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ENTERPRISE COMPETITIVENESS MANAGEMENT BASED ON OPTIMIZATION OF ENERGY MODERNIZATION PROJECT PORTFOLIOS

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Abstract. In modern conditions, one of the most important tasks of the Russian economic policy is to increase the economy competitiveness during the transition to green energy through the energy-efficient technologies usage. This allows to create the necessary conditions for the speedy economy transition to an energy-efficient path of development. The Russian enterprises' energy efficiency problems consist of low technical equipment today, a low level of energy development management of saving processes leading to high CO2 emissions into the atmosphere. All this leads to increased costs and, as a consequence, increased product prices, which, in turn, reduces the competitiveness of products and enterprises. The traditional approach to increasing energy efficiency is based on solving three problems: energy audit, energy management, and management accounting. The disadvantages of this approach, which hinder the increase in the enterprise competitiveness, are the lack of degree consideration of the energy efficiency parameters influence on the enterprise competitiveness, and, as a consequence, the lack of tools for managing these parameters. These shortcomings determine the need to refine and improve existing concepts, methods, models and tools for assessing and managing the competitive enterprises' development. The purpose of the article is to develop an algorithm for managing the implementation of an optimized portfolio of energy modernization projects. The leading enterprises' experience and the regulatory framework of the issue under consideration were studied as empirical material.

Keywords: organization management; competitiveness management; energy saving; energy management; energy transformation.

JEL codes: O32; M00.

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