

DOI: [https://doi.org/10.32347/2707-501x.2024.53\(3\).349-359](https://doi.org/10.32347/2707-501x.2024.53(3).349-359)

УДК 338.45:69(075.8)

**Anatolii HOIKO**

*Candidate of Economic Sciences, Professor of the Department of  
Construction Economics*

ORCID: 0000-0002-9591-0829

**Tetiana TSYFRA**

*Candidate of Economic Sciences, Associate Professor Department of  
Construction Economics*

ORCID: 0000-0001-7891-0467

**Maksym BESEDA**

ORCID: 0009-0006-9607-1330

**Viktor PALAHITSKYI**

ORCID: 0009-0003-0661-4169

**Dmytro TYMOFIEV**

ORCID: 0009-0001-8585-6355

*Postgraduate student of the Department of Construction Economics  
Kyiv National University of Construction and Architecture, m. Kyiv*

## **STRATEGIC DIRECTIONS FOR STRENGTHENING ECONOMIC SECURITY AND DEVELOPING COMPETITIVE ADVANTAGES OF CONSTRUCTION COMPANIES**

*In the current conditions of the development of the Ukrainian economy, the competitiveness of construction enterprises is a key criterion of their effectiveness, which determines market stability and prospects for further development. Ensuring a high level of competitiveness depends on the ability of the enterprise to produce products that meet modern requirements for quality, manufacturability and costs for its creation and implementation. At the same time, existing problems associated with an insufficient level of management, the lack of clear strategies, economic goals and evaluation criteria, significantly complicate the task of achieving competitive advantages.*

*It has been studied that to effectively increase competitiveness, it is necessary to implement systemic measures: update technologies and equipment, conduct regular marketing research, assess the strengths and weaknesses of competitors, determine one's own potential and choose the most profitable competitive strategies. It has been determined that a promising direction for increasing competitiveness is the introduction of functional innovations that optimize the organization of the production process, reduce costs and improve product quality.*

*It is proposed to pay special attention to benchmarking as an effective tool for increasing competitiveness, which allows enterprises to systematically study and implement the best practices of leading companies in the industry, compare*

*their own results with reference indicators, and constantly improve business processes.*

*A comprehensive methodology for assessing the competitiveness of enterprises is proposed, which is based on a formalized mathematical apparatus and allows taking into account the specifics of enterprises, the availability of information, and the peculiarities of the market, which will contribute to increasing efficiency and profitability in conditions of increased competition.*

**Keywords:** *competitiveness, construction companies, competitive advantages, strategy, competitiveness assessment, innovation, benchmarking, management efficiency, public procurement, innovative technologies, stakeholders, economic security.*

**Introduction.** In the context of growing economic uncertainty caused by both internal factors (such as inflation and changes in the regulatory framework) and external factors (including military risks and currency fluctuations), strategies for construction companies to participate in public procurement are gaining particular importance. Successful participation in tenders requires not only price competitiveness but also the ability to adapt to external changes through flexible planning, prompt cost adjustments, and the development of anti-crisis mechanisms. Key success factors include the presence of a certified quality management system, proven experience in executing similar contracts, the ability to quickly mobilize resources, and adherence to implementation deadlines. Strategies for participants under such conditions include the application of optimized pricing models, contract risk management, participation in long-term framework agreements, and the creation of consortia to share risks and ensure financial stability. Thus, competitiveness in public procurement increasingly depends on a company's ability to systematically manage uncertainty and demonstrate institutional readiness to fulfill complex obligations.

At the present stage of economic development, the issue of competitiveness occupies a central place in the state's economic policy. Creating sustainable competitive advantages over rivals becomes a strategic direction for both the state and its institutions in the area of ensuring national economic competitiveness. Enhancing competitiveness covers all levels of its hierarchy: product, enterprise, industry, region, and the country as a whole. However, the competitiveness of construction enterprises is of particular importance, as they operate in a dynamic and resource-intensive environment. Despite the large number of factors that affect competitiveness, the decisive one remains a company's ability to produce competitive products and to create favorable conditions for their promotion in the market.

**Analysis of research and publications.** If we analyze the latest achievements in assessing competitiveness and ways to increase it, we can note that the problem of revealing the essence and content is complex and multifaceted. The following foreign and domestic scientists made the most

significant contribution to its solution: Balabanova L.V. [ 1 ] , Dolzhansky I.Z. [ 2 ] , Kuzmin O.E. [ 3 ] , Kvasnyuk B.E. [4], Kendrick J.W. [5], Porter M.[6; 7], Thompson A. [8], Chamberlin E. [9] , Schumpeter Y. [10] , Yankovy O.G. [11] and others . The works of these authors present different views on the competitiveness of the country, enterprises and the motives of its formation, as well as methodological approaches to its assessment and ways of increasing it.

Competitiveness is the criterion that most fully reflects the effectiveness of an entity's activities. Practice shows that solving the problems of increasing competitiveness causes significant complications, and for many enterprises in today's economic conditions it has become a problem due to the lack of a clear strategy, financial and economic goals and criteria in construction enterprises.

In a difficult situation, for successful competition with other enterprises, it is necessary not only to update technologies and technological equipment, study the domestic and foreign markets and conduct marketing research, as well as assess one's capabilities, weaknesses and vulnerabilities of competitors, but also to influence one's own competitiveness and determine the main directions of its improvement. In addition, in a market economy, construction enterprises that supply their products to both the foreign and domestic markets cannot maintain stable positions for a long time, relying in their strategy only on indicators of product competitiveness, without taking into account world quality levels and costs of creating and selling goods [8].

When entering a new market, making decisions to expand or reduce production, making investments to modernize technological equipment or renew products, an assessment of the competitiveness of the manufacturing enterprise is necessarily required. Market conditions for the functioning of Ukrainian construction enterprises require new strategic approaches to solving competitiveness problems. The effectiveness of the enterprise's functioning in market conditions requires each of them to actively search for and develop their own strategy for increasing competitiveness [5]. It is the competitive strategy that determines competitive advantages and ways to form the resource potential for their implementation. Competitive advantages that business entities have in a particular market are important factors of the competitive situation in the market. Competitive advantages are determined by a set of characteristics and properties of products that create certain advantages for enterprises over their direct competitors. At the same time, a quantitative assessment of the level of competitiveness of an enterprise allows it to purposefully form and distribute its resource potential and thereby ensure competitiveness [11].

Competitiveness can be assessed exclusively within a group of construction enterprises that belong to the same industry or produce similar products. It can only be identified by grouping enterprises both within a single country and on the global market.

Assessment of the competitiveness of any enterprise is necessary for: developing measures aimed at increasing it; identifying counterparties for joint

activities; developing a program for the enterprise to enter new markets for it; carrying out investment activities [4]. Research into the state of the system of competitive advantages of Ukrainian business entities will allow identifying organizational reserves for increasing their competitiveness. In our opinion, construction enterprises should pay the most attention to functional innovations (testing new forms of organization of activity, introduction of new technologies, more complete use of economic factors, methods of measuring quality parameters, etc.), since systemic innovations require significant costs and a longer period of time. Assessment of the competitiveness of an entity should ensure maximum reliability of the results obtained, in contrast to the factor-by-factor assessment of competitiveness, which, due to errors in the assessments of individual factors, as well as the conventionality and subjectivity of the indicators used in the calculations, is often incorrect. The methodology should facilitate the collection of initial information necessary for assessing the competitiveness of an enterprise and be universal, allowing, depending on the objectives of the analysis and the availability of initial data obtained in a selected set of competing enterprises. Universality is of particular importance in cases where it is difficult to determine the geographical and product boundaries of a particular market, to establish a circle of competitors, as well as in situations where information about them is unavailable. In addition, the methodology for assessing competitiveness should be based on a clearly formalized mathematical apparatus that provides a rigid functional relationship. There are certain assessment methods:

Matrix methods. Their use is based on a marketing assessment of the economic activity of the manufacturer and its product. The essence of the method is an analysis of the competitiveness of the enterprise taking into account the product life cycle.

Methods based on assessing the competitiveness of products.

This group of methods is based on the fact that the competitiveness of a product and an enterprise have a directly proportional relationship. To determine the competitiveness of a product, qualimetric and marketing methods are used, most of which consist in finding the price-quality ratio.

Methods based on the theory of effective competition. The content of this approach is a point assessment of the enterprise's capabilities to ensure competitiveness. All its capabilities formulated during the analysis, aimed at achieving competitive advantages, are assessed by experts with available resources and factors [7].

Comprehensive methods. Within the framework of such methods, the assessment is carried out on the basis of determining potential and current competitiveness. As a rule, current competitiveness is determined on the basis of assessing the competitiveness of its products, and potential - on the principle of methods based on the theory of effective competition.

Lack of understanding of goals, complexity of orientation in modern conditions lead to the fact that the solution to the problem of competitiveness is

relegated to the background, inevitably giving way to the solution of current issues. In addition, the existing form and content of information about the competitive position of the enterprise and the efficiency of its presentation often do not allow using the latter for management purposes. It is also worth emphasizing that the achievement of sustainable competitiveness of the enterprise is ensured, as a rule, not by advantage in one of its determinants, but by virtue of the priority of several competitiveness factors [9]. This, on the one hand, allows to level the shortcomings of other determinants of competitiveness, and on the other - to reduce dependence on market fluctuations of competitiveness factors. In addition, researchers agree that increasing the competitiveness of the enterprise cannot be achieved simultaneously, in the short term [1; 2; 4; 11].

There are several ways to increase competitiveness Enterprises: increase in product sales; improvement in the quality of the product being produced; reduction in costs; benchmarking .

When organizing the production process and planning volumes, it is necessary to solve a number of problems, one of the most important of which is determining the volume of product sales at which break-even production activities will be ensured.

Increasing production efficiency, which is the basis for increasing the profitability of an enterprise in a competitive environment, should become a priority competitive goal of enterprise management. In this case, in the long term, the main factor is productivity and innovative changes in technology and organization of production, which leads to a decrease in its costs [2].

For any enterprise, it is necessary to distinguish between potential and real production efficiency. If the level of potential efficiency depends on the external conditions of economic activity (availability of labor, raw materials, energy resources, etc.), and above all, on the general level of innovative development of the economic system, then the real efficiency of the enterprise is primarily determined by the level of management and organization of production [10]. This indicator can increase not only as a result of reducing production costs due to organizational or technical innovations: a significant reserve of real production efficiency is the awareness of enterprise management about new technology or methods of labor organization.

Management and organization of production represent one of the most characteristic manifestations of the restructuring of the management sphere, which is applied in developed countries in the direction of adapting it to new conditions of commercial activity and competition, based on the widespread use of innovations [3].

The innovation factor also reduces costs at the macro level. In modern conditions, the innovative development of an enterprise allows forming such a production structure in which the growth rate of national income in the aggregate social product would exceed the growth rate of consumption of material

resources. The first place in the intensification of production is now taken by reducing the costs of raw materials, materials, fuel, that is, reducing the material intensity of products, which is extremely important for construction enterprises. Based on the cost structure, it is believed that reducing the costs of past labor by one point in its absolute value is 5-6 times higher than the corresponding savings in living labor. In this case, saving raw materials is of particular importance. The costs of raw materials, materials, fuel are significantly reduced when introducing waste-free and low-waste technologies. The full use of secondary material resources is also of great importance.

Making a decision on the use of a particular competitive strategy can be based on the M. Porter model [6], on the basis of which appropriate recommendations can be given. Another direction is improving the quality of the product, which has an impact on: accelerating the development of new technologies, opening new markets, increasing exports. Solving the problem of product quality will strengthen the image of the enterprise among buyers, will become a guarantee of entering the foreign market, and will also be the basis for obtaining maximum profit.

Another effective tool for increasing competitiveness enterprises – benchmarking . Benchmarking is a systematic, continuous search and study of best practices of competitors and players in related industries, constant comparison of desired results and business changes with the developed reference model. Based on the obtained summaries, it is necessary to provide systematic support for continuous improvements in the efficiency of activities. Sustainable increase in the competitiveness of an enterprise can be ensured only under the condition of long-term, continuous and progressive improvement of all determinants of competitiveness

**Conclusions.** The practice of economic life in the world that has developed indicates that the market and cooperation are the main conditions for the development of a modern economy, a stronger and more effective one. Competition is an effective way of exercising control, it is a principled and dynamic force, because it constantly motivates the manufacturer to limit production costs and prices, to increase sales volumes, to fight for orders and buyers, to improve the characteristics and properties of the product.

The main characteristics of the competitiveness of an enterprise: product competitiveness; positive financial position; advertising company effectiveness; sales profitability; enterprise style; management effectiveness, etc. The presence of competing enterprises generates such a phenomenon in the economy as competition. From the point of view of economics, competition is an economic process of interaction, interconnection, struggle of producers and suppliers in the sale of products, cooperation between individual manufacturers or suppliers of goods and/or services on the most favorable production conditions.

Thus, competition in a general sense can be defined as cooperation between individuals and economic units that

interested in achieving the same goal.

### *List of used literature*

1. Balabanova L.V., Krivenko A.V. Management competitiveness enterprises based on marketing: monograph . Donetsk : DonDUET named after M. Tugan-Baranovsky , 2004. 147 p.
2. Dolzhansky I.Z., Zagorna T.O. Competitiveness enterprises : teaching aids . Kyiv : Center of educational Literature , 2006. 384 p.
3. Kuzmin O.E., Horbal N.I. Management international competitiveness enterprises : teaching aids for students of special education « International economy ". Lviv : Kompakt-LV, 2005. 304 p.
4. Kvasnyuk B.E. Competitiveness national economy : monograph . Kyiv : Phoenix , 2005. 582 p.
5. Kendrick JW Improving company productivity; handbook with case studies / JW Kendrick in collab . with the American productivity center. Baltimore; London: Johns Hopkins University Press, 1984.
6. Porter M. International competition / trans. with English ; under the editorship V.D. Bristle Moscow: International Relations, 1993. 896 p.
7. Porter M. Strategy Competition Analysis Methodology industries and activities competitors / translated from English Kyiv : Fundamentals, 1997. 390p.
8. Thompson A., Strickland A. Strategic management: concepts and situations for analysis: trans. with English 12th ed. ; under the editorship N.M. Makarova. Moscow: "Williams" Publishing House, 2006. 928 p.
9. Chamberlin E. The theory of monopolistic competition / trans. with English ; under the editorship Yu. Ya. Olsevich . Moscow: Ekonomika, 1996. 119 p.
10. Schumpeter J. Theory economic development . Research profits , capital , credit, interest and economic cycle: translated from English. Kyiv : Osnovy , 1995. 258 p.
11. Competitiveness enterprises : rating levels and directions increase : monograph / edited by O.G. Yankov . Odessa: Atlant, 2013. 470 p.
12. Goyko A. F. Methodical question assessments efficiency works construction Enterprises . Ways to improve efficiency construction in conditions formation market relations . 2022. No. 49(1). pp. 148–156.
13. Izmailova K. V., Abashkina K. O. Justification economic expediency installation solar panels on suburban areas residential houses . Construction Production . 2017. No. 64. P. 23–29.
14. Izmaylova K. V., Izmaylova O. V. Expertise system efficiency investment at the stage technical and economic justification . Management development Complex Systems . 2010. Issue 4. Pp . 45–54 . URL : [http://nbuv.gov.ua/UJRN/Urss\\_2010\\_4\\_11](http://nbuv.gov.ua/UJRN/Urss_2010_4_11) ( access date : 14.04.2024 ) .

15. Zakorko P. P., Belenkova O. Yu., Gao Sh. Classification projects reconstruction of the village in the city for their efficiency for the population . Construction Production . 2015. Issue . 59. Pp. 26–32.
16. Sorokina L. V. Research influence macroeconomic controls on the speaker accumulation capital in construction Ukraine . Current problems economy . 2012. No. 6. P. 69–81 . URL : [http://nbuv.gov.ua/UJRN/ape\\_2012\\_6\\_10](http://nbuv.gov.ua/UJRN/ape_2012_6_10) ( access date : 14.04.2024 ) .
17. Bielienskova O. et al. Improving the organization and financing of construction projects by means of digitalization. International Journal of Emerging Technology and Advanced Engineering. 2022. Vol. 12. No. 8. S. 108–115.
18. Vorobec S., Kozyk V., Zahoretska O., Masuk V. Simulation Model of Planning Financial and Economic Indicators of an Enterprise on the Basis of Business Model Formalization. Data-Centric Business and Applications Evolutions in Business Information Processing and Management (Volume 2). Springer Nature Switzerland, 2020. P. 299–319.
19. Tytok V. V. Complex previous analysis innovative investment project in housing construction . Ways to increase efficiency construction in conditions formation market relations . 2016. No. 34. P. 139–151. URL: [http://nbuv.gov.ua/UJRN/shpebfrv\\_2016\\_34\\_18](http://nbuv.gov.ua/UJRN/shpebfrv_2016_34_18) ( date (application : 04/14/2024).
20. Nikolaiev V., Nikolaieva T. Basic model formulation spend zhyttyevoho cycle objective untidiness . Shliakhy improvement effectiveness construction in conditions formuvannia market Vidnosyn . 2014. No. 34. P. 145–155.
21. Stetsenko S. P., Ilyina T. A. Hierarchical model evaluation infrastructure risks entrepreneurial activities in construction . Scientific Proceedings of the National Research Foundation of the Russian Federation. 2019. Issue 1. P. 74–84. URL: [http://nbuv.gov.ua/UJRN/Npndfi\\_2019\\_1\\_7](http://nbuv.gov.ua/UJRN/Npndfi_2019_1_7) ( date (application : 04/14/2024).
22. Bolila N. V. Functional and operational transformation of management systems construction by an enterprise on the ground Cals - technologies . Management development complex systems . 2019. No. 40. P. 156–159. DOI: 10.6084/m9.figshare.11969097.
23. Tsyfra T. Yu., Vilnytska N. V., Shevchuk K. I. Theoretical approaches analysis expenses vital cycle project construction and reconstruction sports and recreational institutions in Australia . Paths increase efficiency construction in conditions formation market relations . 2022. No. 50(2). pp. 31–39.

### ***References***

1. Balabanova LV, Kryvenko AV Enterprise competitiveness management based on marketing: monograph. Donetsk: Donetsk National University of Economics and Trade named after M. Tugan-Baranovsky , 2004. 147 p. (in Ukrainian ) .



2. Dolzhanskiy IZ, Zahorna TO Enterprise competitiveness: textbook. Kyiv: Center of Educational Literature, 2006. 384 p. (in Ukrainian).
3. Kuzmin O.Ye ., Horbal NI Management of the international competitiveness of enterprises: textbook for students of the specialty "International Economics". Lviv : Kompakt -LV, 2005. 304 p. (in Ukrainian).
4. Kvasnyuk B.Ye. Competitiveness of the national economy: monograph. Kyiv: Feniks , 2005. 582 p. (in Ukrainian).
5. Kendrick JW Improving company productivity: handbook with case studies / in collaboration with the American Productivity Center. Baltimore; London: Johns Hopkins University Press, 1984.
6. Porter M. International competition / translated from English; ed. by VD Shchetinin . Moscow: International Relations, 1993. 896 p.
7. Porter M. Competitive strategy: Techniques for analyzing industries and competitors / translated from English. Kyiv: Osnovy , 1997. 390 p. (in Ukrainian).
8. Thompson A., Strickland A. Strategic management: concepts and cases: translated from English, 12th ed2006. 928 p.
9. Chamberlin E. The theory of monopolistic competition . Economics , 1996. 119 p.
10. Schumpeter J. Theory of economic development: A study of profits, capital, credit, interest and the business cycle / translated from English. Kyiv: Osnovy , 1995. 258 p. (in Ukrainian).
11. Yankovyi OH (Ed.). Enterprise competitiveness: assessment level and directions of improvement: monograph. Odesa: Atlant , 2013. 470 p. (in Ukrainian).
12. Hoiko AF Methodological issues of assessing the effectiveness of construction enterprises. Ways to Increase Construction Efficiency under Market Relations. 2022. No. 49(1). P. 148–156. (in Ukrainian).
13. Izmailova KV, Abashkina KO Economic feasibility justification for installing solar panels in country houses. Construction Production. 2017. No. 64. P. 23–29. (in Ukrainian).
14. Izmailova KV, Izmailova OV System of expert evaluation of investment efficiency at the feasibility study stage. Management of Development of Complex Systems. 2010. Issue 4. P. 45–54. Available at: [http://nbuv.gov.ua/UJRN/Urss\\_2010\\_4\\_11](http://nbuv.gov.ua/UJRN/Urss_2010_4_11) (accessed: 04/14/2024) (in Ukrainian).
15. Zakorko PP, Bielienkova O.Yu ., Gao S. Classification of reconstruction projects of urban settlements by their effectiveness for the population. Construction Production. 2015. Issue 59. P. 26–32. (in Ukrainian).
16. Sorokina LV Study of the influence of macroeconomic regulators on capital accumulation dynamics in the construction sector of Ukraine. Actual Problems of Economics. 2012. No. 6. P. 69–81. Available at:

[http://nbuv.gov.ua/UJRN/ape\\_2012\\_6\\_10](http://nbuv.gov.ua/UJRN/ape_2012_6_10) (accessed: 14.04.2024) (in Ukrainian).

17. Bielienskova O. et al. Improving the organization and financing of construction projects by means of digitalization. International Journal of Emerging Technology and Advanced Engineering. 2022. Vol. 12. No. 8. P. 108–115.

18. Vorobec S., Kozyk V., Zahoretska O., Masuk V. Simulation Model of Planning Financial and Economic Indicators of an Enterprise on the Basis of Business Model Formalization. In: Data-Centric Business and Applications Evolutions in Business Information Processing and Management (Vol. 2). Springer Nature Switzerland, 2020. P. 299–319.

19. Tytok VV Comprehensive preliminary analysis of innovation and investment project in housing construction. Ways to Increase Construction Efficiency under Market Relations. 2016. No. 34. P. 139–151. Available at: [http://nbuv.gov.ua/UJRN/shpebfrv\\_2016\\_34\\_18](http://nbuv.gov.ua/UJRN/shpebfrv_2016_34_18) (accessed: 04/14/2024) (in Ukrainian).

20. Nikolaiev V., Nikolaieva T. Basic model of real estate lifecycle cost formation. Ways to Increase Construction Efficiency under Market Relations. 2014. No. 34. P. 145–155. (in Ukrainian).

21. Stetsenko SP, Ilna TA Hierarchical model for assessing infrastructure risks of business activities in construction. Scientific Papers of NDFI. 2019. Issue 1. P. 74–84. Available at: [http://nbuv.gov.ua/UJRN/Npndfi\\_2019\\_1\\_7](http://nbuv.gov.ua/UJRN/Npndfi_2019_1_7) (accessed: 14.04.2024) (in Ukrainian).

22. Bolila NV Functional-operational transformation of construction enterprise management systems based on CALS-technologies. Management of Development of Complex Systems. 2019. No. 40. P. 156–159. DOI: 10.6084/m9.figshare.11969097 (in Ukrainian).

23. Number T.Yu., Vilnytska NV, Shevchuk KI Theoretical approaches to analyzing lifecycle costs of construction and reconstruction projects for sports and recreational facilities in Australia. Ways to Increase Construction Efficiency under Market Relations. 2022. No. 50(2). P. 31–39. (in Ukrainian).

***Анатолій Гойко, Тетяна Цифра, Максим Беседа, Віктор Палазіцький, Дмитро Тимофєєв***

***Стратегічні напрями зміцнення економічної безпеки та розвитку конкурентних переваг будівельних підприємств***

*В умовах сучасного розвитку економіки України конкурентоспроможність будівельних підприємств виступає ключовим критерієм їх ефективності, що стійкість на ринку та перспективи подальшого розвитку. Забезпечення високого рівня конкурентоспроможності залежить від здатності підприємства виробляти продукцію, яка відповідає сучасним вимогам якості, технології та витратам на її створення й реалізацію. Водночас існуючі проблеми,*

пов'язані з недостатнім рівнем управління, відсутністю чітких стратегій, економічних цілей і критеріїв оцінювання, суттєво забезпечують досягнення конкурентних переваг.

Досліджено, що для ефективного підвищення конкурентоспроможності необхідно проводити системні заходи: оновлювати технології та обладнання, проводити регулярні маркетингові дослідження, оцінювати сильні й слабкі сторони конкурентів, визначати власний потенціал та вибирати найбільш вигідні конкурентні стратегії. Визначено, що перспективним напрямком підвищення конкурентоспроможності є впровадження функціональних нововведень, які оптимізують організацію виробничого процесу, знижують витрати й підвищують якість продукції.

Окрему увагу пропонуємо приділяти бенчмаркінгу як ефективному інструменту підвищення конкурентоспроможності, що дозволяє підприємствам систематично розвивати та впроваджувати кращий досвід провідних компаній галузі, порівнювати власні результати з еталонними показниками та постійно вдосконалювати бізнес-процеси.

Запропоновано комплексну методику оцінювання конкурентоспроможності підприємств, яка базується на формалізованому математичному апараті та дозволяє забезпечити специфіку підприємств, доступність інформації та характеристики ринку, що сприятиме зростанню ефективності й прибутковості в умовах посиленої конкуренції.

**Ключові слова:** конкурентоспроможність, будівельні підприємства, конкурентні переваги, стратегія, оцінка конкурентоспроможності, інновації, бенчмаркінг, ефективність управління, публічні закупівлі, інноваційні технології, стейкхолдери, економічна безпека.

### **Посилання на статтю:**

**АРА:** Hoiko, A., Tsyfra, T., Beseda, M., Palahitskyi, V., Tymofieiev, D. (2024.). Strategic directions for strengthening economic security and developing competitive advantages of construction companies. *Shliakhy pidvyshchennia efektyvnosti budivnytstva v umovakh formuvannia rynkovykh vidnosyn*, 53(3), 349-359.

**ДСТУ:** Гойко А.Ф., Цифра Т.Ю., Беседа М.В., Палагіцький В.І., Тимофеев Д.В. Стратегічні напрями зміцнення економічної безпеки та розвитку конкурентних переваг будівельних підприємств. *Шляхи підвищення ефективності будівництва*. 2024. № 53(3). С. 349-359.