

## ABSTRACT

Master's thesis on «Formation of the organizational-economic mechanism of competitiveness management of the enterprise (on the example of FE «Alteko»)» includes 117 pages, 29 tables, 17 drawings, 22 formulas, 12 attachments. The bibliography list consists of 61 items.

**Topicality of the research** is caused by necessity of formation of the organizational-economic mechanism of competitiveness management of the enterprise, which is able to ensure the effectiveness of management and competitiveness of enterprise in market economy.

**Communication of work with scientific programs, plans, themes.** Diploma of the second (master's) level of higher education was carried out at the National technical University of Ukraine «Kyiv Polytechnic Institute» in accordance with the plans of scientific researches of the Department of management on the theme «The management of enterprise development in the context of resource constraints» (No. 0114U001135). The role of the author is to develop theoretical and methodological approaches and practical aspects of perfection of organizational-economic mechanism of competitiveness management of the enterprise.

**The purpose and objectives of the research.** The purpose of work is systematization of theoretical and methodical provisions and practical justification of actions for formation of organizational-economic mechanism of competitiveness management of the enterprise.

For the purpose of research set the following objectives:

- describe the conceptual basis to ensure the competitiveness of enterprises;
- the essence and main components of the organizational and economic mechanism of competitive enterprises;
- consider the methodological approaches to formation of organizational and economic mechanism of competitive enterprises;
- to diagnose control system competitiveness FE «Alteko»;
- analyze prerequisites for ensuring the competitiveness of enterprises;
- evaluate the effectiveness of existing organizational and economic mechanism of competitive FE «Alteko»;
- determine the direction of formation of organizational and economic mechanism of competitive FE «Alteko»;
- to improve the functioning of the organizational and economic mechanism of competitive enterprises;
- to assess the economic feasibility of the proposed measures.

**The object of the research** is the system of managing enterprise's competitiveness.

**The subject of research** is the scientific and methodological bases and applied aspects of forming the organizational-economic mechanism of competitiveness management of the FE «Alteko».

**Research methods.** In the thesis work were used following methods of research: analysis, induction, classification and synthesis, comparison, economic-statistical, graphical, structural-logical and economic-mathematical modeling.

**Scientific novelty of the results.** Scientific novelty consists in improvement of theoretical and methodological provisions of formation of the organizational-economic mechanism of competitiveness management of the enterprise, namely: grounded organizational and economic mechanism of competitiveness management of the enterprise, which in contrast to existing involves the analysis and improvement of each subsystem of the enterprise's activity separately, which ultimately contributes to the improvement of mechanism of management competitiveness of the enterprise as a whole.

**Practical significance of the results.** Developed in the thesis work of the second (master's) level of higher education recommendations and suggestions have practical significance for improving the organizational and economic mechanism of competitiveness management of the enterprise. Manual FE «Alteko» considered the results of research and decided on the feasibility of implementation proposed by the author of the diploma of events with the aim of expanding the range of products, which led to the improvement of the functioning of organizational-economic mechanism of competitiveness management of the enterprise and had a positive impact on the economic results of the company (act of introduction No. 72 of 08.12.2015).

**Approbation of the results.** The results of the study were presented at the V all-Ukrainian scientific-practical conference "Modern approaches to enterprise management" with international participation. According to the results of participation in the conference received a Diploma for first place at the section "Formation and development of competitiveness of modern business" (Kyiv, NTUU "KPI", April 24, 2014).

**Publication.** According to the results of the conducted research the author of the thesis co-authored and self-published two articles: «Modern approaches to formation of organizational-economic mechanism of management the competitiveness of enterprise in the conditions of unstable environment» and «Economic feasibility study of using the methods of complex evaluation of competitiveness of enterprise» and two of the thesis: «Competitiveness: an analysis of theoretical approaches to concept definition» and «Management of competitiveness of the enterprise in modern market conditions».

**Keywords:** *competitiveness of enterprises, management of competitiveness of enterprise, organizational economic mechanism of management of enterprise competitiveness, the level of competitiveness of the enterprise, improvement of organizational and economic mechanism of management competitiveness of the enterprise.*