

# ЕКОНОМІКА ТА УПРАВЛІННЯ ПРОМИСЛОВИМ СЕКТОРОМ У ПЕРІОД ЦИФРОВОЇ ТРАНСФОРМАЦІЇ БІЗНЕСУ, СУСПІЛЬСТВА ТА ДЕРЖАВИ

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## RELEVANCE AND NECESSITY OF ASSESSING THE COMPETITIVENESS OF THE RESOURCE POTENTIAL OF THE ENTERPRISE

The formation of the conceptual foundations for assessing the competitiveness of the resource potential of an enterprise based on the study of the relevant innovative needs, taking into account the dynamics of tension in the markets for commercial products, is important and necessary for their effective development. The relevance and importance of this study is emphasized by modern globalization and transformation processes in commodity markets, especially in the markets of raw materials. Price fluctuations and rapid dynamics of changes in both demand and supply require a stable development of the study of enterprises and analysis of the competitiveness of their resource potential in order to form a further strategy for their successful development.

In today's difficult conditions of economic activity, the competitive struggle of producers in different markets is intensifying. Globalization and transformation processes in commodity markets cause a significant increase in the importance of studying the competitiveness of the resource potential of the enterprise, especially given the urgency of the need for innovative change and increasing the dynamics of the intensity of development of relevant target markets. Ensuring stable, efficient and, consequently, profitable, activity of the enterprise at the present stage of development of economic relations is impossible without taking into account the level of the competitiveness of the resource potential of economic entities in their strategic and tactical organization, which requires development and implementation of appropriate approaches.

The analysis of literature sources showed that today the theoretical principles of forming the competitiveness of the resource potential of the enterprise are still insufficiently studied and the relevant conceptual features are not taken into account. Although there are some scientific developments on this issue by Ukrainian and foreign scientists, however, despite such a wide range of scientists who have studied this issue, most aspects of the competitiveness of the resource potential of an enterprise still remain undisclosed, and therefore need further development.

The theory of competition has been studied by many famous scientists for a long time, due to the very nature of a market economy. The author of this scientific work has already concluded that there is no single definition and understanding of this economic category, as well as the essence of the term "competitiveness" [1]. Based on the study of scientific sources, the author's definition of the term of competitiveness of the resource potential of the business entity is proposed, which is considered to be a set of competitive advantages of the enterprise, capable of rapid adaptation to market changes and which forms the possibility of using and consuming resources in its economic activity [2].

At the same time, the formation of a competitive resource potential of an enterprise is impossible without determining the factors for the effective use of the resource potential of an enterprise [1]. The whole set of factors influencing all types of resource potentials is proposed to be divided into external and internal. However, the author's research shows that internal and, first of all, external factors are different for different enterprises. There is no single set of internal and external factors for all enterprises. Due to the specifics of the activity, the characteristics of the industry, the stage of economic development of the enterprise as a whole and the stage of the life cycle of goods, products or services or works, market infrastructure, etc., external factors for different enterprises may differ significantly.

Therefore, taking into account the above, in the process of diagnosing the level of competitiveness of the resource potential of an enterprise in the context of innovative needs, taking into account the dynamics of the sales markets for marketable products, it is proposed to build an evaluation matrix that summarizes the influence of both internal and external factors.

### *List of references*

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