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ESTIMATION OF THE ROAD ENTERPRISES' COMPETITIVENESS IN  
VIEW OF THE TECHNICAL CONDITION OF MAINTAINED ROADS

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From the point of view of road quality maintenance, the strategic purpose for the enterprises of the road branch is to raise work efficiency, to become competitive in the market of road-building works and to keep workplaces.

Increase of competitiveness of the road-building enterprises can be based on the use of competitive advantages, the most important of which are resource factors (resource and energy savings), technology factors and innovative management.

For a quantitative estimation of competitiveness of the road enterprises we shall apply an integrated index of competitiveness of the enterprise in the market of road-operational services.

The calculation of an afore-mentioned integrated index is carried out on the basis of the method, offered by Doctor of Economics, Professor Aleksandrovich. The professor believes that the openness of the economy, innovative technology, labour and management are the basic aggregated factors.

In the case of road-operational organizations we suggest to consider the results of the annual research held by the Republican unitary Enterprise «Beldorcentr», and, except four aggregated factors offered by Professor Aleksandrovich, we offer to apply the aggregated factor of conformity of the measured road parameters to the requirements of the technical normative documents as the fifth aggregated factor.

The results of the activity of the Republican unitary Enterprise «Mogilevavtodor» and the results of «Beldorcentr» research for 2008 for the network of highways, maintained by the enterprise, have been analysed during carrying-out of the work. According to these data, the parameters of the organization under five aggregated factors have been calculated and the integrated index of «Mogilevavtodor» competitiveness has been determined.

Thus, the given index allows us to estimate how effectively the enterprise solves the problem of competitiveness in the market of road-building works, preservation of jobs and creation of qualitative working conditions. The rating system of the assessment of road maintenance organizations performance is based on the calculation of the index.