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MODERN APPROACHES TO DEFINING THE CONCEPT «COMPETITIVENESS OF AGRARIAN ENTERPRISES»

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Abstract. *The paper investigates the concept of competitiveness of an enterprise. It determines the indices influencing the competitiveness of an enterprise. The study looks at the external and internal factors used for evaluating the level of competitiveness of agrarian enterprises. It determines the topical problems of ensuring the competitiveness of agrarian enterprises.*

Key words: *competition, competitiveness, agrarian enterprise, competitive environment, competitive positions.*

Globalization and internalization of economies, openness of markets make economic entities react to changing conditions of a market environment. Consumers become more demanding to the products they consume. Therefore, the main task of an enterprise is to make high-quality products in necessary volumes.

It is more difficult for agrarian enterprises to compete in the market because of price disparity. It is necessary to search for new competitive advantages

for your activities. First of all it means to use farmlands efficiently to the maximum, to implement innovative technologies in crop production and livestock production in order to ensure steady food security of the country. It is possible under the following conditions: fast adaptation of agricultural commodity producers to the changes of an external environment; timely identification and support for own competitive advantages; realization of an innovative development model; optimization of investment sup-

port and their rational distribution by the activities.

Competitiveness of agrarian enterprises is a complex and multi-aspect concept. In economic science there is no single methodological approach to investigating competitiveness of agrarian enterprises. This issue has been examined thoroughly neither by Ukrainian nor foreign scientists.

The purpose of the research is to generalize scientific studies of the national scientists concerning the essence of the concept “competitiveness” of agrarian enterprises and to choose the indices to evaluate the level of competitiveness.

Competitiveness is a characteristic of an object (commodity, service) and a subject (enterprise, industry, country) of market relations, which manifests itself only in a market, it is determined by economic and technological parameters, a share in a free market, it is in a dynamic condition, which is constantly corrected. Competitiveness of agrarian enterprises is an ability of economic entities of agri-

business to win in a competitive struggle in markets of agricultural products and services, to use available resources efficiently, react to the changes of a market infrastructure, using their competitive advantages and opportunities.

Evaluation of competitiveness of agrarian enterprises should be conducted taking into account not only internal economic factors, but also external factors, affecting it. Internal factors include the following: volumes of agricultural production; indices of provision of an enterprise with resources and efficiency of using them; specialization and diversification of production; yields of agricultural crops and livestock productivity; product quality. External factors, which should also be considered while determining the level of competitiveness of agrarian enterprises, include: government regulation and support for the development of agriculture, information about competitors, market infrastructure, marketing channels for products and informational support for its realization.

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