

Секція 5. ВПРОВАДЖЕННЯ ОСВІТНІХ ІННОВАЦІЙ У ПРОФЕСІЙНУ ПІДГОТОВКУ ФАХІВЦІВ

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MAIN FACTORS AFFECTING THE COMPETITIVENESS OF THE CONSTRUCTION INDUSTRY ENTERPRISE (Part 1)

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Abstract: One of the important conditions for stable and continuous operation of construction industry enterprises in the conditions of market economy relations is their high level of competitiveness. When choosing one or another way to increase the competitiveness of construction industry enterprises, the factors affecting it should be taken into account first of all.

Key words: construction, enterprise, factor, competitiveness, management.

They specifically mention the following as factors that are an integral part of the competitiveness of Tikinit industry enterprises [2] (Figure 1).

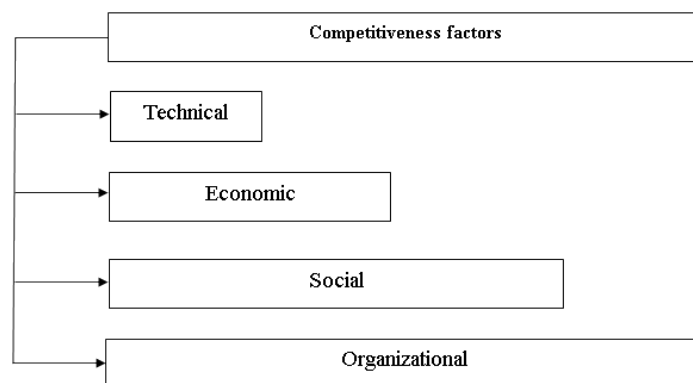


Figure 1 - The main factors affecting the competitiveness of the construction industry enterprise. Source: Image drawn from source [2].

- technical factors - the application of technologies that affect the improvement, acceleration, and improvement of the production process and enable the use of better quality raw materials; economic factors - factors embodied in pricing policy, product production costs;

- organizational factors - increasing responsibility for providing personnel with appropriate workplace, improving production discipline and product quality;

- social factors - such a microclimate should be created in organizations where every employee can feel more comfortable both physically and spiritually.

The methods of E. V. Shilova and E. A. Tretyakova [3] were additionally adapted to the construction field. It should be noted that those methods are directly related to increasing the level of competitiveness of the construction organization. The elements in each subsystem are specially selected. The elements of the competitiveness system of enterprises are evaluated by means of the price table (unit prices of indicators). A scale of values from 0 to 3 is used. Here, the quality of indicators is determined based on the level of complexity and competitiveness. Within the framework of the management subsystem, three units of indicators are evaluated (the organizational structure of the management, which includes the competitiveness of the management, applied technical and software tools).

Points in the organizational structure are given based on the complexity and flexibility of the management structure:

- 1 point-straight line-functional structure;
- 2 points - divisional structure;
- 3 score-matrix structure.

Coverage of levels of competitiveness:

- 1-point-management of competitiveness is carried out only at the top management level;
- 2 points - at the middle and higher management levels;
- 3 points in all management levels.

Technical and software tools of competitiveness management:

- 1 points - simple software products are used in enterprises;
- 2 points - special software products are used in enterprises;
- 3 honey-complex programs and technical tools are applied.

Within the framework of managed systems, four indicators are evaluated (market coverage, competitive advantages, types of activities, diversified portfolio).

Market coverage characterizes the geography of the enterprise's activities:

- 1 point-organizations provide services only at the regional level;
- 2 points - in regional and national markets;
- 3 points - in international and national markets.

Competitive advantages:

- 1 point - existence of competitive advantages from 0 to 4;
- 2 points - having 5 to 8 competitive advantages;
- Existence of competitive advantages above 3 points-8.

Types of activities:

- 1 point - main type of activity (construction);
- 2 points - various types of activities with the involvement of external organizations (engineering works for the preparation of objects for construction, a complex of all construction and assembly works, internal and external finishing works, greening and landscape design of the area, production of building materials and facilities, transport service).
- Various types of work and activities performed by 3 points-enterprises and organizations only with their own forces.

Assorted (assorted portfolio):

- 1. 50% of construction and assembly works are performed by enterprises with their own forces;
- 2. 51-75% of construction and assembly works are performed by enterprises with their own forces;
- From 76 to 100% of 3 points, construction and assembly works are performed by enterprises with their own forces.

Within the framework of the targeted subsystem, five indicator units are evaluated (quality of performed work, technical and organizational development, social development of the collective, ensuring the necessary level of profitability, ensuring safety and environmental protection). The quality of the performed work is controlled by special specialists or certain structures:

- 1 point - performance of the specialist who controls the quality of the performed works;
- Availability of a laboratory or a special department for quality control of 2 points-services;
- 3 points - having a quality management system.

Organizational and technical development:

- 1 honey-working with old technologies;
- application of 2 point-resource saving system;
- 3 points - application of economical technologies to new resources.

Social development of the collective:

- 1 point - availability of social security for personnel of institutions and organizations;
- 2 points - the presence of social security, the opportunity to study at the expense of the enterprise and career development;
- 3 points - the presence of social security, the opportunity to study and career development at the expense of the enterprise, giving concessions and privileges to buy housing.

Ensuring the necessary level of profitability of sales:

- 1 point-profitability level is not lower than regional indicators;
- 2 points-not lower than the average indicators in the country;
- Compliance with the 3-point average global indicator.

Ensuring safety and environmental protection:

- 2 points - safety and environmental protection measures are carried out in accordance with national legislation;
- 3 points - safety and environmental protection measures are carried out in accordance with international and national legislation.

The supplier subsystem is evaluated based on three indicators (resource, information, information and normative-methodical provision).

Resource provision:

- Poor development of 1 point-material and resource base;
- 2 points - the presence of high-tech equipment, the possibility of obtaining raw materials;
- 3 points - having its own raw material base, highly qualified scientific and technical personnel working in the enterprise and organization.

Information provision:

- 2 honey production processes are partially automated;
- 3 points - a large part of the production process is automated.

Regulatory-legal guarantee:

- 2 points-normative legal provision is implemented according to the national legal framework;
- 3 points-normative legal guarantee is implemented according to the international legal framework.

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