

**WORKFLOW FOR EVALUATING INDUSTRIAL COMPANIES
COMPETITIVENESS**

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Abstract:

Development of business strategies for enhancing company competitiveness should be based on prior evaluation of competitiveness level. The need for evaluation stems from the desire of researchers to diagnose precisely the reasons which have led to a particular level of company's competitiveness.

The variety of definitions of the nature of company's competitiveness, the various views on the factors, criteria, indicators and methods make it difficult to create a methodology for evaluation of industrial companies' competitiveness. In that regard, the article aims to present a workflow for evaluation of company's competitiveness which possess a high degree of flexibility and adaptability and supports researchers in the creation of this type of methodologies.

Keywords: evaluation of competitiveness; evaluation approach; industrial
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