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CURRENT ISSUES IN EVALUATING THE EFFECTIVENESS OF DIFFERENT PROXY MEANS COMMERCIAL PROPOSALS

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Using a proxy means commercial offers participants the procurement procedure, allows them to produce a balanced comprehensive assessment using the most important and priority criteria. So, various methods of scoring may be used, which can have both advantages and disadvantages.

How can we evaluate the very dignity of non-specific methods and assessment? What characteristics should a valuation technique have?

For answers to these questions let us consider the mechanism of direct evaluation and put up points on certain criteria.

The mechanisms of putting scoring can be defined either by a mathematical formula, or the set of rules. An example of such a set of rules can be a mechanism to assess, in which participants are ranked in terms of evaluation criteria and the party with the best natural indicator of proposals put 10 points, next in line 9, etc. Thus, the difference of natural parameters is not taken into account, which leads to not fair and not exhibiting the proportional scoring of bids.

The first and the most important criterion for evaluating the effectiveness of scoring methods follows from this example - *linear proportionality of exhibited scores physical indicators of commercial offers of the participants.*

This principle is the basis of a fair evaluation of bids, because, when setting the scoring the difference in physical terms of bids is considered, and the selected range of scores is linearly proportional distributed over a range of positive indicators of bids.

Scoring methodology can be evaluated indirectly by another criterion - the complexity of understanding and perception of the mathematical apparatus technique.

Thus, the simplest mechanism of putting scoring will facilitate the timely verification and monitoring the correctness of his actions.

One of the most important criteria is *the ability of the methodology to give valid results in the exclusion and / or adding members of the procurement procedure.*

This situation can occur when the selected provider refuses to sign the contract for any reason. In this case there are various situations.

First, in most cases the principal in the development of the documentation for the procurement procedure determines the course of action in this situation and if it is already clearly defined, then the customer is obliged to act in accordance with this order. In most cases, the customer provides, in the event of failure of the selected vendor to offer a contract to contract party, offer the best of the remaining conditions.

However, during the procurement procedure with the use of proxy means quotations selected vendor the refusal to sign the contract means the possibility, that the technique used can give a different

distribution points in the case, if during the scoring bid selected participant was not considered.

We explain the situation with a simple example. The results of scoring commercial offers of all the participants are available, it was carried out directly during the purchase procedure. For example, the first place with the highest score was given to company A. The second place to the second value of points took company B. Company A refuses to sign the contract and its offer is no longer being considered. In most cases these situations contract offered to the company as a participant with the highest number of points remaining.

However, there are practical calculations, which show that for some scoring techniques in the case of re-calculating the scores of all participants with the exception of settlement offers from A, there are cases in which the company is not in the highest number of points and not take the first place, that would indicate a lack of reliability of the methodology used.

The following criterion - *is the ability to resist corruption techniques machinations on the part of the customer's performers.*

This principle should be no possibility of influence on the artists exhibiting customer scoring and determination of the final assessments of the participants.

In most cases, it is achieved by changing the mathematical apparatus and techniques and criteria used, as well as the control of the correctness of the mathematical calculation of the ratings.

Similarly, the criterion is *the ability to resist corruption techniques machinations on the part of suppliers.*

The one of such cases is the case where the supplier is involved in the procurement procedure of two companies: one primary, which aims to obtain a contract, and a fake one, which does not aim to obtain a contract, and is used for the main company more scoring and / or get the rest of the lower scoring on the criteria on which the company does not have the main competitive advantages.

It can be achieved by setting a shell company significantly overstated or understated performance commercial proposal to significantly increase the range of indicators of commercial offers participants allocated to the fixed points on the range exhibited increased range of indicators of commercial offers participants, thereby reducing the competitive scores of participants.

The effectiveness of any technique scoring quotations can be determined based on the criteria described above.

Thus, the mechanism of effectiveness check should consist of practical calculations of scores on any examples of cases to test the linearity and proportionality exhibited scores, test the ability of the methodology to give valid results in the exclusion and / or add additional procurement procedures according to the situation described above, as well as methods of testing the ability to resist corrupt machinations on the part of suppliers also according to the situation described above.

Checking the complexity of understanding and perception of the mathematical apparatus technique and the ability to resist corruption techniques machinations on the part of the customer performers can be evaluated by an expert.

COMPETITIVENESS IN THE GLOBAL MARKET: THEORETICAL VALUATION ASSUMPTIONS

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Recently, there are broad discussions on increasing competition and the country's economic ability or inability to withstand competition in the domestic and foreign markets. Competitiveness of economic entities, companies is associated with their ability to respond promptly and adequately to sudden changes in the market and maintain their position on it. Often, however, there is disagreement as to what particular action should be taken by any individual economic entity in the market competition, which evaluation criteria should be used to determine whether the entity is competitive or uncompetitive and what recommendations should be made to improve the situation.

The production competitiveness of economic entities in the market is determined by the external and internal economic, technological, social and other factors as a whole. On the other hand, it is not enough just to identify the key determinants of competitiveness, it is also necessary to select proper data, metrics and evaluation