

World Applied Sciences Journal 2013 vol.27 N13, pages 116-119

Aspects of a multi-level study of competitive performance of objects and subjects of economic management

Isaeva T., Safiullin L., Bagautdinova N., Shaidullin R.
Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

This article discusses the questions of analysis and evaluation of competitive performance at different levels of the economic system. It substantiates the separation of a micro-level study of competitive performance of objects and subjects of economic management. It introduces a new product level. Great attention is given to formalization of the competitive performance indicator for objects and subjects at the product, micro-, meso- and macro-levels. It is shown that competitive performance of products and services is studied at the product level, competitive performance of companies and enterprises is studied at the micro-level, competitive performance of industry sectors, various company associations, etc. is studied at the meso-level and competitive performance of national economies, countries, regions, etc. is studied at the macro-level. © IDOSI Publications, 2013.

<http://dx.doi.org/10.5829/idosi.wasj.2013.27.emf.24>

Keywords

Competitive performance, Industry sector, Product, Region, Service