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DIAGNOSTICS OF COMPETITIVENESS OF THE RESOURCE POTENTIAL OF THE ENTERPRISE IN THE CONTEXT OF INNOVATIVE NEEDS TAKING INTO ACCOUNT THE DYNAMICS OF INTENSITY OF MARKETS FOR SALE OF COMMODITY PRODUCTS

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ABSTRACT

The article is based on the idea of forming conceptual foundations for diagnostics of the competitiveness of the resource potential of the enterprise based on the study of relevant innovation needs taking into account the dynamics of the intensity of markets for sale of commodity products. The relevance and importance of this study is emphasized by modern globalization and transformation processes in commodity markets, especially in markets of raw materials. Fluctuations in prices and rapid dynamics of change in both supply and demand require to ensure the stable development of the study of enterprises and analysis of competitiveness of their resource potential in order to form a further strategy for their successful development.

The article develops tools for assessing the level of competitiveness of the resource potential of the enterprise in the context of innovation needs taking into account the dynamics of the intensity of markets for sale of commodity products based on the criterion of profit maximization «marginal revenue – marginal costs». On the basis of the conducted research the diagnostics of the level of competitiveness of the resource potential of the enterprise in the context of innovation needs taking into account the dynamics of intensity of markets for sale of commodity products, on which basis it is proposed to build an evaluation matrix. It is offered to apply a methodical approach of construction of a range of diagnostics of dynamics of change of a ratio of the net income and prime costs of the sold production of the enterprise.

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 in the context of the dynamics of markets for sale of commodity products (pellets) of PJSC «Poltava GZK» by the criterion «marginal revenue – marginal costs» in 2014, the integrated assessments of the level of competitiveness of the resource potential were built depending on the trends of its state in the context of the relevance of innovation needs, and taking into account the dynamics of the intensity of markets for sale of commodity products.

According to the diagnostics of the dynamics of changes in the ratio of net income and cost of sales of the enterprise based on the criterion of profit maximization «marginal revenue – marginal costs» it was concluded that there is no special need for innovative changes at the moment at PJSC «Poltava GZK».

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Formulation of the issue

In today's difficult conditions of economic activity, the competitive struggle of producers in different markets is intensifying. Globalization and transformation processes in commodity markets cause a significant increase in the importance of studying the competitiveness of the resource potential of the enterprise, especially given the urgency of the need for innovative change and increasing the dynamics of the intensity of development of relevant target markets. Ensuring stable, efficient and, consequently, profitable, activity of the enterprise at the present stage of development of economic relations is impossible without taking into account the level of the competitiveness of the resource potential of economic entities in their strategic and tactical organization, which requires development and implementation of appropriate approaches.

Analysis of recent research and publications

The analysis of literature sources showed that today the theoretical principles of forming the competitiveness of the resource potential of the enterprise are still insufficiently studied and the relevant conceptual features are not taken into account. Although there are some scientific developments on this issue, namely the works of such Ukrainian and foreign scientists as V. Gorbokon [3], O. Dobykina [10], S. Kapitula [1, 2, 4, 5], O. Korenkov [7], N. Mitsenko [8], A. Predein [11], O. Sushchenko [13] and others. However, despite such a wide range of scientists who have studied this issue, most aspects of the competitiveness of the resource potential of the enterprise still remain undiscovered, and therefore need further development.

The purpose and objectives of the article

Given the current situation in the economy and based on the study of relevant scientific sources, it can be argued that the main purpose and main objective of the article is to develop tools for assessing the level of competitiveness of the resource potential taking into account the dynamics of the intensity of markets for sale of commodity products on the basis of the criterion of profit maximization «marginal revenue – marginal costs».

Presentation of the main material of the study

The theory of competition has been studied by many famous scientists for a long time, due to the very nature of a market economy. The author of this scientific article has already concluded that there is no single definition and understanding of this economic category, as well as the essence of the term «competitiveness» [15]. Based on the study of scientific sources, the author's definition of the term of competitiveness of the resource potential of the business entity is proposed, which is considered to be a set of competitive advantages of the enterprise, capable of rapid adaptation to market changes and which forms the possibility of using and consuming resources in its economic activity [9, 15].

At the same time, the formation of competitive resource potential of the enterprise is impossible without determining the factors of effective use of the resource potential of the enterprise [16]. It is proposed to divide the whole set of factors influencing all types of resource potentials into external and internal ones. It is proposed to include external factors as a whole set of factors that the company has no influence on, but which affect a particular entity and which must be taken into account in its activities. Internal factors include those factors that an enterprise can and should influence and manage. This is a classic, theoretical approach to determining internal and external factors. However, the author's research shows that

internal, but primarily external, factors are different for different businesses. There is no single set of internal and external factors for all enterprises. Due to the specifics of the activity, the characteristics of the industry, the stage of economic development of the enterprise as a whole and the stage of the life cycle of goods, products or services or works, market infrastructure, etc., external factors for different enterprises may differ significantly.

Therefore, given the above, in the process of diagnosing the level of competitiveness of the resource potential of the enterprise in the context of innovation needs, taking into account the dynamics of markets for sale of commodity products, it is proposed to build an evaluation matrix that summarizes the effects of both internal and external factors.

To solve this issue, the author proposes a methodological approach to building a landfill for diagnosing the dynamics of changes in the ratio of net income and cost of sales of the enterprise based on the criterion of profit maximization «marginal revenue – marginal costs».

Marginal revenue *MR* – is the income per unit of change in production. Marginal revenue may be expressed as discrete revenue increments (ΔTR) per unit of output (ΔQ):

$$MR = \frac{\Delta TR}{\Delta Q}. \quad (1)$$

Marginal costs *MC* – are the costs per unit of change in production. Marginal costs may be expressed as discrete changes in the amount of costs (ΔC) per unit of sales:

$$MC = \frac{\Delta C}{\Delta Q}. \quad (2)$$

Based on the condition of maximization of the first order, profit maximization is achieved under the condition of the equality of marginal revenue (*MR*) and marginal costs (*MC*):

$$\frac{\Delta TR}{\Delta Q} = \frac{\Delta C}{\Delta Q}. \quad (3)$$

When constructing a matrix of trend identification (IT) changes in the state of competitiveness of the resource potential of the enterprise (CSCRPE) on the criterion of «marginal revenue – marginal costs» we will proceed from the ratio:

$$\left(\frac{\Delta TR}{\Delta Q}\right) / \left(\frac{\Delta C}{\Delta Q}\right) = \frac{\Delta TR}{\Delta C}, \quad (4)$$

and from relevant areas of interpretation of the level of competitiveness of the resource potential of the enterprise (CSCRPE):

1. «Accelerated growth – Significant rise»;
2. «Moderate growth – Slight elevation»;
3. «Slow growth – Stagnation»;
4. «Slow fall – Stagnation»;
5. «Accelerated fall – Slight recession»;
6. «Significant recession. »

Fig. 1 shows the matrix of identification of zones of trends in the state of competitiveness of the resource potential of the enterprise (CSCRPE) on the criterion of «marginal revenue – marginal costs» built according to certain numbers (ranks, levels) of CSCRPE.

Algorithm for determining the zones of trends in the state of competitiveness of the resource potential of the enterprise:

1. Identification of zones of tendencies of change of a condition of competitiveness of the resource potential of the enterprise concerning variants of the correlation $\Delta TR / \Delta C$:

а) if $\Delta TR > \Delta C$ then the priority of getting into the zone 1, 2, 4;

б) if $\Delta TR < \Delta C$ then the priority of getting into the zone 3, 5, 6;

2. for $\Delta TR > \Delta C$:

а) if $\Delta TR > 0$ and $\Delta C > 0$ then the priority of the zone 2;

б) if $\Delta TR < 0$ and $\Delta C < 0$ then the priority of the zone 4;

3. for $\Delta TR < \Delta C$:

а) if $\Delta TR > 0$ and $\Delta C > 0$ then the priority of the zone 3;

б) if $\Delta TR < 0$ and $\Delta C < 0$ then the priority of the zone 5;

4. Determining the zone of trends in the state of competitiveness of the resource potential of the enterprise by checking the fairness of the logic of the conditions of the correlation $\Delta TR / \Delta C$.

At the same time, based on the trend of dynamics of the enterprise in certain areas of trends in the competitiveness of the resource potential of the enterprise in retrospect, an assessment of the urgency of the need for innovative changes aimed at improving the

efficiency of the resource potential is made.

In view of the above, the theoretical justification of the methodological approach to the identification of areas of trends in the state of competitiveness of the resource potential of the enterprise in relation to the correlation $\Delta TR/\Delta C$, the question of their qualitative and quantitative evaluation arises.

Since the increase in the ordinal number of certain zones of trends in the state of competitiveness of the resource potential of the enterprise indicates a clear deterioration in the quality of each subsequent zone relative to the previous one, it will be fair to inversely use proportional values (indices) of their rank (number):

$$I_{ЗТЗСКРП_i} = \frac{1}{№_{ЗТЗСКРПП_i}}, \quad (5)$$

where $I_{ЗТЗСКРП_i}$ – index of the ***i*** zone of tendencies of change of the condition of competitiveness of the resource potential of the enterprise (inversely proportional to the rank of the corresponding ***i*** zone ($№_{ЗТЗСКРПП_i}$)).

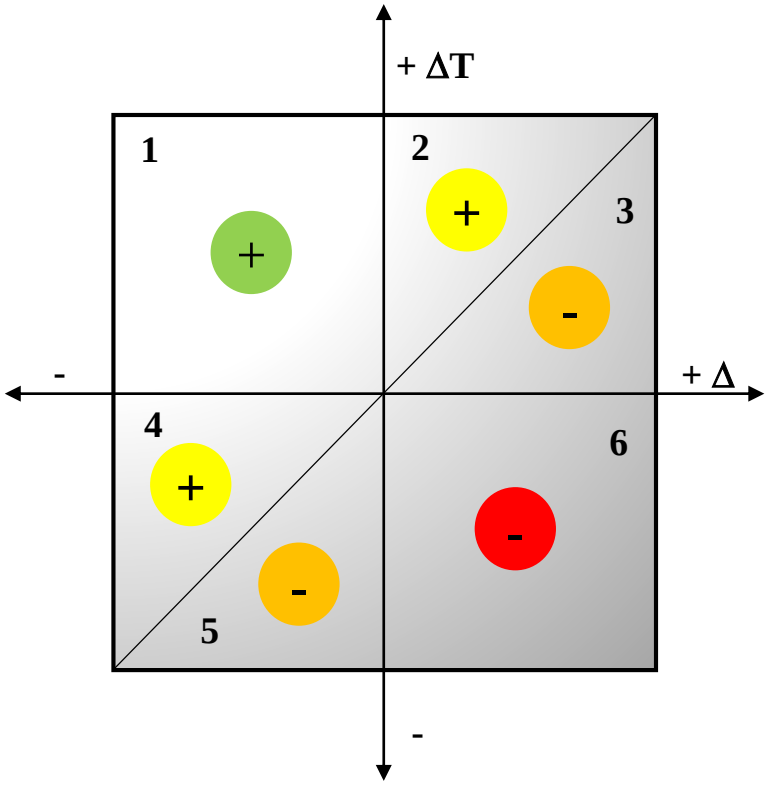


Fig. 1. Matrix of identification of zones of tendencies of change of a condition of competitiveness of the resource potential of the enterprise by the criterion «marginal revenue – marginal costs»

Quantitative value of weight coefficients of a certain ***i*** zone in the process of analysing the qualitative state of competitiveness of the resource potential of the enterprise ($k_{ЗТЗСКРПП_i}$) is a value inversely proportional to the sum of indices: index of the zone determined on the basis of the correlation $\Delta TR/\Delta C$ according to the above algorithm and the index of the neighbouring zone with the worst quality characteristics (according to the countdown):

$$k_{ЗТЗСКРП_i} = \frac{1}{№_{ЗТЗСКРПП_i}} + \frac{1}{№_{ЗТЗСКРПП_{i+1}}}. \quad (6)$$

Business practice shows that most situations describing the dynamics of markets for specific products can be limited to two limits of annual sales growth rates – 70% and 140%. [6; 12, p. 90] Thus, the topical issue in providing qualitative and quantitative characteristics of certain areas

of trends of changes of the conditions is to take into account the level of competition in the context of the dynamics of sales of marketable products in target markets. In this regard, it is important to monitor the level of competition intensity depending on the dynamics (growth rate) of the commodity market (*U*t).

In a number of scientific works, in particular in [12, p. 25; 14] it is recommended to calculate the market dynamics – growth rate (*T*m) by market volume at the end of the reporting and base periods, which is characterized by the total assets of all enterprises in the market:

$$T_m = \frac{V_{m1} - V_{m0}}{V_{m0}} \cdot \frac{12}{t} + 1, \quad (7)$$

where *V*m1, *V*m0 – are market volumes at the end of the reporting and base periods (Total assets = Total liabilities + Capital); *t* – number of months in the analysed period.

The level of intensity of competition in the consumer market of marketable iron ore products can be determined based on the characteristic conditions for assessing the level of intensity of competition in the terms of dynamics (growth rate) of the market (*U*t):

1) *Tm* > 1,4 – the market is in the state of accelerated growth (minimal competition), *Ut* = 0;

2) 0,7 < *Tm* < 1,4 – there is a positional growth of the market, stagnation, and coagulation (average intensity of competition). Quantitative value of the level of intensity of competition in the consumer market of marketable iron ore products is calculated by the formula:

$$U_t = k_{cp}(1,4 - T_m) / 0,7, \quad (8)$$

where *kcp* – is a coefficient of taking into account the propensity of enterprise management to risk in the management of production and sale of marketable iron ore products under intensification of competition caused by decrease in its consumption in target markets;

3) *T*m < 0,7 – is a probable market crisis (maximum competition), *U*t = 1.

On the basis of (5) – (8) we obtain a multiplicative integrated indicator in the context of the dynamics of the intensity of markets for selling marketable products by the criterion «marginal revenue – marginal costs» ($ІП_{КРПШР}$):

$$ІП_{КРПШР} = \cdot(1 - U_t) \cdot k_{ПЕО} \cdot k_{ЗТЗСКРПП}, \quad (9)$$

where $ІП_{КРПШР}$ – is a multiplicative integrated indicator in the context of the dynamics of the intensity of markets for selling marketable products by the criterion «marginal revenue – marginal costs».

Depending on the ratio of $\Delta TR/\Delta C$ and MR/MC the quantitative value of the weight coefficients of a certain ***i*** zone of the qualitative state of the competitiveness of the resource potential of the enterprise ($k_{ТЗСКРП_i}$) may be adjusted within:

$$\frac{1}{№_{ЗТЗСКРПП_{i-1}}} \geq k_{ЗТЗСКРПП_i} \geq \frac{1}{№_{ЗТЗСКРПП_{i+1}}} \quad (10)$$

by multiplication of $k_{ЗТЗСКРП_i}$ by the correction factor $k_{ПЕО}$ (decision-making on the value of $k_{ПЕО}$ is based on professional judgment, and in some situations with high levels of uncertainty using expert judgment methods).

The results of calculating the quantitative values of the multiplicative integrated indicator of the competitiveness of the resource potential of the enterprise in the context of the dynamics of the intensity of markets for selling marketable products (pellets) of PJSC «Poltava GZK» by the criterion «marginal revenue – marginal costs» in the retrospective period 2014-2020 are given in the table 1.

The table 2 shows the quantitative values of the weight coefficients of CSCRPE in assessments of the qualitative state of competitiveness of the resource potential of the enterprise ($k_{ЗТЗСКРПП_i}$) calculated by the formula (6).

To determine the upper and lower limits of the recommended values of the coefficient $k_{ПЕО}$ according to the table 2 the functional dependences of $k_{ЗТЗСКРПП_i}$ on CSCRPE number are constructed (fig. 3).

The upper and lower limits of the recommended coefficient values are determined from the functional dependencies *kПЕО* =

0,0023x4 – 0,0442x3 + 0,3319x2 – 1,2203x + 2,2635 (*Ut* = 0) and *kПЕО* = 0,002x4 – 0,038x3 + 0,2854x2 – 1,0492x + 1,9461 (*Ut* = 0,14) respectively, where *x* – is CSCRPE number.

1. «Accelerated growth – Significant elevation» zone:

$$0,743 < k_{ПЕО} \le 1,233. \quad (11)$$

2. «Moderate growth – Slight elevation» zone:

$$0,782 < k_{ПЕО} \le 1,188. \quad (12)$$

3. «Slow growth – Stagnation» zone:

$$0,828 < k_{ПЕО} \le 1,118. \quad (13)$$

4. «Slow fall – Stagnation» zone:

$$0,862 < k_{ПЕО} \le 1,073. \quad (14)$$

5. «Accelerated decline – Slight recession» zone:

$$0,888 < k_{ПЕО} \le 1,058. \quad (15)$$

6. «Significant recession» zone:

$$0,987 \le k_{ПЕО} \le 1,052. \quad (16)$$

When determining the quantitative value of the weighting coefficient $k_{ТЗСКРП_i}$ for zone VI – «Significant recession», taking into account the reverse order of reference zones of trends in the state of competitiveness of the resource potential of the enterprise a fictitious zone VII is introduced.

Based on the financial statements of PJSC «Poltava GZK» for 2014-2020, integrated estimates of the level of competitiveness of the resource potential depending on the trends of its state in the context of the urgency of innovation needs (UIN) were built taking into account the dynamics of markets for goods (fig. 3).

According to the diagnostics of the dynamics of changes in the ratio of net income and cost of sales of the enterprise based on the criterion of profit maximization «marginal revenue – marginal costs» (Fig. 3), we can conclude that there is no special need for innovative changes at PJSC «Poltava GZK». This is evidenced by the fact that the calculated average value of the multiplicative integrated indicator *ІПКРПППІР_ТП_Pellets* = 0,804 and belongs to the interval [0,583; 0,833], where 0,583 is the lower critical limit of the UIN; 0,833 – the upper limit of the UIN (according to the Table 2). At the same time, in 2018 the value of the multiplicative integrated indicator *ІПКРПППІР_ТП_Pellets* = 0,501, which is a negative signal for the management of the enterprise regarding the possibilities of effective use of resource potential of the enterprise.

At the same time, according to the developed methodology, the average values of the multiplicative integrated indicator of the competitiveness of the resource potential of the enterprise for other mining and processing enterprises were analysed, in particular: PJSC «Ingulets GZK» – 0,633; PJSC «Northern GZK» – 0,507; PJSC «Central GZK» – 0,66; JSC «Southern GZK» – 0. 784; PJSC «Zaporizhzhya Iron Ore Plant» – 0,622. It follows from the analysis that PJSC «Poltava GZK» has the best position in the competitive market of iron ore products and relatively sufficient opportunities to improve the efficiency of organizational and technical level of production.

So, we see that based on the calculations and according to the proposed matrix of identification of zones of trends in the competitiveness of the resource potential of the enterprise by the criterion «marginal revenue – marginal costs» PJSC «Poltava GZK» was mainly in the second zone during 2014-2020. And only in 2017 it got into the first zone, and in the next year of 2018 it moved to the third zone and returned to the second zone again in 2019.

Conclusions and prospects for further research

In general, the research allows to conclude that the profitability and efficiency of economic entities depends on ensuring a sufficient level of competitiveness of the resource potential. The article proposes to take into account the level of intensity of competition in the context of the dynamics of sales of marketable products in target markets when providing qualitative and quantitative characteristics of certain areas of trends in the competitiveness of the resource potential of the enterprise.

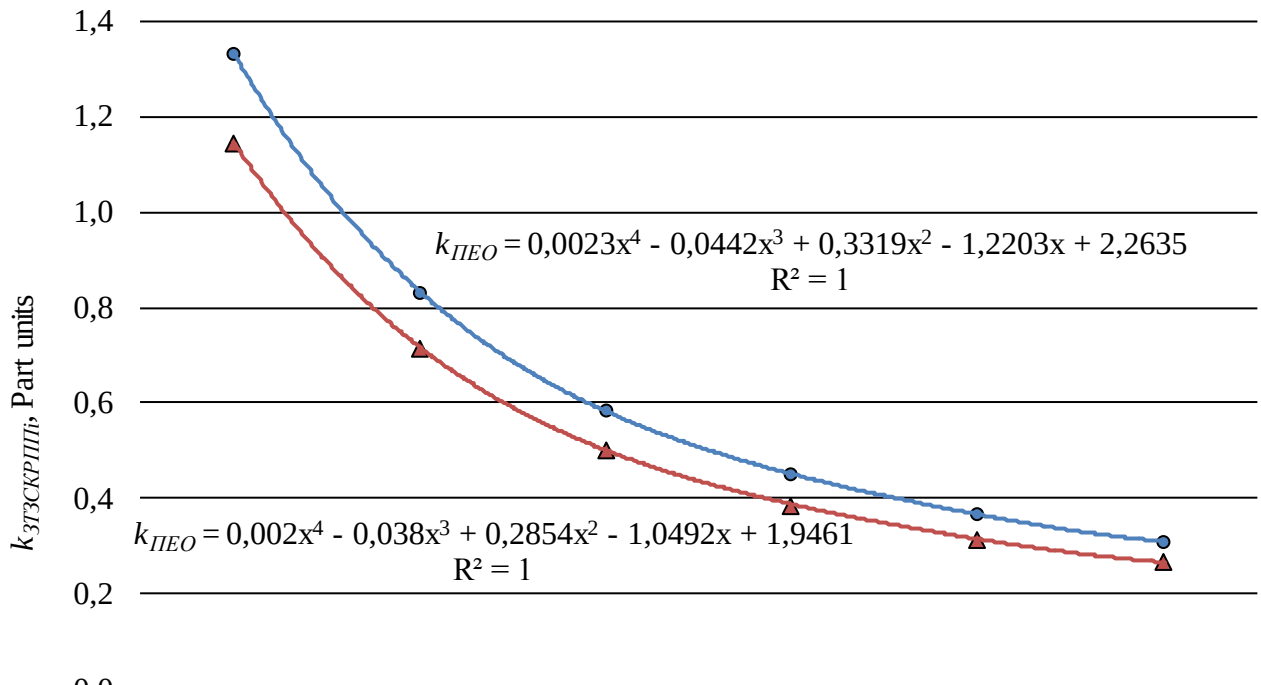
Table 1. Calculation of quantitative values of the weight coefficients of CSCRPE

No.	Zones of tendencies of change of a condition of competitiveness of the resource potential of the enterprise	Calculation of quantitative values of the weight coefficients of CSCRPE		
		1/№ЗТЗ СКРППі	*kЗТЗ СКРППі*	
			*U*t = 0	*U*t = 0,14
1	Accelerated growth – Significant elevation	1	1,3333	1,1464
2	Moderate growth – Slight elevation	0,5	0,8333	0,7165
3	Slow growth – Stagnation	0,3333	0,5833	0,5015
4	Slow fall – Stagnation	0,25	0,4500	0,3869
5	Accelerated decline – Slight recession	0,2	0,3667	0,315
6	Significant recession	0,1667	0,3095	0,2661

Table 2. Results of calculation of quantitative values of the multiplicative integrated indicator of the competitiveness of the resource potential of the enterprise in the context of the dynamics of the intensity of markets for marketable products (pellets) of PJSC «Poltava GZK» according to the criterion «marginal revenue – marginal costs» (*ІПКРППІР_ТП_Pellets*)

Values	Years						
	2014	2015	2016	2017	2018	2019	2020
*k*1, part units	0,98	0,98	0,98	0,88	0,85	1,00	1,00
Δ*TRO*, thous. UAH	3180928,8	3033823,5	2005872,7	1202681,0	1240311,0	6790650,0	8823605,0
Δ*QO*, thous. tonnes	398,5	262,8	195,3	-778,1	163,2	-88,2	699,0
MRO = Δ*TRO* / Δ*QO*, thous. UAH / thous. tonnes	7982,26	11544,23	10270,73	-1545,66	7599,94	-76991,50	12623,18
Δ*CO* = *k*1·Δ*CΣ*, thous. UAH	850502,6	2314726,01	20229,31	-737911,0	2283215,36	3712414,72	1586417,0
MCO = Δ*CK* / Δ*QO*, thous. UAH / thous. tonnes	2134,26	8807,94	103,58	948,35	13990,29	-42090,87	2269,55
MRO / *MCO*, thous. UAH / thous. UAH	3,740	1,311	99,157	-1,630	0,543	1,829	5,562
CSCRPE number	2	2	2	1	3	2	2
Ut, = *f*(*kcp*) part units	0,0095	0,0594	0,1127	0,1405	0,1416	0,0189	0,0253
kЗТСКРПП, part units	0,833	0,833	0,833	1,333	0,583	0,833	0,833
ІПКРППІР_ТП_Pellets = = (1-*Ut*)·*kПЕО*·*kЗТСКРПП*, part units	0,8254	0,7839	0,7394	1,1461	0,5007	0,8176	0,8123

Note: k1 – is a share of the cost of concentrate in the cost of the products sold; kcp = 0,3 – is a coefficient of taking into account the risk of the company's management in the production process and sale of marketable iron ore products under conditions of intensification of competition caused by the decrease in its consumption in target markets; kПЕО = 0; index O – indicates the marketable products (pellets).



	«Accelerated growth – Significant elevation» zone	«Moderate growth – Slight elevation» zone	«Slow growth – Stagnation» zone	«Slow fall – Stagnation» zone	«Accelerated fall – Slight recession» zone	«Significant recession» zone
	1	2	3	4	5	6
● Ut=0	1,3333	0,8333	0,5833	0,4500	0,3667	0,3095
▲ Ut=0,14	1,1464	0,7165	0,5015	0,3869	0,315	0,2661

Fig. 2. Functional dependencies of $k_{ЗТЗСКРПП_i}$ from CSCRPE number (1, 2, …, 6 – CSCRPE numbers)

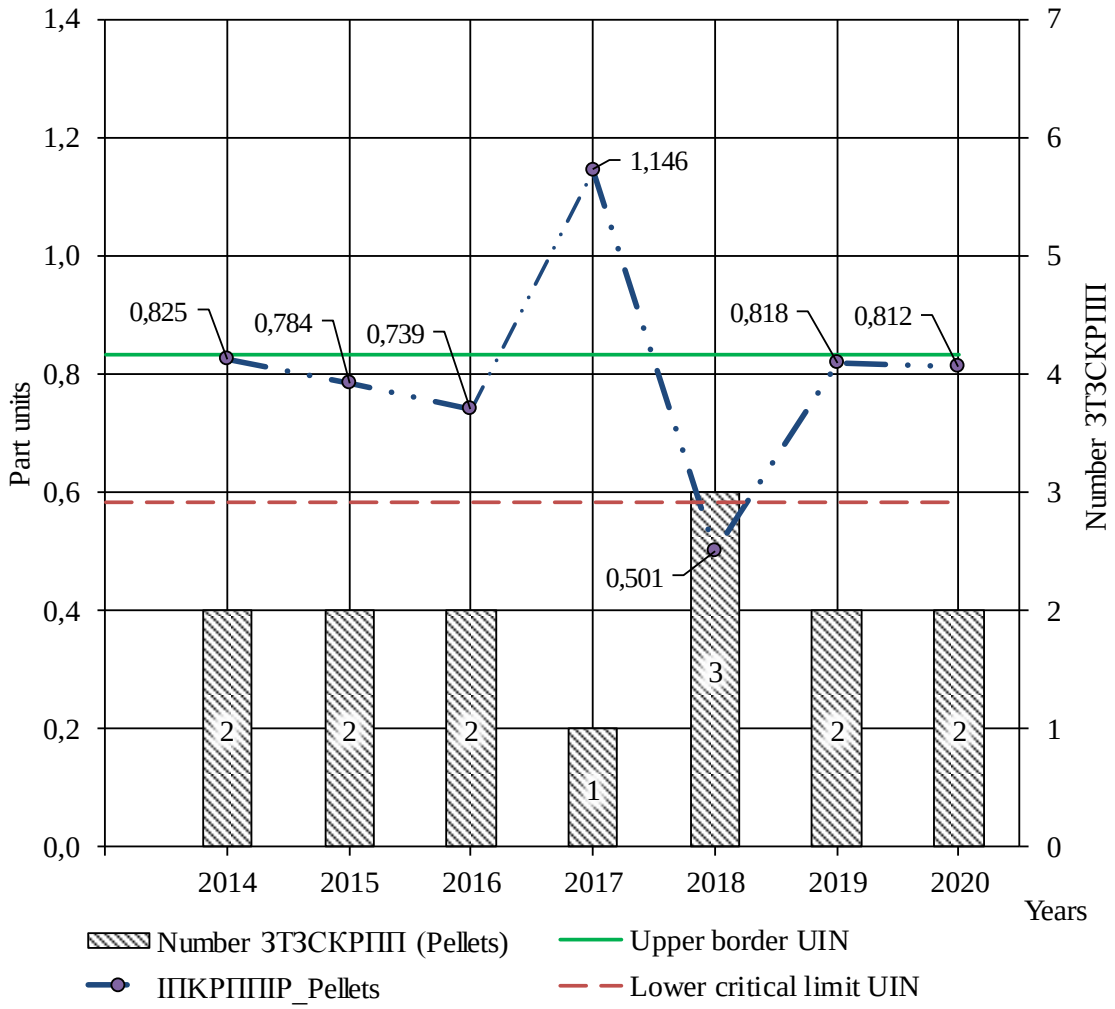


Fig. 3. Graphic interpretation of the dynamics of the impact of trends in the state of competitiveness of the resource potential of PJSC «Poltava GZK» on its effective integrated assessment in the context of innovation needs taking into account the intensity of competition in the commodity market

The results of calculating the quantitative values of the multiplicative integrated indicator for assessing the level of competitiveness of the resource potential of the enterprise taking into account the dynamics of markets for marketable products (pellets) and the relevance of innovation needs were shown on the example of PJSC «Poltava GZK» according to the criterion «marginal revenue – marginal costs» in the retrospective period of 2014-2020.

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