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COMPETITIVENESS OF UKRAINE: THE INTERNATIONAL DIMENSION OF EUROPEAN INTEGRATION

КОНКУРЕНТОСПРОМОЖНІСТЬ УКРАЇНИ: МІЖНАРОДНІ АСПЕКТИ ЄВРОПЕЙСЬКОЇ ІНТЕГРАЦІЇ

Анотація. Розглянути питання конкурентоспроможності національної економіки України та її вплив на процеси євроінтеграції. Вивчено досвід розвинутих країн світу на шляху створення постіндустріального простору на основі інновацій та регіонального інноваційного потенціалу країни. За результатами дослідження пропонується формування Національної інноваційної системи та активна регіональної політики України.

Ключові слова: конкурентоспроможність, євроінтеграція, національна економіка, регіональний потенціал, інтелектуальний потенціал, національна безпека, розвинута держава

Abstract. Consider the competitiveness of the national economy of Ukraine and its impact on the process of European integration. Studied the experience of developed countries to the creation of the post-industrial space through innovation and regional innovation potential. The study proposed the formation of National Innovation System and active regional policy of Ukraine.

Keywords: competitiveness, European integration, national economy, regional capacity, intellectual capacity, national security, developed countries

Formulation of the problem. The concept of competitiveness of the national economy is great practical importance in the development programs of the country's competitiveness and development of its export base in the long term at the national level. A place that our country is rankings of authoritative international organizations, clearly indicates its weak competitiveness. Prerequisite Ukraine out of the crisis, EU integration and national security problems is the development and implementation of global strategic architecture to improve its international competitiveness. Only the high competitiveness of the national economy in both domestic and global markets could be the basis for the growth of living standards of citizens of Ukraine.

Analysis of recent research and publications. Among the scientific works that explore contemporary forms of international competition, the causes and conditions of the competitive advantages and problems of ensuring high competitiveness of individual countries in the latest forms of its achievements, research is necessary to allocate such foreign scientists as G. Gruber, H. Johnson, R. Kanter, P. Kattsentsheyna, A. Marshall, J. Mile, R. Nelson, J. Sachs, A. Smith, R. Solow, J. Schumpeter, E. Hekshera, local scientists - B. Gubsky, D. Lukyanenko, Yuri Pakhomov, and many others.

The most considerable levels of international competition research and theory of competitive advantages of the micro - and meso - levels reached American scientist Porter [1, p. 25].

Formulation of research objectives. However, many aspects of this scientific problem is not solved and justified. Require further study and methodological basis and becoming competitive in the global environment.

Presenting main material. Competitiveness in the general definition associated with certain properties of the object of research that give it an opportunity to grow through innovation and ultimately win the competitive struggle. If the object does not have them, he is unable to engage in long-term competition in the relevant market. The main factor behind the high competitiveness of international economic relations is their susceptibility to innovation. An important feature of the country's competitiveness is the ability of the subjects to respond quickly to changes in global demand and production structure. This requires that the country was favorable investment climate and innovation as well as favorable conditions for the effective functioning of businesses. The high competitiveness of the country is characterized by it terms of education, the problems of national security, economic development and improve people lives. Country which has not only efficient economy, but also to develop non-economic institutions that have a positive influence on economic processes in the country can be considered competitive and has great potential, not only in terms of competitive advantage, but also the benefits associated with the feature operation political, cultural and social systems.

The high level of international competitiveness can be achieved through the active involvement of state subsidies, but ultimately it reduces the quality of life and competitiveness and are nominal. Real competitiveness is possible only when national companies are able to produce quality products and successfully sell them at prices that meet both external and internal users without direct subsidies.

It is legal to use the category and the country's competitiveness due to increase weight in the international community intellectual potential of the state, which ensures high economic growth through innovation. In theory, international economics is no clear justification for such categories as "competitive status", although in the strategic management of the 80s used the term "competitive status of the company." The concept of "competitive status" can be recognized as a state brand with universal standards such as the development of political and economic stability, economic security. Competitive status considered high, as the conditions of its competitiveness on international markets will increase, and due to the attractiveness of the internal environment of the country for investors.

Using a large database of international statistics might constantly improve methods for calculating the international competitiveness of countries, reflecting their potential and comparative advantages. Particular attention is paid to the growth competitiveness index (the index increased competitiveness - IIC), which is determined annually by the World Economic Forum (WEF) and the ability of national economies in the medium term to ensure sustainable development based on new knowledge and technologies. This index is also called the symbol of innovation receptivity, which provides opportunities to realize sustainable economic growth and welfare through the use of new technologies and production based on these new products. The proposed technology of innovation susceptibility index of distinguishes countries in terms of the cluster.

The first cluster includes highly developed countries that are key innovators - Switzerland (5.8), Singapore (5.7), USA (5.6) Germany-(5.5), Netherlands (5.5), Japan (5 5), Finland (5.5), Sweden (5.4), Great Britain (5.4) and Norway (5.4). The average score is the total competitiveness index - 5.54, the index of social institutions - 5.98 and the macroeconomic environment index - 4.98. 2nd Cluster is the largest, covering a large number of highly developed countries. It also joined post-socialist countries - China, Estonia, Thailand and the Czech Republic. By failing - countries 7 and 8 clusters (number of South African and Latin American countries and Ukraine - 4.0 - 2.8).

To maintain economic growth in developing innovative systems and appropriate strategies in most parts of Europe, confirming the thesis that in today's active innovation is essential not only for the highly developed regions, but also to all regions of the world. From the middle 90s, the European Commission encourages and supports the development of regional innovation strategies with special programs RITTS and RIS, of which more than 120 European regions have received support from experienced consultants analyze innovation and development potential of

regional innovation strategies. With the help of regular competitions financed by European regional innovation projects, with deprived areas received 75% of funds. The EU is making significant efforts in creating a network for the exchange of information between regions. An example of this can serve as a network of Innovative Region in Europe (IRE), which includes the different regions of the EU.

Conclusions. Thus, an important step towards Ukraine's integration into the global innovation space is building its own national innovation system and active regional policy. Today, Ukraine availability of innovative progress is uncontested by ensuring international competitiveness. It should develop a national strategy to improve the international competitiveness of the national economy, which should transform Ukraine into a strong, economically developed state with internationally accepted high competitive status.

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