

STRATEGIC MANAGEMENT OF ENTERPRISES COMPETITIVE ADVANTAGES OF INNOVATION-ORIENTED ECONOMY BRANCHES

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Abstract

The formation of competitive advantages of enterprises on the basis of innovations is the main prerequisite for ensuring the efficiency of their activities, the direction of overcoming crisis situations in which a significant number of Ukrainian business entities in various industries and forms of ownership are. At the same time, the solution of this problem should be considered from the standpoint of improving the theory and methodology of forming competitive advantages in the context of the use of innovations. The purpose of this study is to study and systematize the theoretical and methodological aspects of competitive advantages taking into account the innovation component, as well as a description of the method of building an integrated rating of large Ukrainian companies based on hierarchical ranking procedure to determine their competitiveness.

For the current assessment of the innovation component in the article, authors used various indicators (sectors of Ukrainian economics, number of enterprises, indicators of their activity, net income, hierarchic integral rating). For higher quality analysis, the study used data from YouControl, Forbes, which ranked companies in descending order in terms of net income from sales. The methodology under consideration entails the creation of hierarchical integral rating of companies on the basis of hierarchical ranking procedure and established priority between the indicators. The rating is created on the basis of the principle reduction of several indicators into a single index with the use of points and ranking. To process information, we use Microsoft Office Excel spreadsheets and the main built-in functions: Sum, Trend, Corel, Rank and add-in Analysis package. We determine even correlation coefficients using the built-in statistical function Corel and the Data Analysis tool, which allows you to determine the basic statistical parameters quickly and accurately.

We have systematized the main enlarged classification features that reflect the form, nature of the manifestation and sources of competitive advantage, taking into account the innovation component. Processing the financial statements of the leading companies of Ukraine, which have significant competitive advantages, allowed us to conduct a sectoral analysis of the development of enterprises in the industry markets of Ukraine; to carefully evaluate the changes that have taken place as part of the largest companies, as well as to draw generalized conclusions about the dynamics of the main sectors of the economy. Authors have developed a method of ranking the leading competitive companies of Ukraine according to the hierarchical integrated rating.

The obtained results should be used in research on the formation and development of competitive advantages of the enterprise. The integrated rating proposed in the work allows to estimate the level of competitiveness of companies compared to previous periods and to draw a conclusion about the feasibility of investment. The authors recommend using the presented tools in developing a competitive strategy of the enterprise.

Key words: *Hierarchical Ranking, Innovations, Innovative Development, Integrated Rating, Competition, Competitive Advantage, Competitiveness, Strategies, Management.*