

Motivational tools of enterprises competitiveness ensuring

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Research Methodology: The dialectical approach to solving the tasks allowed to reveal the objective basis of motivational mechanism in strategic management of trade enterprises. Methods of observation and comparison were used to identify features of motivational mechanism of strategic management of domestic trade enterprises; expert estimation – to identify factors that influence the effectiveness of the mechanism.

Results: It was proved that achievement of the appropriate level of competitiveness allows the company to maintain effectiveness and efficiency. The structure of motivation mechanism in strategic enterprise management was provided, its elements, goals and methods were defined.

Novelty: The objective conditions of formation of the competitive position of the enterprise were revealed. The methodical approach of the formation of the motivational mechanism of strategic enterprise management was proposed.

The practical significance: On the basis of the proposed methodology of the assessment of enterprises competitiveness it is possible to determine the status of strategic activity of the enterprise to improve its competitive position in the future.