

FACTORS OF ENTERPRISE COMPETITIVENESS UNDER INFLUENCE OF GLOBALIZATION

A definition of the competitiveness factors is given in the article and it is underlined that they work not isolatedly but systematically, enhancing the effects of every single factor work.

The existing classifications of enterprise competitiveness factors are analyzed being revealed that the classification according to the place of occurrence is a basic one for the purposes of the research under the current conditions. Thus, the occurrence and intensity level of external factors do not depend on the enterprise activity; with that, the occurrence and intensity level of internal factors directly depend on the enterprise activity, the state of its resource base, strategic management system organization. Therefore, this specific group of factors is the most meaning one for providing the stable competitive positions of the enterprise, since they are the subject of active influence from the enterprise side. These factors are industry-dependent ones and become the common guidelines for the enterprises of certain industry.

Having analyzed the modern approaches towards the classification of competitiveness factors and taking into account the specificity of metallurgical enterprises, state of world economy and globalization processes, we propose to introduce together with existing ones the following criteria of the metallurgical enterprises competitiveness factors classification:

- according to the flexibility level (flexible, less flexible);
- according to the level of influence upon the competitiveness level (of moderate influence, of significant influence).

In our opinion, under the current unstable conditions the enterprise should primarily concentrate on flexible factors of significant influence, as it will be more effective in the context of resources usage and increase of overall level of its competitiveness.