

ABSTRACT

Master's thesis on "Management of strategic potential of enterprise in the improvement of competitiveness"

Thesis: 218 p., 39 tabl., 31 fig., 4 applications, 58 sources.

The objective is to review the theoretical basis and development of practical recommendations on managing the strategic potential of the enterprise (hereinafter - SPP) system in improving competitiveness.

The object of research is the process of SPP.

Subject of research is theoretical, methodological and practical aspects of SPP in the improvement of competitiveness.

In the research used the following methods: historical and abstract logical to generalize the views of domestic and foreign scientists on subjects of research, analytical method and peer reviews to analyze potential strategic LTD «Auchan Ukraine», a method based on the theory of effective competition and competitive advantages of the method for evaluation of the, simulation modeling of SSP, programming in Java 1.6. the evaluation and management of SPP.

While the degree of educational qualification of "Master" was proposed practical recommendations on management of SPP, including: simulation and software development for the evaluation and management of SPP.

Scientific novelty of this study is to:

- developed a simulation model of SPP directly for LTD «Auchan Ukraine»;
- developed innovative software SP_management for evaluation and management of SPP.

The study, outlined in degree work qualification level "master" to make the conclusions:

- the proposals provide an opportunity to optimize the management of SPP;
- created a reliable system of information management software for SPP;
- reasonable offers speed, efficiency and rationality of management decisions;
- LTD «Auchan Ukraine» will strengthen their competitive position in the retail market.

Proposals for the management of SPP were approved director of Auchan Ukraine and confirmed by an act of implementation. Promising directions of future research may improve SP_management developed software and ensure its universality.

ASSESSMENT AND MANAGEMENT OF SPP, COMPETITIVENESS, SIMULATION MODEL, SOFTWARE SP_MANAGEMENT.