

ABSTRACT

Master's thesis on «Management of technological competitiveness of the enterprise (for example, PJSC “ArcelorMittal Kryvyi Rih”)» includes 120 pages, 38 tables, 25 drawings, 2 attachments. The bibliography list consists of 61 items.

Relevance of the topic. Study caused by reduction of technological competitiveness of domestic steel industry under the influence of low investment activity, limited demand for scientific and technical achievement.

Attitude to academic programs, plans, themes. This studying is a part of the scientific theme: “Strategic management of innovative development of industrial enterprises” (№ 1701U02070921) – contribution of the author is in grounding effective tools and practical recommendations for improving the formulation and implementation of organizational and economic mechanism of technological competitiveness of metallurgical enterprises.

Aim is to identify effective tools and practical recommendations for improving the formulation and implementation of organizational and economic mechanism of technological competitiveness of metallurgical enterprises. Achieving this goal leads to the following tasks:

- analyze the theoretical background of technological competitiveness, its origin, nature and characteristics as a new form of competition of the market;
- organize competitive technological features of management of the company;
- define methodological approaches to assessing the level of technological competitiveness of industry;
- analyze the domestic market of steel industry on technological competitiveness;
- identify key benchmarks formation of technological competitive advantage of metallurgical enterprises;
- estimate and predict the effects of the proposed innovative project and determine its effect on technological competitiveness.

Object is the management of the technological competitiveness of enterprises.

The subject of research – principles, evaluation methods and tools of technological competitiveness of PJSC “ArcelorMittal Kryvyi Rih”.

As a result of writing a master thesis used the following methods: methods of analysis and synthesis, logical and historical generalizations. To assess the effectiveness of innovation the analysis of financial ratios and indicators of innovation were used.

The scientific novelty of the research is in defining characteristics of the formation of technological competitiveness of enterprises, allowing to identify and justify the key elements for building a holistic management mechanism of technological competitiveness of enterprises; proposing model of technological competitiveness of the metallurgical enterprise.

The practical significance. The results of the study will enable industrial companies to improve technological competitiveness. The results introduced in PJSC “ArcelorMittal Kryvyi Rih” (the act of introducing № 220/12 from 23.12.2015).

Testing of the study. Basic theoretical and practical results of the study were reported at the VI National scientific and practical conference – “Modern approaches to business management” (Kyiv, April 23, 2015).

Publications.

1. Ripenko Y. Scientific technological aspects of improving the competitiveness of domestic steel industry [Text] / Y. Ripenko // Proceedings of participants of the VI All-Ukrainian. scientific conference with international participation “Modern approaches to business management” / - K. : NTUU “KPI”, 2015. – pages 482-487;

2. Ripenko Y.V. The competitiveness of the steel industry in Ukraine: state and means for improving [Electronic Edition] / Y.V Ripenko, JM Zhyhalkevych // Proceedings of Young Scientists of the Faculty of Management and Marketing NTUU KPI “Actual problems of Economics and Management”. – 2015. – №9 – access Address: <http://ape.fmm.kpi.ua/>.

Keywords: *innovation, competitiveness, competitive advantages, technology, technological capacity, Steel industry, technological competitiveness.*