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**ASSESSMENT OF COMPETITIVENESS
OF MOTOR COMPANIES AND TRANSPORT SERVICES****ELENA ZHDANOVA
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The article describes the main approaches to the definition of "competitiveness", presents the analysis of the main methods of assessing the competitiveness of enterprises and the competitiveness of transport services.

Successful operation of the enterprise in the market environment involves determining its competitiveness. This allows enterprises to explore the market and identify areas of activity, to develop measures for improving productive capacity and competitiveness of products, to set prices and sales volumes.

Competitiveness as a term cannot be considered in isolation from the object. The scope of assessment may be products of a company, an industry, regions and countries. Competitiveness can be interpreted on several levels: the country's competitiveness, the competitiveness of the region (the industry), the company's competitiveness, the competitiveness of goods.

In economics competitiveness, in its most general form, is understood as an ability to compete with other similar properties in a particular market, using existing benefits [1, p. 24]. The term "competitiveness" is considered in works of numerous native and foreign researchers. All definitions of the competitiveness of enterprises proposed in literature do not contradict its understanding as a phenomenon and different clarifications introduced by various authors only reflect the direction of their research in this area.

The notion of "competitiveness of the enterprise" as a whole is used to determine its ability to resist competitors. At the same time there are many definitions of the concept. Variety of publications, their usage in a different conceptual framework and research methods indirectly show the complexity of the category "competitiveness of the enterprise". Faskhiev H.A. has analyzed publications in the field of competitiveness of enterprises. It was found that each author, depending on goals and objectives of the study, objects of study, requirements of market entities gives his own definition of competitiveness of the enterprise [2, p. 31].

For example, Seleznev A. defines competitiveness as economically, socially and politically conditioned position of a commodity producer in domestic and foreign markets, reflected through indicators, which adequately characterize this state and its dynamics [2, p. 31].

Mironov M.G. offers a definition of the company's competitiveness as the ability to profitably produce and sell their products at a price not higher and the quality not worse than any other counterparties in its market niche [2, p. 32].

According to Fatkhutdinov R.A., competitiveness is a property of an object, characterized by the degree of actual or potential satisfaction of its specific needs in comparison with similar objects represented in a given market [3, p. 56].

The problem of determining the competitiveness of transport companies is solved from different perspectives. The basis for the research in this area becomes the difference of transport activity from other activities.

The competitiveness of transport companies is the ability to meet the effective demand of customers in the transportation of a certain quantity and quality, which allows taking a leading position in the market of transport services and getting the most beneficial effect.

The analysis of the characteristics and features of a road transport on the basis of a general theoretical approach to the characterization of the conceptual apparatus has revealed their basic absolute competitive advantages [4, p. 64]:

- high road capabilities and maneuverability;
- promptness;
- low cost of infrastructure;
- existence of roads that can deliver goods to a particular consignee;
- cost-effectiveness during transportation of small consignments;
- the ability to deliver goods "door to door";
- the possibility of urgent delivery of valuable goods;
- the control of cargo location through the whole route (GPS navigation).

The aim of the design and modeling of transport company's competitiveness is the correct identification of a competitive strategy, consistent with the specific conditions of the transport industry, skills and capital, which a specific company has. The application of mathematical modeling, which allows revealing the features of

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the functioning of an economic object and on this basis predicting the future behavior of the object if some parameters change, can serve as a methodology for the design and modeling. For any economic entity the ability to predict the situation is, first and foremost, to obtain better results or avoid losses. In the model, all the relationships of variables can be quantified to provide higher quality and a more reliable forecast. When building an economic model for the given economic category of "competitiveness of the enterprise", one can mark such structural elements as: the category of competitiveness of a firm and competitiveness of services that meet the goal and the identification of the most important quality characteristics of these elements. The categories of the competitiveness of an enterprise and competitive of services are interconnected. The main criteria for the competitiveness of enterprises are summarized in two evaluative categories: "the value of the produced services" and "the value of an enterprise as a business entity."

Changes in the external environment of enterprises stimulate the emergence of new methods, systems and approaches to competitiveness. The most common methods are the methods of assessment of competitors' possibilities by means of special expert studies and indirect calculations based on known data. To analyze competitors, a "method of reflection" is widely used in practice, which presupposes getting information about the targeted company from its customers or intermediate parties. Investigation of competitors should be directed to those areas that have been the subject of analysis of the potential of their own company. This can ensure the comparability of results. A convenient tool for comparing the capabilities of an enterprise and its main competitors is the construction of polygons of competitiveness which represent a graphic imaging of assessments of the company and its competitors on the most significant areas of activity, depicted in the form of vectors axes [5, p. 135].

The number of components of the competitiveness of a transport enterprise depends on the type and complexity of service provided and on the required accuracy assessment, research objectives, and other factors.

The possibility of a transport company to compete in the transport market is largely dependent on the competitiveness of combined transport and economic methods of production and financial activity, which impacts the results of competition.

For the analysis of the competitiveness of services, differentiated and combined methods are often used.

Differentiated method of evaluation of services is based on the use of single indicators. It gives answers to the following questions: whether the level of competitiveness is achieved as a whole; on what grounds it is not reached and which of them has the largest deviation.

Complex method allows, on the basis of individual, group and integral indicators, to obtain a generalized assessment of the competitiveness of services in general and at the expense of each factor. Currently, there are the following types of a complex method: analytical (Rosenberg's and ideal point models, based on sales and integral index methods) and graphical – BCG matrix, Porter's matrix, the model of market attractiveness, the model of a polygon of competitiveness.

To assess the competitiveness of transportation services a variation of a complex method, namely the calculation of integral index, is mainly used. The simplest of these is the method of the amount of seats. The implementation of the method involves the identification of the main factors in the formation of competitiveness and their ordinal rating on the set of objects being compared. The sum of ratings on all factors determines the overall rating, and hence the level of competitiveness of services. The disadvantages of this method are: subjectivism in substantiating factors and their ratings and lack of consideration of the importance of service attributes.

A more systematic list of factors of competitiveness of road transport services is used by N.V. Popova, who has offered the following groups of attributes:

- technical (parameters of correspondence to the purpose, e.g. of a rolling stock to the carried goods, regulatory parameters, environmental parameters, and others.);
- economic (tariffs, profitability);
- organizational (timely services, cargo safety, transport safety).

According to this approach calculation of individual and group indexes of services competitiveness is performed. However, it does not provide the identification of integrated assessment of services competitiveness.

In general, methods for assessing the competitiveness of road transport services depend on a combination of factors, on the basis of which the evaluation is performed, and a method of calculation of the integral index [6, p. 109].

The study of the competitiveness of services offered by an enterprise on the market must be continuous. This allows you to identify the point of declining of competitiveness and to make the decision on increasing the competitiveness of services or to determine the time of its withdrawal from production. From the economic point of view, to market a new service until the old one has not exhausted all the possibilities for its competitiveness is not appropriate.

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**THE CONDITION OF TAXATION IN THE CONTEXT OF ECOLOGIZATION,
DIFFERENT SYSTEMS AND WAYS OF ITS PROMOTION**

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The article is devoted to emissions of polluting substances into the air in the Republic of Belarus. It also gives the information about costs in the field of environmental protection.

The primary purpose of the environmental tax is the environmental protection. All legal acts in the environmental field are aimed at maintaining the purity of air and nature in our country. All highly developed countries use an environmental tax in favor of environmental protection, but Belarus applies environmental tax without much impact on the environment. According to the given information, significant conclusions can be made on the impact of the Belarusian environmental tax.

From the table 1 we can conclude that, in general, the emission of harmful substances such as sulfur dioxide is being decreased, however, there is still no reduction of this emission for each year. For example, in 2009 the emissions have exceeded up to one hundred, but have twice exceeded the rate of 75,200 tons in 2005, this rate we are taking as the point of origin.

Table 1 – Emissions of sulfur dioxide into the air

Air emissions (thousand tons).	2005	2006	2007	2008	2009	2010	2011	2012
Stationary sources	73,9	87,7	80,6	63,8	139,5	51,7	44,4	63,7
Mobile sources	1,3	1,5	1,5	1,6	1,3	2,6	2,7	2,7
Total:	75,2	89,2	82,1	65,4	140,8	54,3	47,1	66,4

Source: [1].

The situation with nitrogen dioxide is more pernicious than with sulfur dioxide (Table 2). But, from the table, you can see that emissions from mobile sources are spoiling the statistics. According to the law, environmental tax does not apply mobile sources, if we take into account that every year mobile technology is improving, we can make a positive outlook for the future.

According to the table 3, we can see the benefits of the environmental tax. Since 1995, emissions have decreased and it is certainly a small victory for the environmental taxation, but the table 4 shows that we also have negative information on some given factors.

Table 2 – Emissions of nitrogen dioxide into the air

Air (thousand tons).	2005	2006	2007	2008	2009	2010	2011	2012
Stationary sources	59,1	61,1	55,2	54,1	55,7	57,1	52,8	52,8
Mobile sources	94,2	107,1	106,6	116,4	109,7	99,9	104,9	105,7
Total:	153,3	168,2	161,8	170,5	165,4	157	157,7	158,5

Source: [1].