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HISTORICAL TRENDS OF COMPETITION

In the current conditions of the market environment and the increasing variability of the nature of the company is necessary strategic approach to the management of enterprise competitive advantage.

Consequently, increased competition inevitably leads to an increase in the importance of ensuring the competitiveness of enterprises, the formation of a sustainable competitive advantage.

Explore the concept and essence of competition and possibilities of the practical application of research results, implementation of methodological approaches to creating competitive advantages and use of economic and financial proposals for their improvement.

The historical meaning of "competition" based on the theory of comparative advantage.

First, its essence was based on factors of relevance, when many industries are fragmented, production was more time consuming and less "navychkomistkym" and trade in small measure reflect differences between countries in terms of economic growth, natural resources and capital.

Factor cost and at present retain their importance for industries that depend on natural resources, where unskilled or semi labor accounts for a significant part of the costs, and the technology is simple and widely available.

However, in many areas has long been mentioned theory does not sufficiently explain the structure of trade.

This is due to the fact that in the world at present, the processes of globalization, integration and decentralization.

Therefore, to understand the nature of competition in the main unit of this concept is considered industry (slightly, treating the industry or services), in a group of competitors that produce goods and services and directly lead the rivalry between them.

Strategically significant industry includes products from Eastern sources of competitive advantage.

Also, be related industries, the products of which – the same purchasing, production technology or distribution channels, but they impose their demands for competitive advantage