

Название публикации:

Integral valuation of an enterprise's competitiveness in the industrial economy

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Аннотация:

The article studies the phenomenon of competitiveness of a business entity and reflects various methodological approaches to its valuation. Comparative analysis of methodological approaches determined the choice of the appropriate valuation algorithm employed in the empirical part of this research. The study tests one of the valuation methods and provides a critical comprehension of the possibility to obtain adequate estimates of an enterprise's level of competitiveness regarding the realities of the contemporary industrial economy. It is concluded that future valuations of firms' competitiveness would require additional factors to be included into integral indices to comply with the pace of industrial economy. These factors entail innovation and R&D potential that are the key components to enable development of leading sectors of an economy.

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Ключевые слова:

Competition, Competitiveness, Competitiveness valuation model, Development strategy, Industrial economy, Integral valuation