

UDC 338.314**MAIN FACTORS AFFECTING THE COMPETITIVENESS OF
THE CONSTRUCTION INDUSTRY ENTERPRISE (Part 2)**

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The functional subsystem includes five elements (Scientific-Research Constructive Work Projects, marketing subsystem, personnel management subsystem, financial reporting).

Scientific - Research Constructor Work Projects subsystem:

- 1 honey-marketing department has a special section;
- Scientific-Research Constructor Works Projects department operates in the structure of 2 honey-marketing services;
- Creation of a separate department under the leadership of the head of the 3-point department or the deputy director for development issues.

Marketing subsystem:

- 2 points-structure is represented by the marketing department;
- It is represented by a 3-point-structure marketing system.

Personnel management subsystem:

- 1 point - non-existence of the development program of the enterprise;
- achieving a balance of demand in professional labor activity between 2 points-employee and organization;
- 3 points-orientation to the development of production and management personnel.

Financial activity:

- 0 points - low liquidity, profitability and autonomy coefficients;
- 1 point - partially higher liquidity, profitability and autonomy coefficients;
- 2 points - higher liquidity and autonomy coefficients, lower profitability coefficient;
- 3 points - higher liquidity, profitability and autonomy coefficients.

Then, the generalized and integral indicators of the competitiveness efficiency management system are evaluated according to the existing methodology, taking into account their importance. The coefficients of importance of single and summarizing indicators are carried out by the method of expert evaluation.

One of the important conditions for stable and continuous operation of construction industry enterprises is that when choosing one or another way of increasing competitiveness, the factors influencing it can be considered in principle as components (components) of competitiveness, and those components are divided into three main groups: technical-economic, commercial and normative-legal factors:

Technical and economic factors include the following: quality, selling price, costs for turning construction products into final products.

These components depend on a number of factors: labor productivity and labor intensity, production costs, scientific capacity of the product, etc.

Commercial factors determine the terms of contract agreements concluded in a specific segment of the market. They include the following: market conjuncture depending on the intensity of competition, supply and demand ratios of a certain construction product, national and regional characteristics of the market that affect the ability to pay for commodity demands, the provision of services, i.e., construction facilities put into operation. availability of after-sales services, advertising, company image and reputation (reputation earned by the company in the construction market).

Normative-legal factors include technical, ecological and other safe operation requirements (moral-ethical), as well as patent-legal requirements (patent protection) for the objects under construction and commissioning. Construction industry enterprises do not have the right to conclude a contract for that type of product when the construction products do not comply with the intended norms and standards. For this reason, it is not important to evaluate this group of factors and its component according to norms. Those factors must be taken into account and required to be followed in the implementation process. The mentioned factors have a decisive influence on the competitiveness of construction industry enterprises

and the products produced by it. Expressing our opinion in slightly different words, it should be noted that the competitiveness of construction industry enterprises depends on a large number of external and internal factors. Determining the nature of this dependence and its analytical expression is very difficult, but its existence in an empirical form serves as a very strong stimulus for assessing and improving competitiveness. The reflection of this dependence in another form can be attributed to the hypothetical model, which is related to increasing the production potential of enterprises. All enterprises should strive to establish this model. The method of expert assessment is suitable for obtaining such dependence. The imprecise formalization of the results in this method attracts attention [1].

For all these, the linguistic periodicity corresponding to each factor is attributed, that is, the quantity finds its expression by means of scales according to the importance of those factors. Then a survey of experts is conducted and the qualitative interaction between the evaluated factors is determined.

As an example, it can be noted that in the conditions of high and sufficient prices, a large number of contract contracts for i-type construction products are concluded.

After all this, based on the descriptions and comments of experts, the qualitative content of the factors is transferred to the quantitative content, accordingly, a dependency table is drawn up, which expresses the changes in the analyzed factors. For example, as in table No. 1.

Then, one of the factors is selected as an independent, variable factor, for example, factor X 1, and analytical interaction between the following types of factors is formed using the regression analysis method:

$$X_1 = m_1X_2 + m_2X_3 + m_3X_4 + m_4X_5 + m_0, \quad (1)$$

where $m_i, i=1,4$ are the coefficients determined by the regression analysis method.

Table 1 - Table dependence in the analyzed factors

Factor X₁	X₁₁	X₁₂	X₁₃	X₁₄	X₁₅
Factor X₂	X₂₁	X₂₂	X₂₃	X₂₄	X₂₅
Factor X₃	X₃₁	X₃₂	X₃₃	X₃₄	X₃₅
Factor X₄	X₄₁	X₄₂	X₄₃	X₄₄	X₄₅

Source: [1]

Analyzing the above factors, it can be concluded that the following are the main ways to increase the competitiveness of construction industry enterprises:

- increasing the production potential of enterprises, in particular, increasing the level of professional training of its active part, main funds, workers in construction industry enterprises;

- improvement of management methods and increasing the efficiency of using existing production potential.

Reference list:

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