



ПРОБЛЕМИ ФОРМУВАННЯ ТА РЕАЛІЗАЦІЇ КОНКУРЕНТНОЇ ПОЛІТИКИ

**Матеріали VI Міжнародної науково-практичної
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У збірнику розміщено наукові матеріали з таких тематичних напрямів, як: формування та реалізація конкурентної політики в сучасних умовах; теоретичні та прикладні аспекти державного регулювання економіки; вітчизняний та зарубіжний досвід розвитку конкуренції на товарних ринках; механізми підвищення конкурентоспроможності в умовах нестабільності; публічно-приватна взаємодія – сутність, перспективи розвитку та напрями вдосконалення; економічна та інформаційна безпека держави та підприємств; децентралізація та регіональний розвиток; становлення громадянського суспільства та його роль у формуванні класу державних службовців, проблема взаємодії держслужбовців та громадськості; соціальні аспекти зайнятості та конкурентоспроможності на ринку праці в контексті державного та регіонального розвитку.

За зміст та мовно-стилістичне редагування відповідальність несуть автори

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TO PROBLEMS OF INCREASING COMPETITIVENESS ENTERPRISES IN THE GLOBAL ECONOMY

In the conditions of the global economy, the factors of increasing the competitiveness of the enterprise, according to research data, are: innovative policy to determine the ability of the enterprise to compete on the domestic and foreign markets; qualified labor resources taking into account the requirements of the international labor market; flexible quality management system. The enterprise must also take into account the cultural, social, political, technological, environmental and legal features of the market of the individual state.

As for the innovation component - the priority areas of state support for the development of new models of organization of industrial and innovative activities in the industry of Ukraine, marked by the National Institute of Strategic Studies, is the use of state policy tools created by developed countries to build cross-sectoral cooperation, with the potential of scientific and educational sector and commercialization of innovations, partnership opportunities based on scientific projects and attracting investors. The emphasis is placed on the concept of smart-specialization, which allows to realize the unique potential of economic development of regions and countries based on specific competitive advantages. "The best opportunity to foresee the future is to create the world in which we would like to live," said Business Development Director of Huawei Ukraine - Alexander Serbin at a recent Huawei Ukraine Enterprise Day conference.

In many countries, the present is inextricably linked to the digital economy. According to IDC, in 2018, the global market for equipment, software and services focused on digital transformation projects will reach \$1.3 trillion. There is no exact data on the turnover of this segment in Ukraine. According to very rough estimates, it is about \$1 billion. Our country is still at the beginning of the path. Only recently, the Cabinet of Ministers approved the Concept for the Development of the Digital Economy and Society for 2018-2020 and approved a plan of measures for its implementation. The document can become the driver for the development of the sales market of the corporate sector of IT equipment and solutions that enhance the business's performance by optimizing production processes and administration. The basis of the document is the obligation of the state to stimulate the demand for digital transformation and help to secure funding. "Ukraine's digital development is the creation of market incentives, motivations, demand and the formation of needs for the use of digital technologies, products and services among Ukrainian sectors of industry, spheres of life, business and society." Due to the implementation of "Digital Adzgenta" Ukraine can achieve widespread use of digital technologies. The ambitious rating goals in the document can become an indicator of the implementation of the concept. For example, in 2020, Ukraine should rank 30th in the Networked Readiness Index (64th in 2016), 40th in the Global Innovation Index (56th in 2016), 50th place in the ICT Development Index (79th - in 2016).

Increasing the competitiveness of the enterprise can be achieved by orienting the company towards the consumer, improving the quality of products, introducing innovation policy, making better use of resources, including human resources, improving working conditions and a number of other factors. Particular attention should be paid to human resources as a key element of productivity and competitiveness. In this regard, it is important to use the management system and the motivation of workers. Educated management suggests that employees want to be creative and productive, that they need support and approval, and not in the limitation and control of the administration. According to Maslow's theory of motivation, an educated approach is best used for sustainable, psychologically healthy workers. Maslow defined the need for self-expression as "a desire to become more than you are, to become everything that you can do." This need - the highest order, and satisfy it is the hardest thing.

People who "get" to this level, work not just for money or to impress on others, but because they are aware of the importance of their work and enjoy the process itself. People also need recognition - they need a sense of the value of their personality as an integral part of the whole. In addition, they need respect based on achievements in the competition with other people. All these needs are closely linked to the notion of status, which means the "weight" or "importance" of a person in the eyes of others. The ability to meet such needs can serve as a powerful motivating factor in the work.

In accordance with modern concepts of human management is one of the most important economic resources of the enterprise, affecting its income, competitiveness and development. To date, this factor is the weakest link in the activities of domestic enterprises. Only some businesses take care of improving working conditions and motivating their employees. In this Ukraine is substantially lagging behind the European countries.

The criterion for the training and formation of professional staff is education. In this plan, institutions of higher education adopted a course on integration into European and world space. For example, for the Taras Shevchenko Lugansk National University, the recognition of the university in the European and world educational space, active partnership and entry into international educational and scientific organizations is a strategic goal of the university's development. Realization of this goal includes: development of cooperation with foreign universities and research centers, funds in the field of education, scientific research, training of scientific and scientific-pedagogical personnel, search of international grants; conclusion of bilateral agreements with universities of other countries on mutual recognition of diplomas; achievement of mobility of students, lecturers, researchers, university managers; restoration of work and creation of new centers of education, science and culture of partner countries of Taras Shevchenko LNU with an educational and cultural mission, in order to increase the contingent of foreign students.

The use of foreign educational experience is due to the signing of agreements with the University of Lodz (Lodz, Poland), the High School of Tourism and Ecology in Sucha Beskidzka (Lesser Poland Voivodship, Poland), Ivan Javakhishvili Tbilisi State University (Tbilisi, Georgia) in which students of the LNU were given the opportunity to undergo parallel study in foreign Higher education institutions.

Thus, thanks to the constant adaptation to the needs of the job market and high quality, the Academy of Social Sciences in Krakow has won a number of awards and honors, including: the leader of the Polish Business Center Business Center, the Polish Ambassador, the School of Leaders and has taken high places in the state ratings . The Academy of Social Sciences implements international cooperation through numerous signed cooperation agreements with universities and research centers in Europe and around the world. The effects of this cooperation are divided into three categories: student exchange, staff exchange and international projects. Popularity for studying abroad is increasing. Today, students of Krakow Academy can continue their studies in the following states of the European Union: Belgium, Bulgaria, France, Spain, Holland, etc.

And further - a flexible quality management system. The basis for planning and making optimal managerial decisions by enterprise management is the actual information and objective data on the opportunities and threats of individual methods. Such information should be based on a comprehensive assessment and study of individual methods and techniques of quality management at an enterprise that can be used as alternatives.

Conclusions. Market competition puts businesses at stake in adapting to the requirements of functioning in a changing competitive environment. And the very competitiveness of the enterprise ensures its ability to maintain or expand its competitive position on the target market and to influence the market situation through the supply of quality products or services, meeting the specific requirements of consumers and ensuring the efficiency of the operation.