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G. Baitayeva, A. Bekmetova¹Zhetysu State University named after I. Zhansugurov, Taldykorgan, Republic of Kazakhstan
baytaeva@mail.ru aruna_67@mail.ru**MANAGEMENT OF COMPETITIVENESS
OF ENTERPRISES AS A FACTOR OF STABILITY
OF THE EXTERNAL ENVIRONMENT OF THE STATE**

Abstract. Globalization of the world economy, participation in this process of the Republic of Kazakhstan means closer intertwining of national economies, which contributes to more intensive development of foreign economic activity (FEA) on this basis. The article discusses the features of enterprise competitiveness management, its financial stability; the importance of enterprise stability in the development of the external economic environment of the state; the main components of enterprise competitiveness in the economy of Kazakhstan. The world experience of management of competitiveness of the enterprises is considered. The concept of enterprise competitiveness as a factor of stability of the foreign economic environment of the state is characterized. The influence of globalization processes on the activities of economic entities and the economy as a whole is described.

Key words: management, competitiveness, foreign economic activity, globalization, economic development.

1. INTRODUCTION

Accession of the Republic to the world trade organization (WTO), participation in the world customs organization implies, on the one hand, the disclosure of the domestic market for foreign competitors, and on the other - a certain facilitation of access of domestic enterprises to world markets [1]. Thus, the liberalization of foreign economic activity poses the task of enterprises to improve foreign economic activity in conditions of increased competition both in the domestic and foreign markets [2]. The problem of ensuring the competitiveness of industrial enterprises, which requires a deeper scientific understanding of the potential of priority areas and methods of foreign economic activity, is becoming increasingly acute [3]. The problem of ensuring competitiveness and development of foreign economic activity of enterprises remains particularly poorly investigated in connection with the new economic conditions [4].

In the Republic of Kazakhstan, the formation of a market economy has opened up opportunities to enhance the development of foreign economic activity, the effectiveness of which can be characterized as one of the main directions of sustainable economic development [5].

For many domestic industrial enterprises, the foreign economic factor is of particular importance. Moreover, individual enterprises and even industries survive through increased foreign trade [6].

However, foreign economic activity has its own peculiarities, arising not only from the national legislation, as well as international norms and rules, but through many stages of its implementation and the executors of the foreign trade transaction [7]. National legislation in the period after the liberalization of foreign economic activity was enriched with special legislation, instructions and guidelines [8].

The difficulties of domestic industrial enterprises are caused not only by many unfavorable circumstances in our country, but also in many ways by changes in international business [9].

2. METHODOLOGY

The theoretical and methodological basis of the study was the conceptual provisions, conclusions and recommendations presented and justified in the fundamental and applied research of Kazakh and foreign

scientists in the field of the theory of foreign economic activity, as well as the work of leading domestic and foreign scientists in the field of the theory of enterprise competitiveness and strategic management. The methodological basis of the study is the economic system of approaches to the study of the object of study using the methods of analysis, synthesis, induction, deduction, comparison, statistical groups, as well as decrees and decrees of the President of the Republic of Kazakhstan [10].

However, special studies that address the issues of ensuring the competitiveness of enterprises in the implementation of foreign economic activity in domestic science remain undeveloped. It should be noted that in the domestic economic literature there are still no monographic studies, which comprehensively reflects the theoretical and methodological foundations of the development of competitiveness and foreign economic activity of enterprises, taking into account the peculiarities of the transition period.

3. RESULTS

Competitiveness — a property of the object, characterized by the degree of real or potential satisfaction of a particular need compared to similar objects presented in this market. Competitiveness determines the ability to withstand competition in comparison with similar objects in this market [11].

The most important reason for maintaining the competitive advantage of a commercial organization is the constant modernization of production and other key activities. The type of competitive advantage and the environment in which it is implemented combine the concept of basic competitive strategy (BCS) [12].

All activities of the organization in a competitive environment in a particular industry can be divided into categories, the Union of which forms a value chain (Fig. 1) [13].

Types of support activities	Infrastructure				Position profit (margin)
	Human resource management				
	Technology development				
	Logistics				
Main activities					
Internal logistics	Operational	External logistics	Marketing	Amenities	

Figure 1 - Chain of activities in a competitive environment

Note: compiled by the authors on the basis of the studied material.

The main purpose of external analysis is to identify and understand the opportunities and threats that may arise for the organization in the present and future [9]. External analysis is part of SWOT analysis, which is a universal analytical tool whose fields of application can be: strategic analysis, General and target tactical analysis, functional analysis, etc [14].

Opportunities are positive trends and environmental phenomena that can lead to increased sales and profits. The task of the analysis is to identify real opportunities on the basis of which it is possible to provide a competitive advantage of the organization [15].

Threats are negative trends and phenomena that can lead to a significant reduction in sales and profits if the organization does not respond appropriately.

The external environment (business environment) consists of two parts:

- macro environment (far environment);
- micro-environment (industry or local conditions) [16].

Macro environment includes General reactions that do not relate to the short-term activities of the organization, but can affect its long-term decisions. The strategic factors of the macro environment are the directions of its development, which, firstly, have a high probability of implementation and, secondly, a high probability of influence on the functioning of the enterprise (Tab.1) [17].

Table 1 - The main directions of the analysis of macro environment factors

<i>Political and legal factors:</i> - the stability of the government; - tax policy; - antimonopoly legislation; - environmental protection; - Foreign economic legislation; - foreign capital policy; - trade unions, etc.	<i>Economic forces:</i> - trends in gross national product; - the stage of the business cycle; - national currency rates; - rate of inflation; - control of prices and wages; - energy carrier; - investment policy, etc.
<i>Socio-cultural factors:</i> - demographic structure; - a way of life, customs; - social mobility; - activity of consumers, etc.	<i>Technological factor:</i> - R & d expenditure; - protection of intellectual property; - state policy in the field of scientific and technological progress; - new products, etc. [18].
Note: compiled by the authors on the basis of the studied material.	

World experience shows that the development of export potential is the key to the success of the country's enterprises. Currently, Kazakhstan maintains foreign trade relations with more than 70 countries, exports products to 56 countries. Among exporters-USA, England, Germany, Switzerland and others. Joint ventures, intersectoral and foreign economic associations are being established [19].

4. CONCLUSIONS

The study of a wide range of problems of development of foreign economic activity and competitiveness of industrial enterprises allowed to draw a number of conclusions and proposals aimed at theoretical justification and methodological development of competitiveness in the process of foreign economic activity of industrial enterprises at the present stage of economic development:

Industrial enterprises are the main link of foreign economic activity. The formation and use of the potential of foreign economic activity of these enterprises depends on the level of competitiveness. However, special studies on competitiveness in foreign economic activity are insufficient. Meanwhile, this direction of development is a priority for domestic enterprises.

In the context of the dynamic development of the national economy, occurs against the background of global integration processes in which domestic enterprises are forced to compete today in the market not only among themselves, but also with manufacturers from near and far abroad, the inevitable component of the economic entities becomes an active foreign economic activity. This task is also relevant for domestic light industry enterprises, for which not only the accession of the Republic, but also its strategic partners to the WTO should serve as a special incentive for innovative transformations, both in the field of organization and management of production and sales.

Promotion and development the increase in exports in its structure of the share of products with a high degree of processing and increasing its competitiveness in the foreign market is one of the most important directions of economic policy at the present stage. The need to strengthen export capacity is determined by the exceptional importance of exports as a factor in the development of the national economy.

Г. Байгаева, А. Бекметова

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МЕМЛЕКЕТТІҢ СЫРТҚЫ ЭКОНОМИКАЛЫҚ ОРТАСЫНЫҢ ТҰРАҚТЫЛЫҚ ФАКТОРЫ РЕТІНДЕ КӘСІПОРЫННЫҢ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІГІН БАСҚАРУ

Аннотация. Әлемдік экономиканың жаһандануы, Қазақстан Республикасының осы процесіне қатысу ұлттық экономикалардың неғұрлым тығыз түптелуін білдіреді, бұл осы негізде сыртқы экономикалық қызметтің (СЭК) қарқынды дамуына ықпал етеді. Мақалада кәсіпорынның бәсекеге қабілеттілігін басқару ерекшеліктері, оның қаржылық тұрақтылығы; мемлекеттің сыртқы экономикалық ортасын дамытудағы кәсіпорынның орнықтылығының маңызы; Қазақстан экономикасындағы кәсіпорынның бәсекеге қабілеттілігінің негізгі компоненттері қарастырылады. Кәсіпорындардың бәсекеге қабілеттілігін басқарудың әлемдік тәжірибесі қарастырылды. Мемлекеттің сыртқы экономикалық ортасының тұрақтылық факторы ретінде кәсіпорынның бәсекеге қабілеттілігі ұғымы сипатталған. Глобализациялық процестердің шаруашылық жүргізуші субъектілердің және жалпы экономиканың қызметіне әсері сипатталған.

Түйін сөздер: басқару, бәсекеге қабілеттілік, сыртқы экономикалық қызмет, жаһандану, экономикалық даму.

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УПРАВЛЕНИЕ КОНКУРЕНТОСПОСОБНОСТЬЮ ПРЕДПРИЯТИЯ КАК ФАКТОР УСТОЙЧИВОСТИ ВНЕШНЕЭКОНОМИЧЕСКОЙ СРЕДЫ ГОСУДАРСТВА

Аннотация. Глобализация мировой экономики, участие в этом процессе Республики Казахстан означает все более тесное переплетение национальных экономик, что способствует более интенсивному развитию на этой основе внешнеэкономической деятельности (ВЭД). В статье рассматриваются особенности управления конкурентоспособностью предприятия, его финансовая устойчивость; значение устойчивости предприятия в развитии внешнеэкономической среды государства; основные компоненты конкурентоспособности предприятия в экономике Казахстана. Рассмотрен мировой опыт управления конкурентоспособностью предприятий. Охарактеризовано понятие конкурентоспособности предприятия как фактора устойчивости внешнеэкономической среды государства. Описано влияние глобализационных процессов на деятельность хозяйствующих субъектов и экономики в целом.

Ключевые слова: управление, конкурентоспособность, внешнеэкономическая деятельность, глобализация, экономическое развитие.

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