

Competitiveness is a concept which refers to an enterprise, region, state, association of states, etc. It designates the capacity of an entity to achieve and maintain the leadership position over a longer time span which turns its products into de facto standards for others. The competitive dominance is achieved by the integration of strategy and quality, supported by standardization.

The role of standardization is reflected in:

- The support to infrastructure of quality at the national level,
- Knowledge transfer contained in the standards of the enterprise business processes,
- Improvement of the quality of business processes, products and the enterprises as a whole and,
- Improvement of innovation processes in the enterprises, business and scientific environment.

The first role refers to the National Standardization Body (NSB), its relations with the superior institutions (state, ISO organization, other stakeholders), enterprises, consultants, metrology laboratories, accreditation bodies, certification bodies, etc.

The second role is based on the interests and readiness of both sides (NSB and enterprises).

The third, fourth and fifth role are the responsibility of the enterprises with the support of the infrastructure, knowledge and other resources (money, ICT, etc.).

Viewed in its totality, at the enterprise level, the role of the standards aiming to achieve competitiveness is twofold:

- In the short-term period, standardization reduces competitiveness because the costs incurred are higher than the investments in the improvement of competitiveness,
- In the long-term period, standardization increases competitiveness if the “right things” are achieved in the “right way”.

The World Economic Forum methodology uses the New Global Competitiveness Index which defines the factors related to micro and macro competitiveness. It should be emphasized that not a single sub-index of competitiveness related to standardization has been singled out, which is why it should be viewed separately as a factor which affects the processes and the strategy of the enterprise, as well as the national business environment.

COMPETITIVENESS THROUGH STANDARDISATION

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