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ТЕОРЕТИЧНІ ПОЛОЖЕННЯ ЩОДО ОЦІНКИ ЕФЕКТИВНОСТІ ВИКОРИСТАННЯ ЕКСПОРТНО-ІМПОРТНОГО ПОТЕНЦІАЛУ ПІДПРИЄМСТВА THEORETICAL PROVISIONS FOR ASSESSING THE EFFICIENCY OF USING THE EXPORT-IMPORT POTENTIAL OF AN ENTERPRISE

Фатянов Д. В. Теоретичні положення щодо оцінки ефективності використання експортно-імпортного потенціалу підприємства.
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The article is devoted to substantiating theoretical provisions for assessing the efficiency of using an enterprise's export-import potential amid dynamic changes in the external environment, economic digitalization, and the growing influence of global economic transformations. The relevance of the research topic is determined by the need to improve the effectiveness of enterprises' foreign economic activity, ensure their competitiveness in international markets, and develop a scientifically grounded approach to assessing the efficiency of using export-import potential as an important component of the enterprise's strategic development. The purpose of the study is to substantiate theoretical provisions for assessing the efficiency of an enterprise's export-import potential by developing a methodological assessment framework, a system of indicators, mathematical tools, and assessment technology to support informed managerial decision-making. The article examines existing theoretical and methodological approaches to assessing various economic objects, including enterprise performance efficiency, competitiveness, economic sustainability, financial and economic condition, investment efficiency, and enterprise potential. Existing approaches to assessing the efficiency of an enterprise's export-import potential are systematized, and the peculiarities of applying integral indicators, multidimensional statistical analysis, factor analysis, discriminant models, multicriteria optimization, and other mathematical tools are identified. The expediency of considering the assessment of the efficiency of using the export-import potential of an enterprise as a process of determining the level of efficiency based on a hierarchical system of indicators, comparing actual values with normative, benchmark, or optimal ones, as well as analyzing the causes of deviations for the formation of appropriate managerial decisions, is substantiated. It has been revealed that the development of a system of indicators to assess the efficiency of using export-import potential should be based on the principles of representativeness, reliability, completeness, relevance, timeliness, and the multidimensionality of information. The necessity of accounting for the influence of external and internal environmental factors on the efficiency of using an enterprise's export-import potential, especially under wartime and post-war conditions in the Ukrainian economy, is substantiated. It has been proven that the results of assessing the efficiency of using an enterprise's export-import potential provide a scientific basis for strategic, tactical, and operational managerial decisions aimed at increasing the efficiency of foreign economic activity, strengthening the enterprise's competitive position, and ensuring its long-term development.

Keywords: efficiency, potential, enterprise, export-import potential, efficiency of potential use, foreign economic activity.

Статтю присвячено питанням обґрунтування теоретичних положень щодо оцінки ефективності використання експортно-імпортного потенціалу підприємства в умовах динамічних змін зовнішнього середовища, цифровізації економіки та посилення впливу глобальних економічних трансформацій. Актуальність тематики дослідження зумовлена необхідністю підвищення результативності зовнішньоекономічної діяльності підприємств, забезпечення їх конкурентоспроможності на міжнародних ринках та формування науково обґрунтованого підходу до оцінювання ефективності використання експортно-імпортного потенціалу як важливої складової стратегічного розвитку підприємства. Дослідження має на меті обґрунтувати теоретичні положення щодо оцінки ефективності використання експортно-імпортного потенціалу підприємства на основі формування методологічного каркасу оцінювання, системи показників, математичного інструментарію та технології здійснення оцінки для забезпечення ухвалення обґрунтованих управлінських рішень. В статті розглянуто наявні теоретико-методичні підходи до оцінювання різних об'єктів в економіці, зокрема ефективності діяльності підприємств, конкурентоспроможності, економічної стійкості, фінансово-економічного стану, інвестиційної ефективності та потенціалу підприємств. Систематизовано існуючі підходи до оцінки ефективності використання експортно-імпортного потенціалу підприємства та визначено особливості застосування інтегральних показників, багатовимірного статистичного аналізу, факторного аналізу, дискримінантних моделей, багатокритеріальної оптимізації та інших математичних інструментів. Обґрунтовано доцільність розгляду оцінки ефективності використання експортно-імпортного потенціалу підприємства як процесу визначення рівня ефективності на основі ієрархічної системи показників, порівняння фактичних значень із нормативними, еталонними або оптимальними, а також аналізу причин відхилень для формування відповідних управлінських рішень. Виявлено, що формування системи показників оцінки ефективності використання експортно-імпортного потенціалу має ґрунтуватися на принципах репрезентативності, достовірності, повноти, актуальності, своєчасності та багатовимірності інформації. Обґрунтовано необхідність врахування впливу факторів зовнішнього та внутрішнього середовища на рівень ефективності використання експортно-імпортного потенціалу підприємства, особливо в умовах воєнного та повоєнного розвитку економіки України. Обґрунтовано, що результати оцінки ефективності використання експортно-імпортного потенціалу підприємства виступають науковою основою для ухвалення стратегічних, тактичних та оперативних управлінських рішень, спрямованих на підвищення ефективності зовнішньоекономічної діяльності, зміцнення конкурентних позицій підприємства та забезпечення його довгострокового розвитку.

Ключові слова: ефективність, потенціал, підприємство, експортно-імпортний потенціал, ефективність використання потенціалу, зовнішньоекономічна діяльність.

Statement of the problem

In the context of the globalization of the world economy, increased international competition, digitalization of foreign economic processes, and the transformation of international trade relations, the problem of effectively using enterprises' export-import potential is relevant. For Ukrainian enterprises, the issue of developing and effectively using export-import potential is strategically important, as foreign economic activity ensures integration into the global economy, expansion of sales markets, and access to modern technologies, resources, and investments. At the same time, the current operating conditions of enterprises are characterized by high uncertainty, war risks, disruptions to logistics chains, changes in the structure of international markets, currency instability, and increased requirements for product competitiveness. Under such conditions, there is a need to develop scientifically grounded theoretical provisions to assess the effectiveness of the enterprise's export-import potential, ensuring the assessment's objectivity, reliability, complexity, and consistency.

Despite a significant number of scientific papers devoted to the assessment of various objects in the economy, the issues of forming a holistic methodological framework for assessing the effectiveness of using



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the export-import potential of an enterprise, building an adequate, meaningful model of potential, forming a hierarchical system of indicators, and using modern mathematical tools of integral assessment remain insufficiently developed. The issues of the technologization of the assessment process, considering the influence of external and internal environmental factors, as well as the use of assessment results to make effective management decisions, need further development. The relevance of the study is enhanced by the need to adapt enterprises to the conditions of war and post-war development of the economy of Ukraine, which requires the improvement of scientific and methodological approaches to assessing the effectiveness of using export-import potential as an important factor in ensuring sustainability, competitiveness, and long-term development of enterprises.

The problems of assessing enterprise efficiency, developing indicator systems, and assessing export-import potential have been studied by many domestic and foreign scientists. Theoretical and methodological aspects of assessing the efficiency of financial and economic activities of enterprises were studied by Annenkova N. O. [1], Biloshkursky M. V. [9], Svystun A. [14], who substantiated approaches to a comprehensive assessment of the effectiveness of business entities and determining integral performance indicators.

Methodological approaches to evaluating the activities of enterprises on the basis of systems of indicators, integral indices, and multi-criteria analysis are disclosed in the works of Malyarets L. M., Minenkova O. V., Sabadash L. O. [2], Maksymova L. V. [3], Podolchak N. I. [8], Kharazishvili Y. M. [13], Bazyluk V. B., Bazyluk K. F. [15]. The authors substantiate the expediency of using multidimensional statistical methods, integral indicators and models of multi-criteria evaluation to ensure the objectivity of managerial decisions.

The issue of assessing the competitiveness, production, and innovation potential of enterprises is covered in the works of Basmanova O. E. [4], Maslak O. I. [6], Marchuk T. S. [7], Kovalenko T. V. [10], Hrodovskiyi O. V. [11], Zhovny O. M. [12]. In these studies, the peculiarities of applying expert, qualitative, factor, and regression assessment methods are revealed, thereby creating a theoretical basis for studying the effectiveness of using enterprises' export-import potential.

Theoretical and applied aspects of the formation and assessment of the export and export-import potential of enterprises were studied by Begma V. M. [5], Malyarets L. M., Otenko V. I., Otenko I. P. [16], Barannik I. O. [17], Vasylykivskiyi D., Yaremenko O., Levchenko M. [20], Vovk V., Gavrilchenko O., Mazorenko O. [21]. In the works of scientists, issues of monitoring export-import potential, developing indicator systems, modeling the development processes of foreign economic activity, and activating enterprises' export activities are considered.

At the same time, despite a significant number of scientific papers, the formation of integral theoretical provisions for assessing the effectiveness of the use of the export-import potential of the enterprise, in particular regarding the construction of a methodological framework for assessment, substantiation of a meaningful model of efficiency, the formation of an integral system of indicators and the use of modern mathematical tools in the context of military challenges and dynamic changes in the external environment, remain insufficiently studied.

The purpose of the research

The purpose of the study is to substantiate the theoretical provisions for assessing the effectiveness of the enterprise's export-import potential by developing a methodological framework for evaluation, a system of indicators, mathematical tools, and evaluation technology to ensure the adoption of reasonable management decisions.

Presentation of the main research material

The effectiveness and objectivity of assessing enterprises' export-import potential depend on theoretical provisions that consider both the structure of the evaluation process and its essence. To do this, it is first necessary to clarify the concept of evaluation in economics. This concept is widely used in economics, since evaluation is the main function in management. Evaluation, as a function of management at the enterprise, is determined by the degree to which the achieved indicators comply with the established ones. standard, normative, and provides for the analysis of the causes of deviations and, on this basis, the formation of appropriate management decisions [1]. Mathematicians define evaluation as a function of observational results used to estimate unknown parameters of the probability distribution of the random variables under study. Philosophers define the evaluation of an object as a way of establishing significance for the subject of action who cognizes this object. Teachers use assessment to determine a student's level of knowledge. It should be noted that there are many different scientific and methodological approaches to evaluation in economics among scientists and practitioners. Some of them are given in Table 1.

The analysis of these approaches to the assessment of various objects in the economy leads to the conclusion that it is advisable to consider the assessment of the efficiency of using the export-import potential of an enterprise as a process of determining the level of this efficiency on the basis of a hierarchical system of indicators, which involves comparing the achieved values with the reference (normative, planned, optimal) in statics and dynamics, analyzing the causes of deviations for the development of a managerial decision to increase the efficiency and search for reserves for further potential development.

Also, based on the analysis of approaches to assessing various economic objects, the following theoretical provisions for assessing the effectiveness of using the enterprise's export-import potential are proposed.

1) Assessment of the effectiveness of the use of the export-import potential of the enterprise should be carried out according to the methodological framework. Many scientists, when assessing various economic objects, omit the evaluation process. Fig. 1 shows the recommended basic list of elements of the methodological framework for evaluating economic objects and their relationships. The efficiency of the enterprise's use of export-import potential determines the definition of the subject and object of assessment, principles, purpose, tasks, types of assessment, functions, technology, methods, and results.

2) The objectivity of the assessment is determined by the adequacy of the content model of the efficiency of the use of the export-import potential of the enterprise. In subsection 1.1, the substantive essence of the efficiency of the use of the EIPP was substantiated. The reflection of the effectiveness of the use of the EIPP, based on a system of features whose values, in turn, are indicators, depends on the adequacy of the content or conceptual model of this potential. It should be noted here that scientists in the work [16] consider the process of modeling the export-import potential of the enterprise, its cognitive, content, conceptual, informational, mathematical, and mega-models are distinguished, but to assess this potential, it is possible to combine the substantive and conceptual models.

3) A meaningful model is built after a cognitive one, which only provides an idea of the object and is distinguished by a clear structuring and systematization of concepts. The conceptual model differs from the substantive model in that it expresses the object's content through the model's subject-area concepts and considers its laws and patterns. A conceptual model is formed based on the developments of scientists and practitioners. Thus, the conceptual model of the efficiency of the use of export-import potential is based on the theory of potential, the theory of efficiency, existing concepts of potential in domestic and foreign science and practice, the theory of foreign economic activity, and export-import activity.

Table 1. List of scientific and methodological approaches to the assessment of various objects in the economy

Author	Object of assessment	Content of the approach
Malyarets L.M., Minenkova O.V., Sabadash L.O. [2]	Activity of the enterprise	It is proposed to form a feature space of the model for evaluating the activity of an enterprise on the basis of a balanced system of indicators; determine the level of the state based on the integral indicator; develop a multi-criteria optimization model for evaluating the activity of the enterprise; determine the level of economic stability of the enterprise and its forecasting.
Maksimova L. V. [3]	Economic sustainability of enterprises	A set of target indicators for enterprise sustainability has been introduced to identify those requiring long-term forecasts and to develop alternative options for improving the situation in the future. It is recommended to use the multi-attribute hierarchical analysis method.
Basmanova O. E. [4]	The level of competitiveness of the enterprise	Cost indicators (profit and profitability) in the short term, net present value, and profitability index – in the long term are used. At the same time, the cost assessment is based on a preliminary analysis of the industry, the result of which is the generalization of information about each enterprise, determining the nature of competition in the industry and groups of direct competitors.
Maslak O. I. [6]	Production potential of a machine-building enterprise	An integral indicator is proposed, which creates a basis for forecasting and combines indicators of the structure of production potential (fixed, circulating assets, personnel, finance, organization); the dependence of the integral indicator of the level of use of the production potential of a machine-building enterprise on its quantitative assessment and the indicator of the quality of the production potential in the form of multiple linear regression is determined.
Marchuk T. S. [7]	Competitiveness of a construction organization in the construction market	The method of expert assessment is recommended, the essence of modernization of which is that the assessment of experts by the head of the expert group is added to the self-assessment of the competence of experts. Dual assessments of the optimal use of the construction organization's resources are used to determine the weight coefficient in the model for calculating the enterprise's level of competitiveness.
Podolchak N. I., Zahorodniy A. G. [8]	Financial and economic condition of lessees	Based on considering nonlinear cause-and-effect relationships between solvency and the level of financial and economic condition, as well as assessing the financial condition of the lessee, using an integral indicator based on discriminant equations.
Biloshkurskiy M.V. [9]	The efficiency of the fin. activities of enterprises	Multifactorial discriminant models for diagnosing the threat of bankruptcy are used; correlation and regression analyses of indicators of economic activity efficiency are conducted; and their actual values are compared with normative values. The multifactorial model of a comprehensive assessment of the efficiency of economic activity is based on logistic regression and rating.
Kovalenko T. V. [10]	Personnel management system in a machine-building enterprise	A qualitative approach is used, which consists of setting the boundaries for comparing the levels of achievement of the relevant indicators of the quality of personnel management, the practical implementation of which allows you to determine the existing level of quality of personnel management.
Annenkova N. O. [1]	Efficiency of financial and economic activity	It is based on efficiency characteristics and allows you to identify the efficiency level of an individual enterprise within a competitive group.
Hrodovskiy O. V. [11]	Economic strategy of an industrial enterprise	On the basis of the mathematical interpretation of the main financial ratios, as well as the calculation of the resulting indicator of the financial condition of the enterprise (S), on the one hand, and the calculation of the indicator of the efficiency of the industrial enterprise (RR), on the other, and can be presented in the form of a matrix (RR-S) for better visualization of the results obtained.
Zhovna O. M., Nusinov V. Y. [12]	Economic efficiency of investment projects	A number of performance assessments are envisaged from the point of view of different groups of stakeholders (stakeholders) by adjusting the indicator of net present income for additional dividend payments, consumption costs, and investments that appear as a result of a corresponding increase in profit from the implementation of an investment project, but do not meet the interests of these groups.
Kharazishvili Yu.M. [13]	The level of economic security of the country	The multiplicative form of the integral index is used, which contains several additional innovative indicators, and the simultaneous normalization of indicators and their threshold values according to a single normalizing function is provided
Svistun A.O. [14]	Efficiency of state-owned development banks	It is proposed to analyze the indicators of state-owned banks in Ukraine in comparison with a homogeneous sample of banks by the size of assets, to establish reference values for four indicators: for the size of provisions for the loan portfolio on the basis of empirical analysis, for the profitability of assets – at the level of the target inflation rate, for operating expenses to operating income – according to international practice, for operating income on assets – based on the results of its own empirical analysis.
Baziliuk V.B., Baziliuk K.F. [15]	The level of competitive potential of the enterprise	An integral indicator is proposed for six elements (production, labor, financial, innovation, marketing, and management) that have a direct impact on the competitiveness of potential; a method of ranking factors using expert assessments, which is based on a system of evaluation indicators and takes into account the influence of each of the constituent elements.

Source: systematized by the author

4) The objectivity of the assessment of the effectiveness of the use of export-import potential is also determined by the scientific validity of the information and analytical support of the assessment. After developing a meaningful model of the enterprise's export-import potential, information and analytical support should be established. The basis of this provision is a hierarchical system of indicators and a set of analytical methods. In the process of forming a system of indicators, it is necessary to comply with the relevant requirements, namely: adequacy in reflecting the content of the object; representativeness or reliability in the reflection of the relevant properties of the object; completeness, i.e. contain the necessary and sufficient information of the object; accessibility, i.e. contained in various forms of reporting or the possibility of calculation at the enterprise; relevance, i.e. the ability to preserve the value of information for a certain period; timeliness, i.e. receipt by the appropriate period of time; stability, which implies the possession of the property of maintaining accuracy; accuracy, which is mostly based on documentary basis, various forms of reporting and accounting; be hierarchical, multidimensional; be expressed by metric and non-metric values of features; be limited; contain information comparable in space and time, be heuristic, that is, make it possible to obtain new knowledge.

Thus, Barannik I.O. [17] recommends for the monitoring of the EIPP a system of partial indicators that describes this potential, namely: share of exports; share of imports; export density of the enterprise in the foreign market; share of the domestic market; the rate of change in supplies for export; the rate of changes in imports; the level of product diversification of exports; coefficient of use of working time; the share of employees who graduated from the university; the share of employees trained in new professions; share of employees who improved their skills in the reporting period; staff turnover ratio; labor productivity; recovery rate of fixed assets; return on capital; capital ratio; coefficient of provision with own working capital; share of own working capital in assets; capital turnover ratio; turnover ratio of own working capital; turnover ratio of production stocks; turnover ratio of finished products; turnover ratio equity; autonomy coefficient; maneuverability coefficient; financial leverage indicator; the coefficient of provision of stocks and expenses by own sources of formation; stocks

of material resources; material intensity of products; indicators of the structure of operating costs: the amount of material costs; depreciation volume; the amount of labor costs; deductions for social needs; other operating costs; production inventories; work in progress; volumes of finished products. And also a system of partial indicators is proposed, which characterize the efficiency of using the EIPP, these are such indicators as economic efficiency of exports; economic efficiency of imports; profitability of exports; profitability of export operations; profitability of imports, and indicators of profitability of the enterprise: return on total capital; gross return on sales; operating profitability of sales; net profitability of sales. The system of partial indicator potential of the EIPP proposed by Barannyk I.O. has the drawback that it is not structured according to the main components of this potential and is too large, but its advantage is the allocation of a subsystem of indicators that characterize the efficiency of use potential and efficiency of all activities of the enterprise. Of course, to determine the level of efficiency of using the export-import potential, it is necessary to calculate integral indicators that allow you to make a convolution of partial indicators into one value [17].

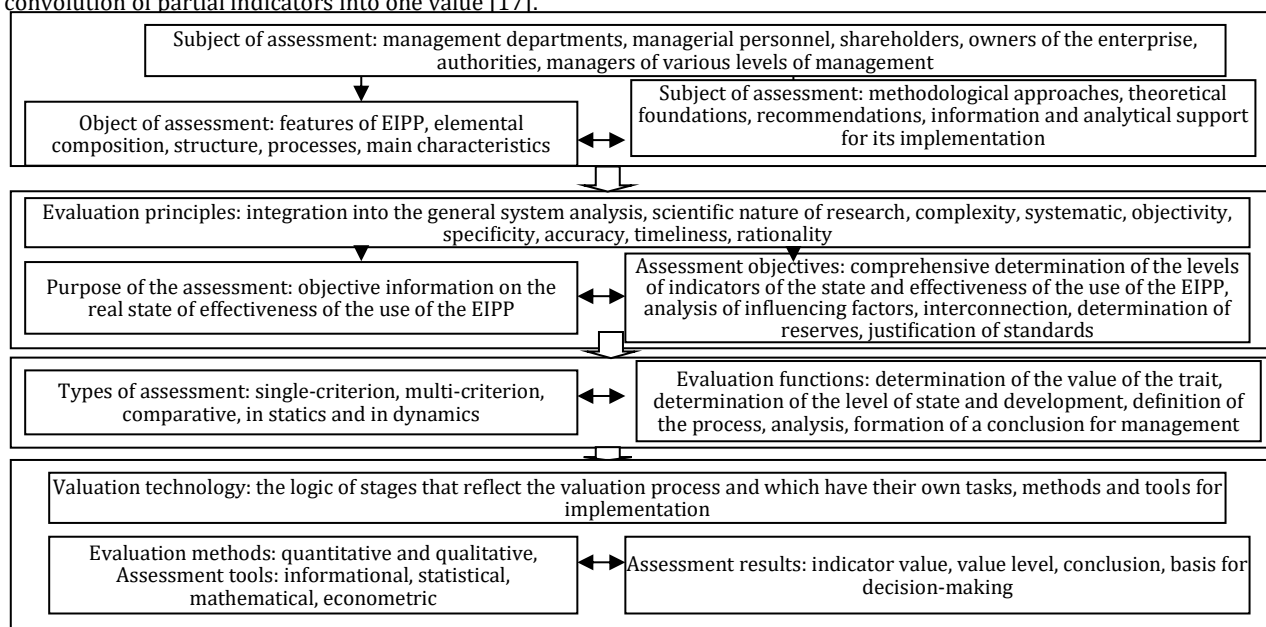


Fig. 1. Methodological framework for assessing the effectiveness of using the export-import potential of the enterprise. *Source: author's development*

5) The level of efficiency of using the export-import potential of the enterprise is determined by the value of the integral indicator, which is obtained based on the convolution of the system of partial indicators. As for the problem of convolution of the system of partial indicators in economics, scientists Ponomarenko V.S. and Malyarets L.M. [18] propose to distinguish between partial and complete convolution. Partial convolution, as a rule, is carried out using factor analysis, canonical correlations, multivariate scaling, cluster and discriminant analysis, i.e. methods of multivariate statistical analysis. A complete convolution of the system of partial indicators is made in economics using the methods of constructing an integral indicator, namely: multiplicative convolution, additive convolution, the method of calculating the integral taxonomic indicator of development, and Harrington's integral quality indicator. As a result of complete convolution, the system of partial indicators is integrated into a single value, called the integral indicator.

6) The level of efficiency of using the export-import potential of the enterprise is influenced by the factors of external and internal environments, among which it is advisable to determine the most important and significant ones. This theoretical provision is especially important under martial law and post-war law. Currently, the war continues, and the destruction of the country's economy continues. All business entities will continue to work in conditions that significantly limit their activities. Influential factors of the external environment are such factors as: the world community reacts with restraint to war crimes in Ukraine; external military support is strengthened and expanded; multi-level contacts with foreign organizations, which contributes to the promotion of national interests and initiatives on the world stage; the coalition of countries in solidarity with Ukraine is being strengthened; medium-term budgeting is being restored; it is planned to abolish the preferential tax regime; the recovery of the Ukrainian economy is proceeding at a rapid pace; financial stability is growing due to stable and rhythmic receipts from international partners; friendly countries are creating War Risk Insurance systems for the reconstruction of Ukraine. This list of factors can be continued.

Analysts of the Razumkov Centre, based on a survey of Ukrainian citizens, concluded that the country will be able to overcome problems and difficulties within a few years [19]. During this time, Ukraine has demonstrated its ability to cooperate successfully and effectively with international financial institutions, primarily the IMF. Analysts also believe that the main factors favorable for the development of Ukraine's economy are: the strengthening of the Armed Forces of Ukraine and the beginning of the liberation of the occupied Ukrainian lands; continued provision of military and financial assistance by developed partner countries; launching and implementing international programs and projects for economic reconstruction in the fall of 2023; improving the well-being of the population, increasing adaptability to enemy attacks; the return from abroad of Ukrainians who were forced to leave due to the war; strengthening cooperation between the NBU and the government to support the real sector of the economy [19]. At the same time, there are internal inhibiting factors, namely: the resumption of the politicization of economic decisions; the impossibility of resuming economic activity in the previously occupied territories; and the escalation of confrontation and contradiction between the state's fiscal and monetary approaches.

The influence of positive and negative factors in the external environment should be assessed analytically using mathematical tools. The efficiency of leveraging the enterprise's export-import potential is influenced by internal environmental factors, which can be identified and evaluated through multivariate regression analysis, factor analysis, and canonical correlation analysis.

7) Assessment of the effectiveness of the export-import potential of an enterprise is multidimensional and multi-criteria. This theoretical position partly follows from the previous one. The efficiency of using the enterprise's export-import

potential is determined by many elementary and complex factors and is measured by both partial indicators and an integral indicator, i.e., it is multidimensional. The effectiveness of export-import potential is assessed using multiple criteria that depend on the enterprise's mission, goals, and strategies. One of the main criteria is the outstripping growth rates of exports over imports, which ensures the efficiency of export-import activities, all activities, and the development of the enterprise [20]. Therefore, the search for optimal values of indicators of the efficiency of the growth of the enterprise's export-import potential is carried out by solving a multi-criteria optimization problem, with export-import potential as the objective, and the restrictions are, first, volume constraints on the enterprise's resources. To solve the multi-criteria optimization problem of finding the optimal values of the indicators of the efficiency of export-import potential growth, it is recommended to use heuristic optimization methods, which are divided into evolutionary (genetic algorithms and the method of direct (direct) search) and behavioral (imitation) methods, which provide for modeling (imitation) of collective behavior of living or non-living systems capable of self-organization (annealing method, methods of behavior bee swarm, ant colony method).

8) The reliability of the assessment of the effectiveness of the use of the export-import potential of the enterprise depends on the mathematical tools used in the evaluation process. The choice of a mathematical tool should be based on the analysis of the advantages and disadvantages of each of the tools used. The advantages and disadvantages of multivariate statistical analysis methods are described in detail in the work by Ponomarenko V.S., Malyarets L.M. [18]. The authors also recommend these mathematical tools for solving typical problems in economics. For example, scientists provide a list of practical problems that can be solved using factor analysis: determination of internal implicit (latent) complex factors of enterprise development; determination of internal implicit complex factors of enterprise development in the region; determination of internal implicit complex factors of development of objects and subjects of the economy in the country; diagnostics of the degree of information content of indicators that determine the factors of enterprise development; assessment of the degree of information content system of the main indicators of the enterprise's activity; scientific validity of the identified factors of enterprise development; determination of types of development of enterprises according to the criterion of the system of factors that form this development; determination and assessment of the hierarchical structure of factors that determine the development of enterprises, region, country; development of a balanced system of indicators that ensures the effectiveness of the management system at different levels of management; development of a comprehensive economic analysis, taking into account different levels of management.

9) The evaluation technology is a sequence of operational stages of the evaluation process using appropriate methods, tools, and means. If the assessment of the enterprise's export-import potential is carried out in accordance with the technology, its organization is ensured. Fig. 2. The proposed logic for mandatory technology blocks for assessing the effectiveness of using an enterprise's export-import potential is presented.

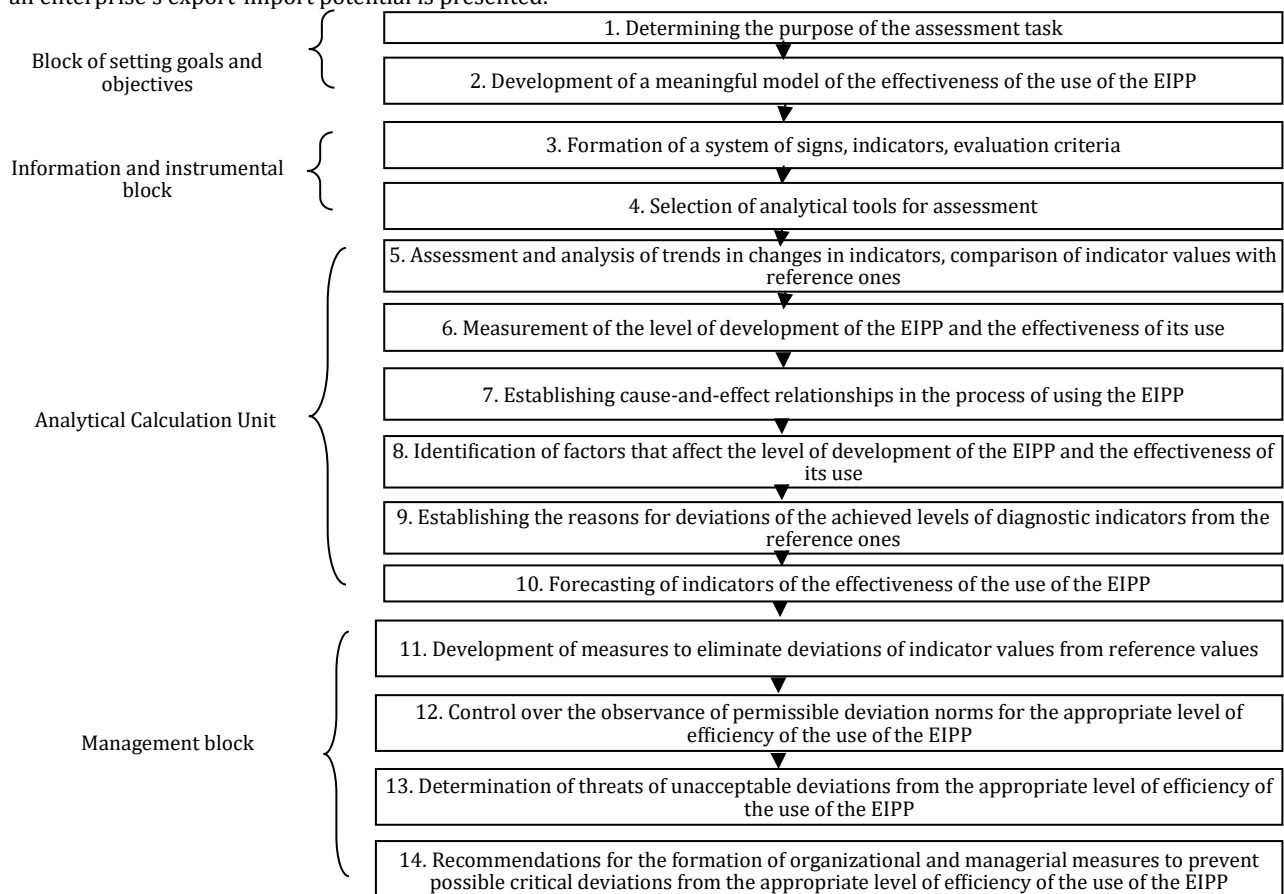


Fig. 2. Technology for assessing the efficiency of using the export-import potential of the enterprise. Source: author's development

It is expedient to group the stages of technology for assessing the effectiveness of using the enterprise's export-import potential into blocks: setting goals and objectives, information-instrumental, analytical calculation, and managerial.

10) Based on the results of the assessment of the effectiveness of export-import activities of the enterprise, effective management decisions are made. In other words, the results of assessing the effectiveness of the enterprise's export-import activities provide a scientific basis for making informed management decisions to increase efficiency and identify reserves. It should be noted that the results of this assessment should inform both strategic management and tactical and operational decisions.

Thus, the proposed theoretical provisions for assessing the effectiveness of using the enterprise's export-import potential improve the theory of potential, the theory of efficiency, and the theoretical foundations of export-import potential. Since the export-import potential reflects all other types of potential of industrial enterprises, namely, resource, organizational, and management potential, and all these types of potential are used to carry out various types of activities of an industrial enterprise, the efficiency of using the export-import potential determines the efficiency of all activities of the enterprise and its development. Strict adherence to these provisions provides the main characteristics of the assessment of the efficiency of using the enterprise's export-import potential, namely: adequacy, reliability, comprehensiveness, consistency, efficiency, and austerity.

Conclusions and prospects for further research

Thus, the study substantiates the theoretical provisions for assessing the effectiveness of using the enterprise's export-import potential and forms an integral scientific and methodological basis for the comprehensive assessment of enterprises' foreign economic activity. It is advisable to assess the efficiency of leveraging export-import potential by using a hierarchical system of indicators, comparing actual values with reference values, and analyzing reasons for deviations to inform managerial decisions. Objectivity and reliability of assessment are ensured by the presence of a methodological framework, an adequate, meaningful model of export-import potential, scientifically grounded information and analytical support, and the use of modern mathematical tools for analysis and integral assessment. The system of evaluation indicators must meet the requirements of adequacy, representativeness, completeness, hierarchy, accessibility, relevance, and comparability.

It is advisable to assess the efficiency of the enterprise's export-import potential with an integral indicator derived from the convolution of a system of partial indicators, based on multivariate statistical analysis and integral assessment. It has been established that the assessment of the effectiveness of the use of export-import potential is multidimensional and multi-criteria, and depends on the influence of external and internal environmental factors, especially under the conditions of war and the post-war development of Ukraine's economy. A technology for assessing the effectiveness of using an enterprise's export-import potential is proposed, comprising a sequence of interrelated stages: setting goals and objectives, developing information and analytical support, conducting analytical calculations, and making managerial decisions. It is determined that the assessment results serve as a scientific basis for developing strategic, tactical, and operational managerial decisions to increase the efficiency of the enterprise's foreign economic activity and to identify reserves for further development.

The proposed theoretical provisions will contribute to the development of the theory of potential, the theory of efficiency, and the scientific and methodological foundations for assessing the export-import potential of the enterprise, thereby improving the quality of management of foreign economic activity and the competitiveness of enterprises in modern economic conditions.

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