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УДК 339.137: 332.143(477)

DOI: 10.24411/2306–546X-2017-00037

ОЦІНКА КОНКУРЕНТОСПРОМОЖНОСТІ РЕГІОНІВ УКРАЇНИ

**Кучеренко С.Ю.,
Леваєва Л.Ю.**

Ключові слова: конкурентоспроможність регіонів, фактори конкурентоспроможності, оцінка конкурентоспроможності, національна економіка, глобалізація, інтеграція.

ОЦЕНКА КОНКУРЕНТОСПОСОБНОСТИ РЕГИОНОВ УКРАИНЫ

**Кучеренко С.Ю.,
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Статья посвящена актуальной проблеме оценки конкурентоспособности регионов. Предмет исследования – основные подходы управления конкурентоспособностью Украины в условиях глобальных вызовов.

Цель исследования – анализ современного положения страны и определение дальнейшего развития национальной экономики и ее регионов.

При проведении исследований были использованы: методы системного и экономического анализа для обоснования направлений (векторов) и определения факторов характеризующих конкурентоспособности регионов и национальной экономики.

В статье авторами проведён анализ существующих отечественных и зарубежных подходов к оценке конкурентоспособности и аргументировано отсутствие единого подхода в решении этого вопроса.

Определено, что конкурентоспособность регионов достигается растущей производительностью труда, созданием благоприятной инвестиционной среды, активным восприятием новых технологий. Установлено, что конкурентоспособный регион привлекает иностранные инвестиции, формирует социально-экономическую стабильность, высокий уровень жизни населения, способен эффективно вести внешнюю торговлю, достигать высокой производительности используемых факторов производства.

Осознание объективной неравномерности социально-экономического развития регионов Украины требует разработки эффективных механизмов стимулирования развития регионов, потенциальной движущей силой, которого является стратегия региональной конкурентоспособности. В ее основу через механизмы конкурентной борьбы, заложены активизация внутреннего потенциала территории, приоритетное использование уникальных конкурентных преимуществ отдельного региона, обеспечение эффективных условий межрегиональной конкуренции, которые в перспективе будут обеспечивать качественное улучшение уровня жизни жителей.

Авторами предложены направления роста конкурентоспособности регионов, главными из которых являются стабильная макроэкономическая среда для инвестиций, эффективный режим конкурентной политики государства, активная стратегия иностранного инвестирования, комплексная поддержка инновационных технологий, создание кластеров, свободный доступ к финансовым ресурсам, налаживание эффективной инфраструктуры.

Ключевые слова: конкурентоспособность регионов, факторы конкурентоспособности, оценка конкурентоспособности, национальная экономика, глобализация, интеграция.

ASSESSMENT OF UKRAINE'S REGIONS COMPETITIVENESS

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The article is devoted to the urgent problem of assessing the regions competitiveness. The subject of investigation is the main approaches to managing Ukraine's competitiveness in the context of global challenges.

The purpose of investigation is to analyze the current situation in the country and to determine the further development of the national economy and its regions.

During the research the methods of systems analysis and economic analysis were used for substantiating the directions (vectors) and determining the factors characterizing competitiveness of regions and national economy.

In the article the authors analyzed the existing domestic and foreign approaches to estimation of the competitiveness and argued the lack of a unified approach in this issue solving.

It is determined that the regions competitiveness is achieved by growing the labor productivity, creating a favorable investment environment and the active perception of new technologies. It is established that a competitive region attracts foreign investments, forms social and economic stability and high living standards of population. It can conduct foreign trade effectively and achieve high productivity of the factors of production used.

An awareness of objective inequality of social and economic development of Ukraine's regions requires creating the effective mechanisms for stimulating regions development which potential driving force is the regional competitiveness strategy. Through competition mechanisms it is based on activating the territory internal potential, priority using of each particular region unique competitive advantages, providing the effective conditions for inter-regional competition, which are expected in the future to ensure a qualitative improvement of population living standards.

The main directions for increasing the regions competitiveness, proposed by authors, are stable macroeconomic environment for investment, effective regime of the state's competitive policy, active foreign investment strategy, integrated support for innovative technologies, clusters creation, free access to financial resources, and development of effective infrastructure.

Key words: regional competitiveness, indicators of the competitiveness, estimation of competitiveness, globalization, national economy, integration.

Problems of management of competitiveness of regions in conditions of aggravation of global economic crises and the rapid spread of globalization processes occur in countries with a goal to improve their competitiveness. The regional competition is the main factor stimulating increase of efficiency of national economy and comprehensive development of the regions of the country.

Reliable competitive positions become crucial for the integrated development of the regions. Ukraine needs to become competitive is one of the main strategic objectives of the country. This explains why the issues of regional comprehensive development and regional competitiveness have become one of the most important for Ukraine.

The study of theoretical-methodological and practical aspects of the competitiveness of different actors at micro and macroeconomic level are engaged in well-known foreign scientists N. Porter (Michael E. Porter), Robert D. Atkinson (Robert D. Atkinson), Robert Of. Lawrence, Gabor (Gábor Békés), and others.

Among the Russian scientists are fairly well-known developments V. Artemenko, V. Bezugla, V. Podvysotsky, Ye. Lazareva, Z. Gerasimchuk, L. Kovalska, N. Jablonska, O. Kuzmina, T. Umanets, and others.

The region is the primary spatial unit that compete to attract investment at the regional level, resulting in a competitive become the subjects of entrepreneurial activity on the territory outlined in various spheres and branches of economic activity has been growing interest of scientists to the problems of competitiveness of regions. If the regions are designed to maintain the achieved level of economic development, they are forced to respond to changes in the external environment, in particular increasing labour productivity, creating a favorable investment environment, the rapid adoption of new technology and e-Commerce.

Competitive the region has been able to attract and maintain successful firms, skilled labor, improve the level and quality of life of its population. Thus, the process of movement of mobile factors of production from competitiveness regions in competitive.

Competitiveness – the main goal of any business entity, region or country as a whole. This process is designed to generate high incomes and ensure quality and decent standard of living of the population. Regional competitiveness can be defined as the ability to create and maintain an attractive environment for entrepreneurship [1].

At the world economic forum in Davos presented a global competitiveness ranking Global Competitiveness Index 2017-2018 [11]. Ukraine took 81 place among 137 countries, improving its position by four points.

The competitiveness index of Ukraine is of 4.11 on a seven-point scale. The leader is Switzerland (5.86), second place in the United States (5.85). The top ten also includes Singapore, the Netherlands, Germany, Hong Kong, Sweden, UK, Japan, Finland. Nearest neighbors of Ukraine were Brazil (80) and Bhutan (82).

Table 1. The position of Ukraine and some countries of the world on Global Competitiveness Index

Country	2013-2014 (out of 148)	2014-2015 (out of 144)	2015-2016 (out of 140)	2016-2017 (out of 138)	2017-2018 (out of 137)
Bulgaria	57	54	54	50	49
United Kingdom	10	9	10	7	8
Georgia	72	69	66	59	67
Estonia	32	29	30	30	29
Latvia	52	42	44	49	54
Lithuania	48	41	36	35	41
Germany	4	5	4	5	5
Poland	42	43	41	36	39
Russian Federation	64	53	45	43	38
Romania	76	59	53	62	68
Ukraine	84	76	79	85	81
France	23	23	22	21	22
Czech Republic	46	37	31	31	31

Source: *The Global... 2013, 2014, 2015, 2016, 2017.*

The global competitiveness index consists of more than 100 variables, which are grouped into 12 benchmarks (figure 1).

The Global Competitiveness Index (GCI) has the following components :

1. Institutions. This component characterizes the degree and effectiveness of interaction of public authorities with communities and the private sector. Reflects the degree of corruption and bureaucracy in state government. The ability and responsiveness of the public sector to market changes.
2. Infrastructure. This represents the most potential sectors that have great prospects for development. The indicator takes into account: the degree of development of transport infrastructure, the possibility of uninterrupted supply of energy, the development of telecommunication networks.
3. Macroeconomic environment. This criterion characterizes the stability of the macroeconomic development. Namely: budgetary efficiency, the implementation of obligations on public loans, the volume of budget deficit.
4. Health and primary education. A healthy and experienced workforce is key to the performance of the country. The indicator reflects the volume of investments in the health system. Takes into account the volume and quality of basic education
5. Higher education and training. This indicator assesses the level of preparation for admission to secondary schools and Universities, the quality of education. Is determined by the availability, accessibility and frequency of vocational training and retraining. This indicator characterizes the ability of national economies to establish a pool of experienced staff that can quickly adapt to global changes in the economy.

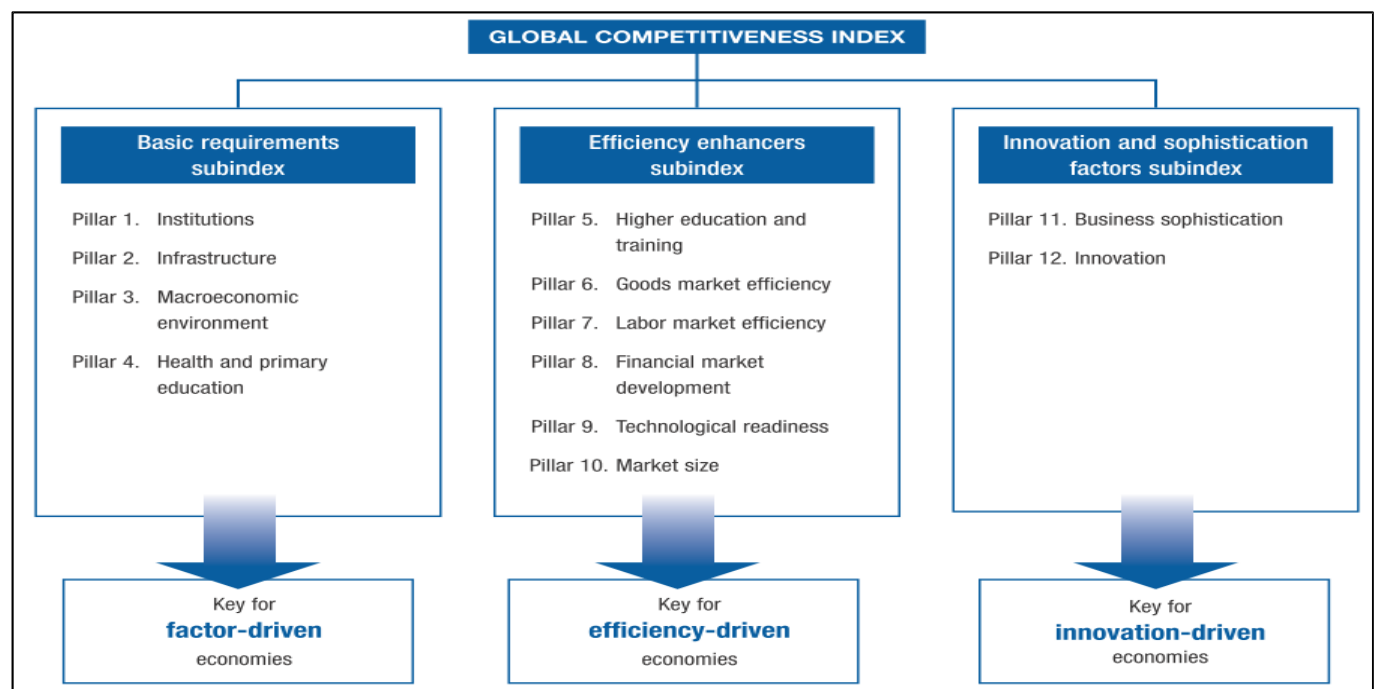


Figure 1. The Global Competitiveness Index framework.

Source: Report on the competitiveness of regions of Ukraine in 2013.

6. Goods market efficiency. This indicator describes the presence of competition. Reflects the existence of an efficient market of goods and services that allows countries to produce the necessary range of goods and services based on supply and demand.

7. Labor market efficiency. Efficiency and labour market flexibility are important to provide workers the ability to quickly move from one sector to another, stimulates the most effective use of labor force, and creates the opportunity for maximum realization and commitment. The efficiency of the labor market takes into account equality between men and women, the availability of qualified management and the ability to retain talented staff in the state.

8. Financial market development. An efficient financial sector provides the possibility of placing resources where they are more productive. When the proper functioning of the financial market the goods and services provided to entrepreneurs from sources such as credits, loans and through stock exchanges and venture capital.

9. Technological readiness. This indicator assesses the speed with which the economy adopts and uses the latest technology to increase the productivity of the sector. In modern conditions the opportunity to use latest technology is one of the key competitive advantages at the enterprise level.

10. Market size. The size of the market affects productivity because large markets allow firms to exploit economies of scale. In the era of globalization, international markets are replacing internal. When measuring this component takes into account both internal and external markets, which allows to avoid discrimination of geographically small areas.

11. Business sophistication. The level of business development for the overall quality of the business networking site being evaluated. This indicator assesses the level and extent of associations and linkages. The presence of clusters increases the figure because clustering creates greater adaptability to innovation, reduces barriers to business development.

12. Innovation. In the long run efficiency gains and improved living standards can only be achieved through technological innovation. Of particular importance innovation has for developed countries. This indicator reflects the volume of investments that are invested in innovation. But this process requires a complex of conditions and factors, which first had been described in previous indexes.

It should be noted that despite the fact that the 12 pillars of competitiveness are presented separately, however, all indicators are not only interlinked but also complement and add value to each other.

According to the study [4], Ukraine worsened its position in 4 of the 12 core indicators. Most lost (minus 13 points) for the component of «labor market Efficiency». The trend of deterioration of this indicator was observed in last year's research, and last year we downgraded him its position by 17 points. Also, Ukraine suffered losses in evaluation of the innovation component of the index (minus 9 points), infrastructure (minus 3 points) and a component characterizing higher education and training (minus 2 points).

Despite the slight improvement, this year we still have the worst position for assessing the strength of banks (130), regulation of stock exchanges (134), quality road (130), on inflation and on the country's ability to retain talent (129), protection of property rights (128).

Negative factors for doing business in our country, are defined (in descending order): inflation, corruption, political instability, high tax rates, complexity of tax legislation, the instability of governments, lack of access to Finance, inefficient government bureaucracy, the regulation of the currency market, lack of education of workers, poor ethics of the workforce, insufficient capacity to innovate restrictive labor market regulation, inadequate quality of infrastructure crime and theft, poor quality health care.

During 2011-2013, analysts, Fund «Effective management» was carried out analysis of competitiveness of regions of Ukraine. It was estimated 27 administrative-territorial units of the country, which enabled a comparative analysis of the results of a separate region in the dynamics and in comparison with other regions of Ukraine, and also with the countries of the world. The basis of the index of national competitiveness based on the methodology of the global competitiveness Index of the world economic forum, according to which examines and compares the 137 countries (2017-2018).

Table 2. The average results of Ukraine's regions competitiveness Index of regions and its components over the period 2011-2013.

	2011	2012	2013
The index of competitiveness of regions of Ukraine	3,87	4,00	4,01 ↑
Institutions	3,69	3,77	3,83 ↑
Infrastructure	3,77	3,81	3,90 ↑
Macroeconomic environment	4,03	4,52	4,20 ↓
Health and primary education	5,75	5,76	5,75 ↓
Higher education and training	4,45	4,49	4,55 ↑
Goods market efficiency	3,79	3,94	4,12 ↑
Labor market efficiency	4,77	4,78	4,63 ↓
Financial market development	3,83	4,00	4,12 ↑
Technological readiness	2,95	3,10	3,11 ↑
Market size	1,91	2,10	2,21 ↑
Business sophistication	3,81	3,89	3,96 ↑
Innovation	2,91	2,99	3,04 ↑

Source: Fund «Effective management» 2011-2013.

The Ministry of regional development, construction and housing and communal services of Ukraine in 2015 held its first rating assessment of socio-economic development of regions of Ukraine.

The rating assessment of socio-economic development of the regions established in accordance with the Decree of the Cabinet of Ministers of Ukraine № 856 «On approval of the Procedure and Methods of monitoring and evaluating the effectiveness of implementation of the state regional policy» of October 21, 2015 [5].

The results of the assessment, in 2016 the best indicators for socio-economic development in Kyiv, Kharkiv, Kyiv, Vinnytsia and Chernivtsi regions. Worst – in Lugansk, Donetsk, Sumy, Chernihiv and Kherson regions.

Table 3. The overall role of the region in all areas of assessment

Region	2015	2016
Winnitca region	7	4
Volyn region	12	9
Dnipropetrovsk region	5	10
Donetsk region	25	24
Zhytomyrs'ka region	16	11
Transcarpathian region	8	16
Zaporiz'ka region	17	14
Ivano-Frankivsk region	4	12
Kyiv region	6	3
Kirovograd region	21	18
Lugansk region	24	25
Lviv region	9	13
Mykolaiv region	22	19
Odessa region	18	15
Poltava region	14	17
Rivne region	11	6
Sumy region	19	23
Ternopil region	15	20
Kharkiv region	2	2
Kherson region	20	21
Khmel'nyts'ka region	13	8
Cherkasy region	10	7
Chernivtsi region	3	5
Chernihiv region	23	22
Kiev	1	1

Source: based on data of the Ministry of economic development and trade of Ukraine.

Evaluation was carried out on the basis of information from ministries, Central Executive authorities, regional and Kiev city state administration. Areas assign grades on a quarterly basis for 27 indicators in 6 areas and annually for 64 indicators in 12 areas.

Implementation of this assessment will be one of the constituent elements of a new system of monitoring the implementation of state regional policy. This will allow, based on the approaches of the European Union, to assess the state of socio-economic development of regions. Indicators are an indicator of the effectiveness of management decisions at the Central and local levels aimed at improving the competitiveness of regions and ensuring social cohesion and spatial development.

The place of Ukraine in the global competitiveness index depends on the level of investment, trust in politicians, law enforcement and the courts. Significant contribution have the stability of the banking system, protecting intellectual and material property rights. Special attention deserves the position of our state regarding the ability to retain personnel and human talent, i.e., qualified and young professionals. Sustainable development of national economy and raising the standard of living of the population is impossible without a competitive state, political-legal and social system.

Analyzing promising sectors and directions of development of Ukraine, of course, mention should be made of agriculture, and heavy industry.

In addition, the tourism sector in our country is also quite significant. To the driving forces include such cities as Odessa, Lviv, Kiev and Kharkov. To achieve competitiveness can only be exercising a permanent influence on the most competitive parts of the economy. I mean, we are talking about the development of the three industries that currently are not in a very good condition.

Fuel industry, light industry, heavy industry, textile industry, tourism and agriculture are the main areas that need to stimulate and develop. Creating attractive internal and external environment that will contribute to the improvement and simplification of the external conditions of doing business, Ukraine will be able to take a leading position in the ranking of countries with most competitive economies and quality of life [6].

As a result of the comprehensive study were able to establish that Ukraine is in difficult conditions, the economic development is happening at too slow a rate. Moreover, in the presence of ineffective public policy, small and medium businesses do not have the ability to efficiently perform their activities. All this is reflected in the positions of our state in the competitiveness index. Only through reform and change of the existing system, we can talk about growth of the national economy. However, the prospects of Ukraine, alas, is not as global as the problems that are fixed in the state.

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