

# Theoretical aspects of product quality management as a factor of competitiveness of enterprises in international market

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## Abstract

This article deals with the issue of determining the value of quality management as a factor of the competitiveness of enterprise that deals with foreign economic activity.

Keywords: Business, administration, management, quality, development, enterprise features, foreign trade

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## 1 Introduction

Modern economic processes are characterized by the development of both positive and negative trends, caused by a number of objective and subjective reasons. Thus, the accession of the Ukrainian economy to the WTO and the further European integration of Ukraine means an aggravation of the conditions for carrying out entrepreneurial activities both on the domestic and foreign markets. The level of quality of products of many enterprises is very low because of the unsatisfactory condition of material and technical supply and use of obsolete equipment; Secondly, most enterprises do not have experience in conducting competition; Thirdly, the long-term socio-economic crisis caused the low purchasing power of Ukrainian consumers. Moreover, new problems have been added to the numerous problems of the past, namely: a decrease in the innovative activity of enterprises, inadequate management of market conditions, the pursuit of profit in the short run, to the detriment of the long-term strategy of producing competitive products.

Thus, today, it is extremely necessary to form new approaches to improving the quality of products, which will ensure the enterprise effective implementation of foreign economic activity. First of all, it is necessary to provide a general description of the concept of "quality".

## 2 Main part

The quality category is one of the most difficult among those with which specialists have to deal. The category of product quality is used to select items for meeting both production and individual needs, planning production and evaluating its results, determining its complexity and effectiveness, organizing labor, creating new products. In the course of the study of the quality category, scientists faced the problem of the versatility of this concept. There is no clear definition of the concept of quality. Almost every author interprets it in his own way. In one study, when managers of 86 US companies were asked to give a definition of quality,

analysts received dozens of different characteristics, including those that can be generalized. According to the majority, this is: improvement, invariability, waste reduction, speed of delivery, consistency with prescribed procedures and procedures, provision of a good and useful product, accurate implementation from the first time, customer satisfaction, full service and consumer provision.

Of course, the interpretation of this concept in various world organizations, authors and researchers also has some differences.

Having examined the definitions of various authors, as a conclusion, one can create a personal interpretation of quality that, in my opinion, can absorb the main provisions of previous definitions and will be most relevant in the context of this work.

Quality is a complex category that combines a set of characteristics and properties of products that are able to meet or exceed consumer needs and producers' needs for economic benefits, while being the main competitive factors in the success of any organization in the domestic and foreign markets.

The most important condition for the successful development of the economy today is the production of competitive products of enterprises. At the same time, the foundation of competitiveness is quality. Consumer surveys show that among all competitiveness indicators (price, delivery time, service, etc.), the quality determines the choice of products by 70%. The validity of these provisions confirms the success of developing countries (South Korea, China, Turkey, etc.), whose products are popular all over the world because of the high level of its quality.

## 3 Conclusions

The process of globalization in the economy exacerbates competition, because the expansion of the market allows the buyer to choose the goods of almost all world producers. As a result, each of them fights with others in a certain area. In such conditions, only those who survive at high quality at a low price survive.

That is, quality is one of those properties of the product, it ensures competitiveness. Comparing these two concepts, one can see similar features and differences. First of all, quality is an absolute indicator, because it is the result of production activity, the totality of characteristics and properties that are incorporated into this product according to certain requirements. Competitiveness can be considered as a relative indicator. This is because the requirements for quality can be different in different markets, and therefore the competitiveness in the markets, for example, Germany and Ukraine will be significantly different. Similar to these

concepts is that both are characterized by the degree of customer satisfaction from the proposed product or service. Also, these concepts have common features in the economic definition of the quantitative values of these indicators. It is important that the concept of quality in the globalization of the economy should be collective, that is to combine the values, each individual country puts forward, into a single integrated concept, it will be easier to apply to enterprises for foreign economic activity in order to achieve the most effective results of activities.

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