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## COMPREHENSIVE INTEGRAL ASSESSMENT OF COMPETITIVENESS OF RESOURCE POTENTIAL OF AN ENTERPRISE

**ABSTRACT**

The current conditions of operation of Ukrainian enterprises are burdened by a number of negative trends that negatively affect the level of efficiency of their management and competitiveness, and therefore require appropriate research and development. The main purpose and main task of the article is to study the existing and develop an improved approach to a comprehensive integrated assessment of the competitiveness of the resource potential of an enterprise, taking into account today's features of its economic activity.

The article, based on the previously developed structure, proposes a multiplicative integrated indicator for assessing the competitiveness of the resource potential of the enterprise for individual components, which comprehensively takes into account all the aspects. For each component the number of the most significant partial indicators is determined with the corresponding calculation of normalized partial indicators of the respective component and coefficients of taking into account the impact (weight) of individual partial indicators on the effective integral value of the respective components of resource potential of an enterprise. Keeping this in mind, the quantitative values of indicators are estimated by comparing them with regulatory (recommended) values, or with the average ones in the industry, calculated on the basis of the data from leading companies in the field. Detailed formulas of calculations of the indicators characterizing each component of structure of resource potential of an enterprise according to the offered structure are resulted.

Using the data of financial statements, the calculation of quantitative values of the multiplicative integrated indicator of competitiveness of the resource potential of the enterprise is made.

Calculations of quantitative values of the complex integrated indicator of competitiveness of resource potential of an enterprise in the context of dynamics of intensity of markets of commodity products (pellets) of PJSC "Poltava GZK" are made according to the proposed formulas in the context of the criterion "marginal revenue – marginal costs" in retrospective of 2014-2020.

Based on the results of calculations there were built graphical interpretations of the dynamics of functional components in the integrated assessment of the adjusted level of competitiveness of resource potential of an enterprise, the dynamics of trends in the competitiveness of the resource potential of an enterprise on its effective integrated assessment and the dynamics of the complex integrated indicator of the level of competitiveness of the resource potential of an enterprise within the threshold limits for the data of PJSC "Poltava GZK".

**Keywords:** competition; resource potential; enterprise; innovation; innovation needs; marginal revenue; marginal cost.

### Formulation of the problem

Peculiarities of the functioning of large single-product industrial enterprises are intense competition in world commodity markets. Modern geopolitical circumstances of their

economic activity emphasize the need and importance of studying and researching the assessment of the competitiveness of the resource potential of an enterprise. Due to the complexity and comprehensive nature of this concept, it is necessary to assess the individual

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components, which will allow to conduct a factor analysis to identify growth reserves and problem areas in the organization of enterprises.

The use in the activities of industrial enterprises of a comprehensive assessment of the level of competitiveness of the resource potential of an enterprise for individual components will increase the efficiency and profitability of its activities.

#### Analysis of recent research and publications

The analysis of literature sources has shown that today the theoretical principles of assessing the competitiveness of the resource potential of an enterprise for individual components are still insufficiently studied. Although there are some scientific developments on this issue, namely of V. Gorbokon [2], O. Dobykina [7], S. Kapitula [1, 3], O. Korenkov [4], N. Mitsenko [5], A. Predein [8], O. Sushchenko [9] and others. However, despite such a wide range of scientists who have studied this issue, most aspects of assessing the competitiveness of the resource potential of the enterprise still remain undisclosed, and therefore need further development.

**Table 1. Indicators of the components of assessing the competitiveness of the resource potential of an enterprise**

I. FINANCIAL COMPONENT			
No	Index	Calculation method	Normative (recommended) value
1	2	3	4
1.1	Return on assets,%	Net profit (loss) / Balance sheet	$\geq AIV$
1.2	Return on equity,%	Net profit (loss) / Total by section I (Equity)	$\geq AIV$
1.3	Total liquidity ratio (coverage), share of units	Total by Section II (Current Assets) / Total by Section III (Current Liabilities and Provisions)	$> 1, (1 \div 2)$
1.4	Rapid (current) liquidity ratio, share of units	(Total by Section II (Current Assets – Inventories) / Total by Section III (Current Liabilities and Provisions)	$0,6 \div 2,3$
1.5	Absolute liquidity ratio, share of units	[Current financial investments + Cash and cash equivalents] / Total by section III (Current liabilities and collateral)	$0,1 \div 0,7$
1.6	Coefficient of financial stability, share of units	Total by Section I (Equity) / [Total by Section II (Long-term liabilities and collateral) + Total by Section III (Current liabilities and collateral)]	$\geq 1$
1.7	Coefficient of autonomy (financial independence), share of units	Total by section I (Equity) / Balance sheet	$\geq 0,5$

#### The purpose and objectives of the article

Given the current situation in the economy, as well as based on the study of relevant scientific sources, it can be argued that the main purpose and main objective of the article is to study existing and develop an improved approach to complex integrated assessment of competitiveness of the resource potential of an enterprise taking into account today's features of its economic activity.

#### Presentation of the main material of the study

Assessing the level of competitiveness of the resource potential of an enterprise for individual components requires a study of the relevant components. Unfortunately, today there are no generally accepted approaches to this, so the author of this work conducted relevant studies [6; 10; 11], which proposed a classification of components of the resource potential of an enterprise in the form of an appropriate structure (Table 1).

## Continuation of Table 1

1	2	3	4
1.8	Capitalization rate, share of units	Financial result from operating activities: Profit / Initial cost	$\geq$ AIV
1.9	Ratio of inventory funds relative to units	Total by section II (Current assets) / Inventories	$\geq$ AIV
1.10	Coefficient of financial dependence, share of units	Balance Sheet / Total by Section I (Equity)	$\leq$ 2
1.11	Financial leverage (loan-to-equity ratio), share of units	[Total by Section II (Long-term liabilities and collateral) + Total by Section III (Current liabilities and collateral)] / Total by Section I (Equity)	0,25÷1
<b>II. PRODUCTION COMPONENT</b>			
<b>2.1. Fixed assets</b>			
2.1.1	Return on investment, share of units	Net income from sales of products (goods, works, services) / Average annual cost of fixed assets	$>$ AIV
2.1.2	Renewal rate of fixed assets, share of units	Net income from sales of products (goods, works, services) / initial cost	$>$ AIV
2.1.3	Wear coefficient, share of units	Depreciation / Initial cost	$<$ 0,5
2.1.4	Coefficient of suitability of fixed assets, share of units	1 – (Depreciation / Initial cost)	$>$ 0,5
2.1.5	Yield ratio of non-current assets, share of units	Net income from sales of products (goods, works, services) / Non-current assets	$>$ AIV
2.1.6.	Profitability of means of production,%	Net profit (loss) / [Initial cost (beginning of year) / 2 + Initial cost (end of year) / 2 + Inventories (beginning of year) / 2 + Inventories (end of year) / 2 + Work in progress (pr) / 2 + Incomplete production (cr) / 2] * 100	$>$ AIV
2.1.7.	Level of utilization of production capacity, share of units.	Method of expert assessments	1
2.1.7.1	Level of utilization of the value of production capacity (Concentrate), share of units	Commodity concentrate, thousand tons / Production capacity (Concentrate), thousand tons	1
2.1.7.2	Level of utilization of the value of production capacity (pellets) (Concentrate)	Rolls, thousand tons / Production capacity (pellets), thousand tons	1
<b>2.2. Working capital</b>			
2.2.1	Coefficient of inventory turnover, share of units	Cost of goods (goods, works, services) sold / [(Inventories (pr) / 2 + Inventories (cr) / 2 + Work in progress (pr) / 2 + Work in progress (cr) / 2)]	$>$ AIV
2.2.2	Material efficiency, share of units	Finished products / Elements of operating costs	$>$ AIV
2.2.3	Return on current assets,%	Net financial result: profit / Total by section II (Current assets)) * 100	$>$ AIV

## Continuation of Table

1	2	3	4
<b>III. PERSONNEL COMPONENT</b>			
3.1	Capital armament, share of units	Average annual cost of fixed assets / Average number of employees	> AIV
3.2	Staff turnover rate,%	5%	Reduction
3.3	Salary, relative units.	[Net income from sales of products (goods, works, services) – Labour costs] / Labour costs	> AIV
3.4	Labour productivity, million UAH / person	Net income from sales of products (goods, works, services) / Average number of employees	> AIV
3.5	Rate of change in productivity, share of units	Rate of change in productivity	> AIV
<b>IV. MANAGEMENT COMPONENT</b>			
4.1	Turnover ratio of current assets (number of turnovers), share of units.	Net income from sales of products (goods, works, services) / Total by section II (Current assets)	> AIV
4.2	Profitability of management costs,%	Net profit (loss) / [Administrative expenses + Sales expenses + Other operating expenses + Labour expenses] * 100	> AIV
4.3	Profitability of operational management,%	Net profit (loss) / [Elements of operating expenses] * 100	> AIV

Note: AIV – average industry value.

According to the proposed structure, an integrated indicator for assessing the competitiveness of the resource potential of an enterprise (КРПП) for individual components is:

$$III_{C_i} = \frac{1}{2} \sum_{j=1}^{n^{(i)}} (1 + a_j^{(i)}) \beta_j^{(i)}, \quad i = \overline{1, N}; \quad j = \overline{1, n^{(i)}}; \quad \sum_j \beta_j^{(i)} = 1' \quad (1)$$

where  $III_{C_i}$  – normalized quantitative value of the integrated indicator КРПП, share of units;  $N$  – the number of components in the integrated indicator КРПП;  $n^{(i)}$  – the number of partial indicators in the relevant component of КРПП (for each component is determined by the number of the most significant partial indicators:  $\Phi C$ ,  $n^{(i)} = 11$ ; BC (fixed assets),  $n^{(i)} = 7$ ; BC (working capital),  $n^{(i)} = 3$ ; KC,  $n^{(i)} = 5$ ; YC,  $n^{(i)} = 3$ ; ..., where  $\Phi C$  is financial component; BC – production component; KC – personnel

component; YC – management component);  $a_j^{(i)}$  – normalized partial indicators of the relevant component of КРПП;  $\beta_j^{(i)}$  – coefficients of taking into account the impact (weight) of individual partial indicators on the effective integrated value of the relevant components КРПП.

In the calculations there is a relative normalization of both partial and generalizing indicators, where the desired (reference) value is taken as "1". Quantitative values of indicators are estimated by comparing them with regulatory (recommended) values, or with the average ones in the industry, calculated on the basis of the data from leading companies in the field.

Thus, the multiplicative integrated indicator КРПП has the following look by the set of components:

$$MIII_{CKPPIII} = f(\Phi_C, B_C, K_C, Y_C, \dots) = \frac{1}{2^N} \prod_{i=1}^N (1 + III_{C_i}) \quad (2)$$

where  $MIII_{CKPPIII}$  – normalized quantitative value of the integrated indicator КРПП, share of

units;  $\frac{1}{2^N}$  – a multiplier used to normalize the results of calculations with respect to «1».

Given the above components, we have the following expression of a complex integrated indicator РКРПП:

$$KIP_{CKPPII} = \lambda \cdot MIP_{CKPPII} + (1 - \lambda) \cdot [(1 - U_i) \cdot k_{PEO} \cdot k_{3T3CKPPII}] = \\ = \lambda \cdot MIP_{CKPPII} + (1 - \lambda) \cdot \left[ (1 - U_i) \cdot k_{PEO} \cdot \left( \frac{1}{N_{3T3CKPPII}^i} + \frac{1}{N_{3T3CKPPII,i+1}} \right) \right] \quad (3)$$

where  $KIP_{CKPPII}$  – is normalized quantitative value of the complex integrated indicator КРПП, share of units;  $\lambda$  – coefficient of pessimism regarding the impact of the dynamics of market intensity of specific products in the context of the limits of annual income and expenditures.

The final comprehensive integrated assessment of the competitiveness of the

resource potential of an enterprise is carried out taking into account expert judgments on the level of infrastructure, information, innovation and other components, depending on the company's affiliation to a particular industry.

The results of calculating the quantitative values of the complex integrated indicator КРПП in the context of the dynamics of market intensity of commodity products (pellets) of PJSC "Poltava GZK" by formulas 1-3 in the context of the criterion "marginal revenue – marginal costs" in retrospective period 2014-2020 are given in the table 12.

The results of the calculation of quantitative values normalized to "1" of the complex integrated indicator КРПП in the context of the dynamics of markets for commodity products (pellets) of PJSC "Poltava GZK" by the criterion "marginal revenue – marginal costs" in the retrospective period 2014-2020 are given in the table 2 – 11.

**Table 2. Dynamics of partial indicators of the financial component of the integrated indicator КРПП of PJSC "Poltava GZK"**

No.	Indexes	Years of the retrospective period							
		2013	2014	2015	2016	2017	2018	2019	2020
1	Return on assets,%	2,84	10,0	30,4	0,19	18,7	18,8	21,1	23,1
2	Return on equity,%	5,8	36,1	310,2	2,1	131,0	61,9	34,0	34,7
3	Total liquidity ratio (coverage), share of units	2,65	7,00	0,46	0,53	0,66	0,82	1,35	1,81
4	Rapid (current) liquidity ratio, share of units	1,97	4,89	0,26	0,30	0,30	0,36	0,61	1,29
5	Absolute liquidity ratio, share of units	0,38	1,64	0,02	0,05	0,01	0,01	0,05	0,05
6	Coefficient of financial stability, share of units	0,97	0,38	0,09	0,09	0,17	0,44	1,65	2,00
7	Coefficient of autonomy (financial independence), share of units	0,49	0,28	0,10	0,09	0,14	0,30	0,62	0,67
8	Capitalization rate, share of units	0,14	0,30	0,00	0,37	0,65	0,53	0,45	0,80
9	Ratio of inventory funds, share of units	3,89	3,31	2,32	2,28	1,81	1,78	1,82	3,45
10	Coefficient of financial dependence, share of units	2,04	3,62	10,20	11,19	7,01	3,29	1,61	1,50
11	Financial leverage (loan-to-equity ratio), share of units	1,04	2,62	10,62	11,63	6,01	2,29	0,61	0,50

The results of the calculation of the dynamics of the integrated indicator of the financial component КРПП of PJSC "Poltava GZK" using normalized quantitative values of key partial indicators are given in the table 3.

## II. PRODUCTION COMPONENT

### Capital assests

The table 4 shows the dynamics of the calculated partial indicators of the production component (fixed assets) of the integrated indicator КРПП of PJSC "Poltava GZK" in the retrospective period of 2013-2020.

**Table 3. Results of the calculation of the dynamics of the integrated indicator of the financial component КРПП of PJSC "Poltava GZK"**

No.	Indexes	Years of the retrospective period							
		2013	2014	2015	2016	2017	2018	2019	2020
1	Return on assets,%	0,18	0,63	1,00	0,01	1,00	1,00	1,00	1,00
2	Return on equity,%	0,17	1,00	1,00	0,06	1,00	1,00	0,99	1,00
3	Total liquidity ratio (coverage), share of units	0,76	0,30	0,46	0,53	0,66	0,82	1,00	1,00
4	Rapid (current) liquidity ratio, share of units	1,00	0,47	0,44	0,50	0,49	0,60	1,00	1,00
5	Absolute liquidity ratio, share of units	1,00	0,50	0,17	0,51	0,12	0,12	0,48	0,46
6	Coefficient of financial stability, share of units	0,97	0,38	0,09	0,09	0,17	0,44	1,00	1,00
7	Coefficient of autonomy (financial independence), share of units	0,98	0,55	0,20	0,18	0,29	0,61	1,00	1,00
8	Capitalization rate, share of units	0,26	0,56	0,00	0,69	1,00	0,98	0,84	1,00
9	Ratio of inventory funds, share of units	0,21	0,18	0,12	0,12	0,10	0,10	0,10	0,19
10	Coefficient of financial dependence, share of units	0,98	0,55	0,20	0,18	0,29	0,61	1,00	1,00
11	Financial leverage (loan-to-equity ratio), share of units	0,97	0,38	0,09	0,09	0,17	0,44	1,00	1,00
	<b><i>Integral indicator of the financial component КРПП</i></b>	0,84	0,75	0,67	0,63	0,74	0,80	0,93	0,94

**Table 4. Dynamics of partial indicators of the production component (fixed assets) of the integrated indicator КРПП of PJSC "Poltava GZK"**

No.	Indexes	Years of the retrospective period							
		2013	2014	2015	2016	2017	2018	2019	2020
1	Return on investment, share of units		1,88	2,19	2,45	2,93	3,08	3,14	3,47
2	Renewal rate of fixed assets, share of units	0,08	0,01	0,13	0,06	0,09	0,13	0,00	0,00
3	Wear coefficient, share of units	0,28	0,31	0,34	0,39	0,41	0,43	0,44	0,45
4	Coefficient of suitability of fixed assets, share of units	0,72	0,69	0,66	0,61	0,59	0,57	0,56	0,55
5	Turnover ratio of fixed assets, share of units	1,07	1,30	1,43	1,70	1,95	1,81	1,46	1,69
6	Profitability of means of production,%		27,7	86,2	0,6	61,3	71,7	59,4	63,4
7	Level of utilization of production capacity, share of units	0,87	0,90	0,92	0,94	0,87	0,89	0,88	0,94
7.1	Level of utilization of the value of production capacity (Concentrate – Enrichment), share of units	0,87	0,90	0,92	0,94	0,87	0,89	0,88	0,94
7.2	Level of utilization of the value of production capacity (pellets), share of units	0,86	0,90	0,92	0,94	0,87	0,88	0,88	0,93

The results of the calculation of the dynamics of the integrated indicator of the production component (fixed assets) КРПП of PJSC "Poltava

GZK" using normalized quantitative values of key partial indicators are given in the table 5.

**Table 5. Results of the calculation of the dynamics of the integrated indicator of the production component (fixed assets) КРПП of PJSC "Poltava GZK"**

No.	Indexes	Years of the retrospective period							
		2013	2014	2015	2016	2017	2018	2019	2020
1	Return on investment, share of units	...	0,86	1,00	1,00	1,00	1,00	1,00	1,00
2	Renewal rate of fixed assets, share of units	0,71	0,05	1,00	0,57	0,86	1,00	0,00	0,00
3	Wear coefficient, share of units	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00
4	Coefficient of suitability of fixed assets, share of units	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00
5	Turnover ratio of fixed assets, share of units	0,38	0,46	0,50	0,60	0,68	0,64	0,51	0,59
6	Profitability of means of production,%	...	0,50	1,00	0,01	1,00	1,00	1,00	1,00
7	Level of utilization of production capacity, share of units	0,87	0,90	0,92	0,94	0,87	0,89	0,88	0,94
7.1	Level of utilization of the value of production capacity (Concentrate – Enrichment), share of units	0,87	0,90	0,92	0,94	0,87	0,89	0,88	0,94
7.2	Level of utilization of the value of production capacity (pellets), share of units	0,86	0,90	0,92	0,94	0,87	0,88	0,88	0,93
	<b>Integral indicator of the financial component (capital assets) КРПП</b>	0,89	0,84	0,96	0,87	0,96	0,97	0,89	0,89

*Working capital*

The table 6 shows the dynamics of the calculated partial indicators of the production

component (working capital) of the integrated indicator КРПП of PJSC "Poltava GZK" in the retrospective period of 2013-2020.

**Table 6. Dynamics of the calculated partial indicators of the production component (working capital) of the integrated indicator КРПП of PJSC "Poltava GZK"**

No.	Indexes	Years of the retrospective period							
		2013	2014	2015	2016	2017	2018	2019	2020
1	Coefficient of inventory turnover, share of units		...	...	...	...	...	3,81	2,10
2	Material efficiency, share of units	0,00	0,00	0,00	0,00	0,00	0,00	0,07	0,02
3	Return on current assets,%	0,07	0,21	0,66	0,00	0,34	0,34	0,45	0,40

The results of the calculation of the dynamics of the integrated indicator of the production component (current assets) КРПП of PJSC

"Poltava GZK" using normalized quantitative values of key partial indicators are given in the table 7.

**Table 7. Results of the calculation of the dynamics of the integrated indicator of the production component (current assets) КРПП of PJSC "Poltava GZK"**

No.	Indexes	Years of the retrospective period							
		2013	2014	2015	2016	2017	2018	2019	2020
1	Coefficient of inventory turnover, share of units	...	...	...	...	...	...	0,24	0,13
2	Material efficiency, share of units	0,00	0,00	0,00	0,00	0,00	0,00	0,01	0,00
3	Return on current assets,%	0,01	0,02	0,06	0,00	0,03	0,03	0,04	0,04
	<b>Integral indicator of the financial component (working capital) КРПП</b>	0,50	0,50	0,52	0,50	0,51	0,51	0,55	0,53

## III. PERSONNEL COMPONENT

The table 8 shows the dynamics of the calculated partial indicators of the personnel

component of the integrated indicator КРПП of PJSC "Poltava GZK" in the retrospective period of 2013-2020.

**Table 8. Dynamics of the calculated partial indicators of the personnel component of the integrated indicator КРПП of PJSC "Poltava GZK"**

No.	Indexes	Years of the retrospective period							
		2013	2014	2015	2016	2017	2018	2019	2020
1	Capital armament, share of units		0,76	0,84	0,88	0,89	0,93	1,07	1,33
2	Salary, share of units	19,9	22,5	37,0	31,2	25,3	18,2	15,2	19,1
3	Labour productivity, million UAH / person	1,04	1,43	1,84	2,16	2,62	2,87	3,37	4,62
4	Rate of change in productivity, share of units		1,38	1,29	1,17	1,21	1,10	1,18	1,37

The results of the calculation of the dynamics of the integrated indicator of the personnel component КРПП of PJSC "Poltava GZK" using

normalized quantitative values of key partial indicators are given in the table 9.

**Table 9. Results of the calculation of the dynamics of the integrated indicator of the personnel component КРПП of PJSC "Poltava GZK"**

No.	Indexes	Years of the retrospective period							
		2013	2014	2015	2016	2017	2018	2019	2020
1	Capital armament, share of units		0,61	0,68	0,71	0,72	0,75	0,86	1,00
2	Salary, share of units	1,00	1,00	1,00	1,00	1,00	1,00	0,84	1,00
3	Labour productivity, million UAH / person	0,47	0,65	0,83	0,97	1,00	1,00	1,00	1,00
4	Rate of change in productivity, share of units		1,00	1,00	0,97	1,00	0,91	0,98	1,00
	<b>Integral indicator of the personnel component КРПП</b>	0,87	0,91	0,94	0,96	0,96	0,96	0,96	1,00

## IV. MANAGEMENT COMPONENT

The table 10 shows the dynamics of the calculated partial indicators of the management

component of the integrated indicator КРПП of PJSC "Poltava GZK" in the retrospective period of 2013-2020.

**Table 10. Dynamics of the calculated partial indicators of the management component of the integrated indicator КРПП of PJSC "Poltava GZK"**

No.	Indexes	Years of the retrospective period							
		2013	2014	2015	2016	2017	2018	2019	2020
1	Turnover ratio of current assets (number of turnovers), share of units	1,53	1,42	1,68	1,50	1,65	1,45	1,63	1,27
2	Profitability of management costs,%	2,93	12,3	31,1	0,25	29,1	35,3	43,0	64,2
3	Profitability of operational management	4,74	19,3	26,3	0,31	33,9	31,5	37,5	55,0

The results of the calculation of the dynamics of the integrated indicator of the management component КРПП of PJSC "Poltava GZK" using

normalized quantitative values of key partial indicators are given in the table 11.



**Table 11. Results of the calculation of the dynamics of the integrated indicator of the management component КРПП of PJSC "Poltava GZK"**

No.	Indexes	Years of the retrospective period							
		2013	2014	2015	2016	2017	2018	2019	2020
1	Turnover ratio of current assets (number of turnovers), share of units	1,00	1,00	1,00	1,00	1,00	1,00	1,00	0,96
2	Profitability of management costs,%	0,04	0,18	0,45	0,00	0,42	0,51	0,62	0,93
3	Profitability of operational management	0,14	0,55	0,75	0,01	0,97	0,90	1,00	1,00
	<b><i>Integral indicator of the management component КРПП</i></b>	0,70	0,79	0,87	0,67	0,90	0,90	0,94	0,98

The results of the calculation of quantitative values of the complex integrated indicator КРПП in the context of the dynamics of competition

intensity of sales markets are given in the table 12.

**Table 12. Results of the calculation of quantitative values of the complex integrated indicator КРПП in the context of the dynamics of competition intensity of sales markets of PJSC "Poltava GZK"**

No.	Indexes	Years of the retrospective period							
		2013	2014	2015	2016	2017	2018	2019	2020
1	<i>Multiplicative integrated indicator КРПП (ІП<sub>СКРПП</sub>)</i>	0,52	0,52	0,56	0,47	0,60	0,62	0,67	0,70
2	<i>Comprehensive integrated indicator РСКРПП</i>		0,73	0,72	0,66	1,08	0,54	0,77	0,78

Based on the results of the calculation, we construct graphical interpretations of the dynamics of functional components in the integrated assessment of СКРПП (Fig. 1), the dynamics of trends in the competitiveness of resource potential of the enterprise on its effective integrated assessment (Fig. 2) and the dynamics of complex integrated indicator РСКРПП within the threshold limits (Fig. 3) for the data of PJSC "Poltava GZK".

So, based on the results of the analytical work, we see the dynamics of changes in the competitiveness of the resource potential of PJSC "Poltava GZK", on which basis it is possible to make some improvements in its management in the future.

#### Conclusions and prospects for further research

Summarizing the research, we can say that the resource potential of an enterprise is a set of tangible, intangible, labour, financial resources

that are available and hypothetically possible for real involvement, which are used and will be used to achieve current and strategic goals of the enterprise, increasing its competitiveness and efficiency. Resource potential is a unifying economic category; it includes the following types of potential: production potential, human resources, infrastructure capacity, financial capacity, management capacity and innovation and information capacity. The proposed approach to the structure of resource potential of the enterprise will allow a better and more reasonable understanding of its nature and significance, which in turn provides an opportunity to assess the level of resource potential and its competitiveness, which is the main goal of our research. Implementation of the proposed methodological approaches in practice will allow efficient and profitable management of business entities.

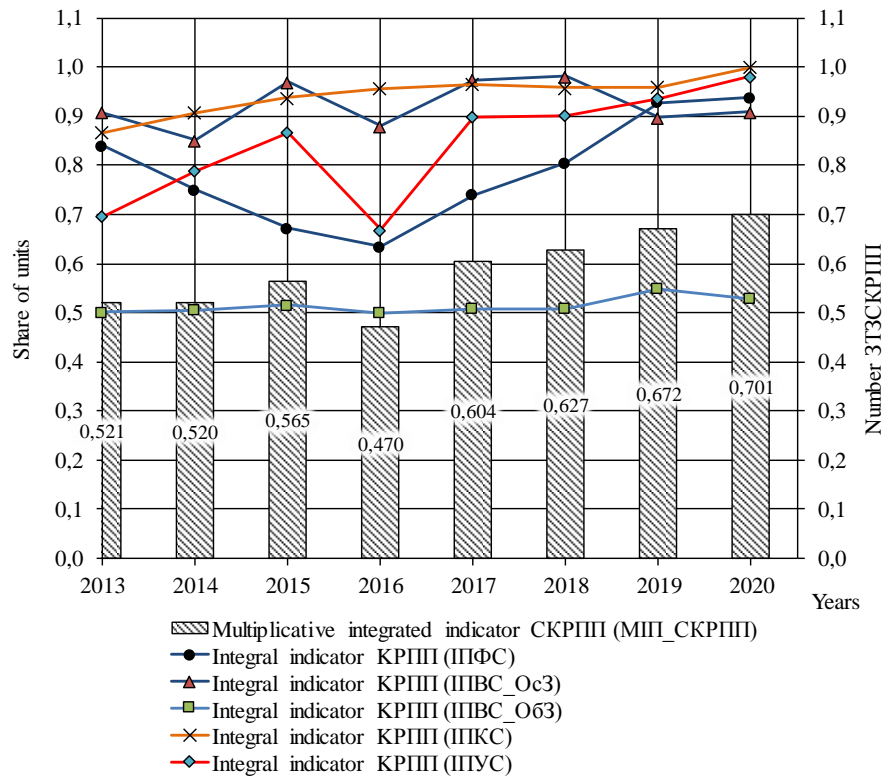


Fig. 1. Graphic interpretation of the dynamics of functional components in the integrated assessment of CKPPII of PJSC "Poltava GZK"

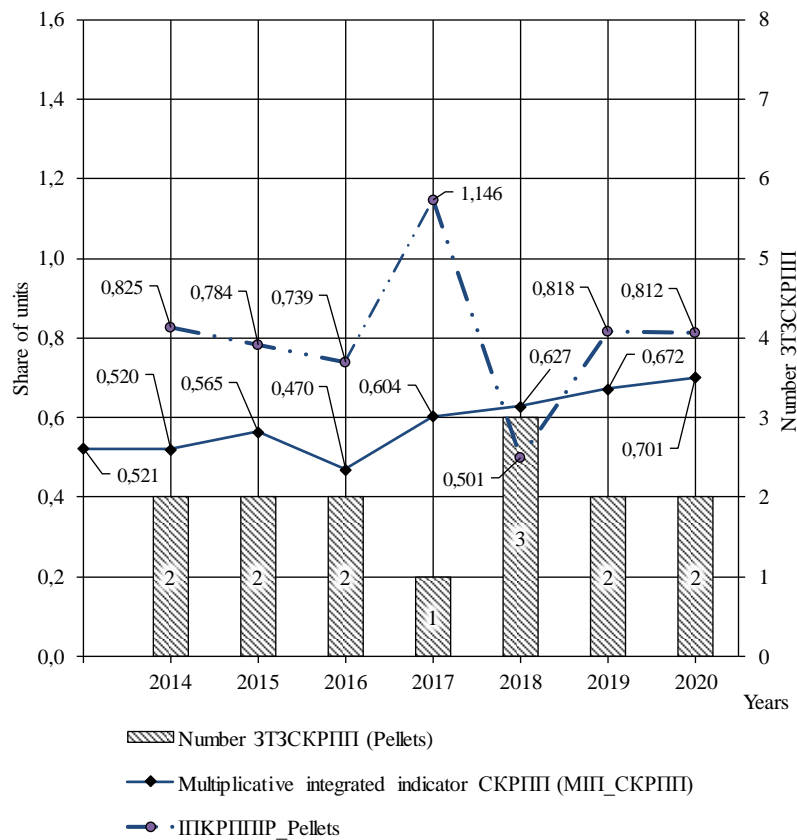
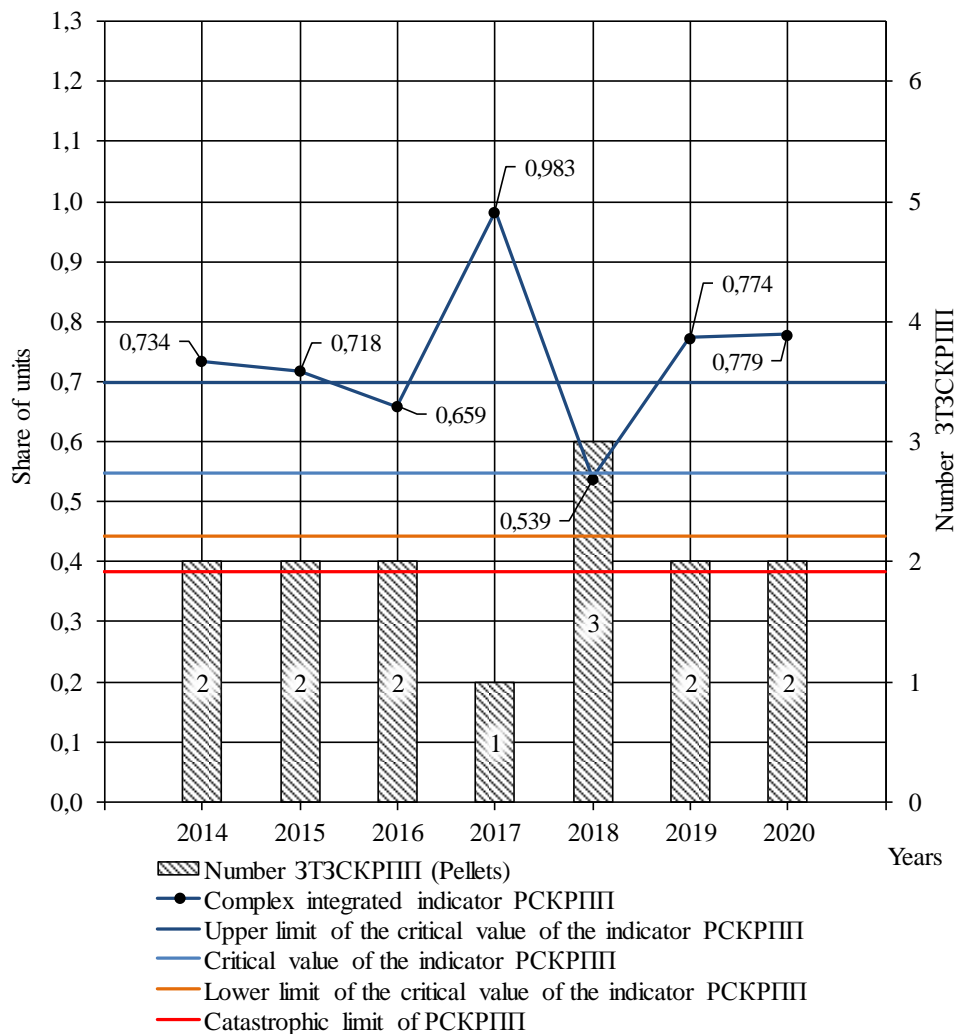


Fig. 2. Graphic interpretation of the dynamics of the impact of trends in the state of competitiveness of the resource potential of the enterprise on its effective integrated assessment of PJSC "Poltava GZK"



**Fig. 3. Graphic interpretation of the dynamics of the complex integrated indicator PCKPPI within the threshold limits of PJSC "Poltava GZK"**

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### КОМПЛЕКСНА ІНТЕГРАЛЬНА ОЦІНКА КОНКУРЕНТОСПРОМОЖНОСТІ РЕСУРСНОГО ПОТЕНЦІАЛУ ПІДПРИЄМСТВА

#### Анотація

Сучасні умови функціонування українських підприємств обтяжені низкою негативних тенденцій, які негативно впливають на рівень ефективності їх управління та конкурентоспроможності, а тому потребують відповідних досліджень і розробок. Основною метою та основним завданням статті є дослідження існуючого та розроблення вдосконаленого підходу до комплексної оцінки конкурентоспроможності ресурсного потенціалу підприємства з урахуванням сучасних особливостей його господарської діяльності.

У статті на основі раніше розробленої структури пропонується мультиплікативний інтегральний показник оцінки конкурентоспроможності ресурсного потенціалу підприємства за окремими складовими, який комплексно враховує всі аспекти. Для кожної складової визначається кількість найбільш значущих часткових показників з відповідним розрахунком нормованих часткових показників відповідної складової та коефіцієнтів з урахуванням впливу (ваги) окремих часткових показників на ефективне інтегральне значення відповідних компонентів. ресурсний потенціал підприємства. З огляду на це, кількісні значення показників оцінюються шляхом порівняння їх із нормативними (рекомендованими) значеннями або із середніми по галузі, розрахованими на основі даних провідних компаній галузі. Наведено детальні формули розрахунків показників, що характеризують кожну складову структури ресурсного потенціалу підприємства відповідно до запропонованої структури.

Використовуючи дані фінансової звітності, проведено розрахунок кількісних значень мультиплікативного інтегрального показника конкурентоспроможності ресурсного потенціалу підприємства.

Розрахунки кількісних значень комплексного інтегрального показника конкурентоспроможності ресурсного потенціалу підприємства в контексті динаміки інтенсивності ринків товарної продукції (пеллет) ПАТ «Полтавський ГЗК» проведено за запропонованими формулами в контексті критерій «граничний дохід – граничні витрати» в ретроспективі 2014-2020 рр.

За результатами розрахунків побудовано графічні інтерпретації динаміки функціональних компонентів у комплексній оцінці скоригованого рівня конкурентоспроможності ресурсного потенціалу підприємства, динаміки тенденцій конкурентоспроможності ресурсного потенціалу підприємства за його ефективна інтегральна оцінка та динаміка комплексного інтегрального показника рівня конкурентоспроможності ресурсного потенціалу підприємства у порогових межах за даними ПАТ «Полтавський ГЗК».

**Ключові слова:** конкуренція; ресурсний потенціал; підприємство; інновації; потреби в інноваціях; граничний дохід; гранична вартість.

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