Албанбаева Жылдыз Осмонкуловна, Самигуллин Эльдар Валиевич

Старший преподаватель Института экономики и менеджмента КГУ им. И. Арабаева

Д.э.н., профессор Института экономики и менеджмента КГУ им. И. Арабаева

**ИШКАНАНЫН АТААНДАШТЫККА ЖӨНДӨМДҮҮЛҮГҮН ӨРКҮНДӨТҮҮ
БАШКАРУУЧУ УЮШТУРУУНУН СИСТЕМДИК ЖЫЙЫНТЫГЫ**

**ПОВЫШЕНИЕ КОНКУРЕНТОСПОСОБНОСТИ ПРЕДПРИЯТИЯ КАК
РЕЗУЛЬТАТ СИСТЕМНОЙ ОРГАНИЗАЦИИ УПРАВЛЕНИЯ**

**INCREASE OF COMPETITIVENESS OF ENTERPRISE AS A RESULT OF SYSTEM
ORGANIZATION OF MANAGEMENT**

Аннотация: Бул макалада ишкананын атаандаштыкка жөндөмдүүлүгүнүн түшүнүгү жана өркүндөтүүнүн жолдору каралат. Атаандаштыкка таасир берүүчү башкаруунун орчундуу факторлору айырмаланып берилет. Ишкананын атаандаштыкка жөндөмдүүлүгүнүн натыйжалуулугунун негизи баса белгиленет.

Аннотация: В данной статье рассматривается о понятии и пути повышения конкурентоспособности предприятия. Выделены наиболее значимые факторы управления, оказывающих влияния на конкурентоспособность. Подчеркнута основа эффективности повышения конкурентоспособности предприятия.

Annotation: This article discusses the concept and ways to improve the competitiveness of the enterprise. The most significant management factors influencing competitiveness are identified. Emphasized the basis of the effectiveness of improving the competitiveness of enterprises.

Ачкыч сөздөр: Мотивация, атаандаштыкка жөндөмдүүлүктү өркүндөтүү, ишкананын адистерин шыктандыруу, коммерция, маркетинг.

Ключевые слова: Мотивация, повышения конкурентоспособности предприятия, стимулирование сотрудников предприятия, коммерция, маркетинг.

Key words: Motivation, increase competitiveness of the enterprise, stimulation of employees of the enterprise, commerce, marketing.

The question of the concept, composition, factors and ways to improve the competitiveness of an organization is considered one of the most discussed in domestic and foreign science and management practice in recent years in the modern world. [19p]

The development of technology, globalization of the market, economic restructuring, and integration of economic entities create new conditions of competition in the modern world. Under these conditions, the need for new approaches and methods for monitoring and ensuring effective management is increasing. One of the most important indicators of the success of an enterprise is to maintain and increase its competitiveness. The work of any enterprise is a complex and multifaceted process. Competitiveness and business opportunities associated with the coordinated implementation of various functions, the successful implementation of which determines the result of this activity.

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The competitiveness of an enterprise is always the result of a systematic organization of management, when all management tools are implemented: in the areas of personnel, finance, marketing, production technology, product sales, and when research and development is carried out, especially the competitiveness of an enterprise in the product market is ensured. Considering the problems of enterprise competitiveness because of system management, it is necessary to identify the most significant management factors that influence competitiveness:

- Professional and managerial staff with a system of management and competitiveness;
- Motivation is the process of motivating yourself and others to work towards the achievement of personal and organizational goals. Motivation of employees aimed at improving the quality of goods or services as an object of enterprise competitiveness;
- Material incentives for staff whose work ensures the promotion of products to the market and further consolidating the position of the enterprise in the competitive market environment; [7p]
- Reasonable and timely use of commercial pricing techniques, which can successfully confront competing enterprises in the market;
- Development of key provisions and implementation, permanent monitoring, competitors in the market;
- Periodic advanced training of those employees, in particular, the administration of the enterprise, who perform the functions of defining a strategy for improving competitiveness in the market. In this regard, internships for employees abroad, in companies that have achieved outstanding results in enhancing the competitiveness of both products and companies themselves, are useful;
- According to the management system, in particular, to improve competitiveness on behalf of the administration, the curator should be the first persons from among the leaders of the enterprise;
- The basis of the effectiveness of improving the competitiveness of the enterprise: all employees must constantly improve their skills and technical level, outlook; Business leaders should provide everyone with an opportunity to show their skills and ensure active participation in projects.
- A person who has received knowledge and skills in the process of training and advanced training, the accumulation of industrial experience, wants to apply his skills in work. In addition, the more he succeeds, the greater the degree of satisfaction, and accordingly the degree of expression of motives. In this case, the employee considers the goal of the organization their goals.

Obviously, if an enterprise, because of management efficiency, largely due to the work of the first person, seeks the development of an enterprise, including based on increasing competitiveness in the market. . [185p]

As practice shows among individual business entities, an erroneous understanding, the possibility of increasing competition in the market through the use of well-known commercial or marketing techniques. In fact, when managing competitiveness is reduced only to individual methods of commerce and marketing, the results are considered and solved only by individual issues of the enormous problems of increasing the competitiveness of an enterprise.

We are convinced that the leaders of entrepreneurial entities should not be considered to increase competitiveness through individual methods of commerce and marketing.

The expected results of the development of competition can be when managers organize a system of management that allows them to consider and solve problems of increasing the competitiveness of the enterprise.

Conclusion: based on the results of a study of the state of competitiveness management in individual enterprises of Kyrgyzstan, the following conclusion was given:

- The practice of using separate methods of commerce and marketing to increase competition is spreading, in fact, in no way contributes to such an increase.
- Only in conditions when the development of competition takes place based on systemic organization management, enterprises become competitively competitive and achieve economic growth.

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Рецензент: к.э.н., доц. Бектурганова А.А.