

---

65.01

**Tsvetkova Isabella Ivanovna,**  
Ph.D. in Economics, associate professor,  
Department of Management,  
V.I. Vernadsky Crimean Federal University,  
Simferopol.  
**Sivolap Aleksandr Vladimirovich,**  
Senior lecturer,  
Department of Management,  
V.I. Vernadsky Crimean Federal University,  
Simferopol.

### **ANALYSIS OF APPROACHES TO ASSESSING THE PERSONNEL COMPETITIVENESS IN THE ENTERPRISE**

The study of existing approaches to the assessment of the competitiveness of enterprises, goods and personnel was conducted. The existing approaches to competitiveness assessment are divided into several meaningful homogeneous groups with allocation of such systematization criteria, as a kind of computational model and versatility. According to the analysis the additive, comparative and effectively-correlative approaches were highlighted. The strengths and weaknesses of each approach were identified.

*Keywords:* evaluation of the competitiveness, approach, factors, personnel, assessment methodology, systematization criteria.

[4, 5], [6], [1], [2], [3],  
[7]



»,

«

)

(

[8].

[9].

«

/

»

- 
1. . . . / . . . // -
  2. . . . — 2006. — 78. — .78-82. / . . . // -
  3. . . . — .14. .1. — : . . . ,2005. — .249-253. / . . . // -
  4. // . . . — 2000. — 1. — .17-25. / . . . // -
  5. / . . . — : ,2003. — 426 . / . . . — -
  6. : ,2004. — 145 . / . . . — : ,2004. — 256 . / -
  7. / . . . , . . . [ . . . ]. — : kampi.ru/ -
  8. scitech/index.php?NAME=1disk/stat1.html ( . . . 24.12.2015) / . . . , . . . // -
  9. : . . . — : ,2006. — .108-109. / . . . // -
  10. . . . .16. — : . . . ,2006. — .88-99. / . . . // -