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PERSPECTIVES OF UKRAINIAN ECONOMY COMPETITIVENESS

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The ability for international competitiveness is a crucial matter for Ukrainian state. The problems influencing the competitive position and the perspective to succeed in the international arena are concerned in the report. The global competitiveness indexes and Ukrainian competitiveness indexes have been searched according to the 2017 World Economic Forum report data.

У статті розглянуто одне з ключових питань розвитку Української держави - здатність до економічної та загальної конкурентоспроможності на міжнародній арені. Увагу дослідження зосереджено на проблемах, що негативно впливають на міжнародні показники держави, а також на перспективах потенційного покращення її міжнародних позицій. Аналіз показників конкурентоспроможності України та інших держав здійснено згідно опублікованих матеріалів Міжнародного економічного форуму за 2017 рік.

The world economy and global processes integration is being observed as a tendency in modern society. This factor has a certain effect on the countries in the way of their political, social and economic state as well as international relations between countries. This situation stimulates an urgent search for new ideas and approaches for the effective functioning of the constituents and for achieving leading positions in the world in the course of Ukrainian state modern development. A crucial role is played by the competitive abilities of the national economy. The competitiveness is one of the most important categories, which gives an idea of the positioning of the country in the world market and improving macroeconomic indicators of the state competitiveness. It is seen as a strategic objective of the government in the nearest future. This should be provided by favorable conditions of growth of foreign economic operations efficiency and the substantial increase of the quality characteristics of the national economy.

Both western scholars (P. Krugman, S. Linder, Olin, N. Porter) and domestic (A. Amos, V. Alexandrov, Yu. Bagal, A. Bolkhovitinov, Borisenko, Gazi, A. Danilenko, etc.) have been studying the issue of a state competitiveness for some certain period of modern society. Today Ukrainian scientists are studying the international ratings quite carefully providing the analysis of their research results. The primary intent of this work is to determine the factors characterizing the state of global competitiveness of Ukraine in different positions and selection of promising development directions of the country.

In the modern world, there is a combination of globalization and the world economy that affects the position of countries and the relationships between them. Solving of the internal problems of Ukraine depends on the choice of optimal development of foreign economic activity. It is necessary now to thoroughly examine the problems and prospects of development of Ukraine's competitiveness. The identification of strengths and weaknesses of the national economy will also allow moving to a qualitatively new level of diplomatic relations.

The current state of development of the Ukraine economy shows that there are some balanced, stable and effective public policies, which would be able to monitor existing problems and ways of overcoming them. The study of the country's position in international rankings is one of the primary elements of the strategical activity for state economical analysts.

The process should be started from a close look at the problem and the perspective of the Ukrainian competitiveness development, from emphasizing all the strengths and weaknesses.

To realize and define clearly the meaning of the term *competitiveness* we resort to the World Economic Forum formulation. There are actually a number of definitions for this phenomenon but this one is seen as the most exact. The World Economic Forum, the organization which measures competitiveness among countries, defines it as “the set of institutions, policies, and factors that determine the level of productivity of a country”. The main idea is believed here as that where a competitive economy is a productive one.

Every year the World Economic Forum organization monitors and publishes the data on global competitiveness in a special annual report. In the report there presented the place of Ukraine in the ranking of countries according to all competitiveness indicators.

In 2017 the list is traditionally topped by Switzerland. To the Top Ten, there have come next countries: the US, Singapore, Netherlands, Germany, Hong Kong, Sweden, UK, Japan, and Finland. Ukraine loses positions in the global ranking of countries in terms of economic competitiveness. It took the 85 place among 138 countries and this is 6 positions lower than in 2016 (that was 79).

Table 1
Dynamic competitive position of Ukraine

2010-2011 of 139 countries in the world	2011-2012 of 142 countries in the world	2012-2013 of 144 countries in the world	2013-2014 of 148 countries in the world	2014-2015 of 144 countries in the world	2015-2016 of 140 countries in the world	2016-2017 of 138 countries in the world
89	82	73	84	76	79	85

The data of Table.1 shows the ranking change dynamics of the Ukraine positions among countries from 2010 to 2017. The positions range from 73 to 89 and the highest rate was observed in 2011. The index rise and fall are also obviously observed. It can be partly explained by the financial crisis, which continues affecting the country's competitiveness.

The global competitiveness index consists of more than 100 variables, which are grouped into 12 benchmarks. They characterize the state of global competitiveness of Ukraine in different positions. In the context of globalization, competitiveness depends on the scientific potential of the country, infrastructure, and level of education. The best indicators we have in higher education and training which means a high quality of human potential. Another Ukraine advantage is the size of the home market and the sphere of the state healthcare so far.

The integration into the economic space gives Ukraine an opportunity to improve its position in the competitiveness index. Now the situation in the country is difficult through military action in the East, increasing gas prices, and decreasing markets. State social spending and the deficit of the state Pension Fund have considerably risen, too. Low quality and high prices of products as well as some other factors affect the growth of Ukraine's dependence on imports.

In the context of globalization, the competitiveness also depends on the scientific potential of the country, its infrastructure, and a level of education. Among the most problematic factors affecting business in Ukraine, the first one is a limited access to resources, this factor is followed by such frequent dimensions as corruption and government bureaucracy, the problems of tax regulation and political instability.

Having analyzed the World Economic Forum ranking, we are able to draw the following conclusion: the Ukrainian index in the global competitiveness depends on the level of domestic and foreign investment in the country, on the level of businesses trust in politicians, law enforcement and, the courts. The increasing of export capacity will greatly influence the country's ability to compete as well as improving the promising industry of Ukraine: agriculture, light industry, heavy industry, fuel industry and tourism. The stability of the banking system, protecting intellectual and

tangible property rights have to become a significant contribution to the state competitiveness issue. The matter of the first importance is the ability of the country to attract and retain top talent in today's multigenerational workforce and qualified professionals, developing a scientific potential of the country, its education, and infrastructure.

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