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SECTION 1.

ECONOMIC THEORY, MACRO- AND REGIONAL ECONOMY

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TRANSFORMATION OF ECONOMIC THEORIES IN THE STUDY OF ENTERPRISE COMPETITIVENESS

Modern market conditions force companies to focus even more on ensuring their competitiveness in order to improve business efficiency and achieve a sustainable competitive advantage. When analyzing the category of competitiveness, it should be noted that it can refer to different levels of aggregation: supranational, national, regional, local, sectoral, as well as to the level of individual enterprises and organizations [1]. Traditionally, competitiveness has been viewed as the ability of the best organizations to successfully withstand market competition. However, there are simultaneously high, medium, and low levels of competitiveness among economic agents in the market, so it seems that the concept of competitiveness should rather be defined as a set of characteristics of one entity in relation to comparable entities in the market. The literature review [2-4] allowed us to conduct a general analysis of the genesis and development of the category of enterprise competitiveness in the main theoretical views (Table 1).

Table 1

The essence of enterprise competitiveness' theories

Theories of competitiveness	Characteristics
Theory of mercantilism	Protectionist actions of the state increase the competitiveness of a national business entity in the foreign market, ensuring an active trade balance.
Theory of value	The competitiveness of an enterprise is determined by changes in the value of goods (A. Smith), rarity of goods (D. Ricardo), and the equilibrium of supply and demand (J. Mill).
Theory of equilibrium	The criterion for the competitiveness of an enterprise is the availability of resources that are used with a high level of productivity.
Evolutionary theory	The competitiveness of an enterprise is determined by the ability to effectively implement innovative technologies. An indicator of a new type of competition is an entrepreneur-innovator.
Theory of competitive advantage	The competitiveness of an enterprise is a manifestation of a system of competitive advantages depending on the efficiency of their use and changes in the competitive environment.
Theory of intellectual leadership	The competitiveness of an enterprise is determined by the use of new forms of business, innovative technologies on a global scale, and the adoption of non-standard solutions to meet consumer needs.

The competitiveness of enterprises is defined as their ability to operate in a competitive environment alongside other organizations [5]. It involves the capability to develop, produce, and sell products and services in a market where similar offerings are provided by other businesses. The European Forum for Management of Organizational Competitiveness defines it as the organization's capacity and opportunity to design, produce, and sell goods and services more attractively than competitors in terms of both price and non-price characteristics while maximizing profits in modern conditions. Thus, the category of "enterprise competitiveness" is characterized by the following important features: a) relativity (research conducted in comparison with other competitors); b) contextuality (competitiveness determined within a specific market); c) subject matter (identification of parameters that shape enterprise competitiveness); d) attributability (identification of unique characteristics forming the enterprise's competitive advantage); e) dynamism (nature subject to change in market conditions).

Based on the above theoretical aspects, it is advisable to understand the competitiveness of an enterprise as the ability of an enterprise to provide goods and services in the volume and conditions that will meet the current and future needs of customers to the greatest extent compared to competitors. The ability of a service enterprise to win in the competitive struggle depends on the availability of significant advantages over its competitors.

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