

## **Theoretical aspects of enterprises competitiveness assessment in terms of international integration**

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**Research Methodology.** Using a systemic approach the theoretical aspects of the concept of “enterprise competitiveness” was investigated. The usage of comparative analysis enabled us to formulate the general tendencies in the competitiveness evaluation of a number of different theoretical approaches.

**Results.** The scientific thoughts of domestic and foreign scientists concerning the notion of the enterprise competitiveness and its potential were systematized. The conducted analysis of the proposed approaches to the assessment of the enterprises competitiveness allowed to formulate the general direction of such assessment. The relevance of search of standardized methods for the assessment of the economic activity effectiveness in terms of the reviving of international integration processes was reasoned.

**Novelty.** Unreasonableness of the enterprise competitiveness and products competitiveness evaluation separation into individual components was reasoned. On the basis of the systematization of the various theoretical approaches to the evaluation of enterprise economic activity the classification of competitiveness factors was offered.

**The practical significance.** On the basis of the systematization of methodologies of the enterprise competitiveness assessment the necessity of the scientific search for the standardized methods for such an assessment conduction was proved. The foundation for further research and adaptation of the international techniques of the enterprise potential evaluation was formed, the necessity of the combined assessment of the current enterprise activity, as well as its potential was proved.