieved strategic and tactic results;
- generating a feedback for obtaining information and timely correcting data, when necessary [1].

Internal and external factors of competitive advantages characterizing operational efficiency and strategic positioning are proposed to be used as indexes of companies' strategic competitive ability.

The process analysis should be based on finding interdependence between a effective attribute and factor attributes, consequent evaluation of closeness of this interrelation and use of the found connection in the mathematical model of the economic process.

This consequence derives from the fact that a lot of most various factors impact the effective attribute under study.

However, it is not rational to include a large number of parameters in the model, as it makes analysis of such a multi-dimensional model too complicated. So, before you include any factor attribute into your model, you have to establish the connection between the effective and factor attributes and to evaluate closeness of this connection [2].

It is proposed to perform analysis of factor data by correlation analysis method which is based on statistical methods of evaluating such connection attributes as correlation factor, partial correlation factor and multiple correlation factor.

Further, it is proposed to evaluate dependence between attributes by means of correlation factors and determination factors and visually, by means of a graph.

A multi-factorial connection (regression) equation, provided availability of a linear connection, will look like:

$$y = a_0 + a_1x_1 + a_2x_2 + \dots + a_mx_m, \quad (1)$$

where y: effective attribute;

a_m : parameters of the connection equation;

x_m : factor attributes.

Parameters of a multi-factor regression model are recommended to be defined by the least square method.

The system of normal equations with m underterminates (by a quantity of a_m parameters) will look like:

$$\left\{ \begin{array}{l} na_0 + a_1 \sum x_1 + a_2 \sum x_2 + \dots + a_m \sum x_m = \sum y; \\ a_0 \sum x_1 + a_1 \sum x_1^2 + a_2 \sum x_2 x_1 + \dots + a_m \sum x_m x_1 = \sum yx_1; \\ \dots \\ a_0 \sum x_m + a_1 \sum x_1 x_m + a_2 \sum x_2 x_m + \dots + a_m \sum x_m^2 = \sum yx_m. \end{array} \right. \quad (2)$$

The evaluated parameters of the connection equation of multiplicative type show that in case of an alteration of a certain x_m factor by the unit, the similar alteration of the competitive ability level by a_m value will be expected, whereas values of other factors remain unchanged.

With purpose of evaluating influence of factors – indexes of competitive advantage on the total level of a company's competitive ability, a factor analysis with use of the chain substitution method will be needed [3].

Thus, competition is manifested in form of one of competitive factors or a complex thereof as competitive factors. On one hand, competitive factors mean drivers conditioning the degree of competition intensity, and on the other hand, they are manifestation of a converted form of practical realization of competition as a process and a phenomenon.

References

1. Rodionova L. N., Pashin S. T., Khakimova Yu. R. Evaluation methods of competitive ability and products // Modern Russian Economy (problems and perspectives): Collection of studies. –St. Petersburg, -2000. pp. 110-123.
2. Dyatlov S. A. Global innovation hyper-competition as a factor of transformation and development of economic systems. // Scientific economic e-magazine. «Theoretic Economy». No. 6, 2012, p. 45. www.theoreticaleconomy.info.
3. Fatkhutdinov R. A. Management of a company's competitive ability: Study guide. – Moscow: Eksmo, 2004. 127 p. (544 p.).