

The use of index approach for enterprise energy strategy formation

Melnik A., Lukishina L.

Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

Constantly increasing competition in the markets of goods and services determines the need for new ways to improve the competitiveness of the enterprises and its products. The improving of production efficiency depends on various factors, including the energy factor. The rising of energy costs share in total cost of products manufactured by industrial enterprisers, have an increasing impact on the prices level and the products competitiveness. Further improvement of fuel and energy use efficiency will be largely determined by the success of energy management. The article describes the methodological basis for the industrial enterprise energy strategy formation based on the index approach.

<http://dx.doi.org/10.5901/mjss.2014.v5n18p289>

Keywords

Competitiveness, Energy costs, Energy strategy, Index approach