

Methodological Analysis of Researches on Increasing the Competitive Environment in Enterprises

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ABSTRACT

Competition has become the main tool and mechanism of the modern market economy, because through competition, flexibility, regulation, and economic efficiency are formed in the national economy and enterprises. The article describes the formation of the environment of competitiveness in enterprises from the analytical and methodological aspect of its dependence on external and internal factors.

The problem of competition is becoming one of the most discussed topics today. Because the environment of competition in the domestic and foreign markets is becoming stronger day by day, and the limits of competition have expanded from inter-firm competition to the range of industries, countries and regions.

No matter which model of economic development the countries of the world choose, the place of the country's economy in the world economy is determined by its level of competitiveness. International competition is the most important factor of technical development, and under its influence, the process of continuous updating of production and management technologies continues, the manufactured products are updated and their quality increases. Ensuring the pace of sustainable development of the world economy, an important condition for creating international competition is the openness of the economy of the countries of the world. The world's experience shows that being closed to the outside world will definitely lead to a crisis.

In the era of globalization, the development of a country with an open economy depends on the intensity of the use of various forms of international economic relations, and each direction of international economic relations takes a special place in ensuring the country's competitiveness. is one of the important tasks.

Analysis of literature on the subject. Since the last decade of the 20th century, many well-known scientists of the world have been dealing with the theory of competition, among them the American economist

Michael Porter's contribution to the theory of competition is the most incomparable, and he is considered the greatest scientist in this field. In his work "The Competitive Advantage of Nations", M. Porter has been studying competitiveness at the level of national economy and

enterprise, improving it from a methodological point of view.

The method used to analyze the formation of the competitive environment in enterprises, its external and internal resources and opportunities was originally developed in Dj.Barney's article "Firm resources and sustainable competitive advantage", in which the author emphasizes the characteristics that an enterprise must have in order to become a source of sustainable competitiveness. Dj. Barney According to him, products (services) should be valuable, rare, inimitable and non-substitutable.

Research methodology. Modern approaches to competitive methodology are formed at the macro and micro level, in which the factors involved in the activity of enterprises are studied separately. Based on this, the following methods are used in the research of competitiveness methodology:

- ✓ PESTEL analysis;
- ✓ SWOT analysis;
- ✓ VRIN analysis;

Analysis and results. Since the second half of the 20th century, there has been increased attention to the creation of literature that reflects the scientific and methodological approaches related to the research of the conditions and factors of competitiveness in the countries of the world. and a number of scientific approaches to determining indicators have been formed. At the same time, a number of studies on the process of formation and development of the international level of competitiveness have been conducted by G.L. Azoev, A.P. Chelenkov, R.A. Fathutdinov and others from the CIS economists.

The International Institute of Management Development (IMD), located in Lausanne, Switzerland, annually evaluates the world's 47 leading countries from the point of view of competitiveness. The analysis is carried out according to 8 factors grouped according to 287 criteria:

- ✓ description of the national economy;
- ✓ The size of GDP, the size of investments and savings, the level of final consumption, the standard of living of the population, the level of efficiency of the economy;
- ✓ degree of internationalization of the economy;
- ✓ stability of the political system;
- ✓ financial system;
- ✓ infrastructure;
- ✓ efficiency of management;
- ✓ level of development of science and technology;
- ✓ description of labor resources.

So, the descriptive indicators of the national economy are made up of networks, sectors and structures. Networks and sectors are made up of enterprises and firms. In researching competitiveness, the activities of enterprises are divided into external and internal environment.

The external environment of the enterprise is a set of socio-political, economic and other factors that can affect the enterprise and the firm. The study and analysis of the external environment allows to identify the threats and opportunities related to business and creates the basis for developing the necessary strategies.

PESTEL analysis can be used to analyze the external environment.

P - political, i.e. political situation, political risks.

E - economic, that is, the economic situation.

S is social, that is, social status.

T – technologies, that is, the level of development of technology.

E – Environmental, i.e. environmental factors such as environment, legislation related to ecology, impact on the environment, environmental cleanliness, safety.

L – Legal, new and existing legislation, positive or negative impact of changes in legislation on business or industry regulation, industry specific laws.

An enterprise's internal environment is a set of processes that transform existing resources into goods and services that can be offered to the market. The internal environment consists of several departments, each of which contains a set of key processes and elements of the organization, the state of which together determines the potential and capabilities of the enterprise.

There are several ways to analyze the internal environment. SWOT analysis is its simplest form.

When using the SWOT analysis, it is necessary to pay attention to the following indicators: the use of clear and verifiable data, the ability to divide factors into classifications, the formed opportunities should be the basis for the formation of a strategy.

VRIN can be a source of sustainable competitiveness the method used to analyze the company's internal resources and capabilities to determine. What economic indicators should be paid attention to in the analysis by the VRIN method:

- Valuable: how high is the value of the product or service for the consumer;
- Rare: the inability of many or potential competitors to provide similar services;
- Inimitable (inability to imitate): inability to repeat the service (for example: price reduction can be imitated by other enterprises due to the use of cheap labor or resources);
- Non-substitutable: the absence of a substitute product (service).

Conclusions and suggestions. The formation of the competitive environment is stabilized through the stable development of the country's economy and the formation of the business environment. Also, the extent to which the regulatory and legal norms are followed serves as the foundation of the entrepreneurial environment. the following suggestions can be made:

1. To ensure the competitiveness of enterprises, it is necessary to use accurate data in the analysis based on the separation of external and internal environmental sources.
2. The effectiveness of the results depends more on internal factors, and on the basis of these, the short-term and long-term strategy of the enterprise is developed.
3. Based on this, it becomes clear what the company should choose for development and what should be paid attention to and what should be avoided.

List of used literature

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