

Abstract of the Article

"Concept of Subject-Methodological Renovation and International Enterprise Competitiveness Theory Development"

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It is proved that international enterprise competitiveness theory as a system knowledge is at the establishment stage today, in which the function-applied level is the most developed and its content nexus formation is much slower. It is substantiated that overcoming asymmetry and inequality, which are based on different content and applied levels of international enterprise competitiveness theory formation speed, demand radical renovation of its concept-methodological bases.

It is suggested that the system international enterprise competitiveness concept, in which the object of research is defined in the international economic activity system coordinates; the subject is defined in the coordinates of regularities, its formation and reproduction methods and principles; system and praxeological approach form the methodological basis.

On the basis of enterprise international economic activity system disaggregation and assignment of its production and market subsystems, interenvironmental space and interaction institutional mechanism a formalized model of international enterprise competitiveness is developed. In it the essential premise for common enterprise and foreign market interaction space formation is the relevance of enterprise foreign economic cooperation potential properties.

It has been grounded that as a scientific notion enterprise foreign competitiveness reveals integrative property of foreign cooperation potential, which provides international economic activity subject function fulfillment by an enterprise. It is proved that international competitiveness of an enterprise is of exogenous origin and is the norm or "mode of objective reality" for international economic activity subjects, and at the same time the instrument of their systematic contraction and interaction.