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rsalimbaeva@mail.ru, findir@almaty-university.kz**MANAGEMENT OF ECONOMIC SYSTEMS COMPETITIVENESS:
CONCEPTUAL APPROACHES AND FOREIGN EXPERIENCE**

Abstract. The investigation is a comprehensive work accumulating the problems significant for both, the theory of competitive advantages creation and management of economics competitiveness, and for practice. The conceptual fundamentals of competitiveness management are considered in the work in terms of the theory of competitive advantages. The results of the conducted critical analysis of the existing theories of competitive advantages in its historical perspective allowed revealing the peculiarities of economic systems competitiveness in pre-industrial, industrial, and post-industrial societies. Special attention in the paper is paid to the issues of influence of information technologies and contemporary integration processes on changing a character of competitive advantages in economics. The approaches to competitiveness management of different competent international organizations were also investigated. The main tendencies specific for the contemporary stage of the world economy development were formulated in terms of competitiveness management. The foreign experience on enhancing the competitiveness was studied; the strategies on its management were determined. The study of foreign countries experience that succeeded in adopting the innovations, issuance and export of knowledge-based products allowed determining the strategies types for innovative development of countries. The investigation results allowed systematizing the conceptual approaches to competitiveness management and determining the issues of its further development.

Key words: competitive advantages, management of competitiveness, “five forces” model, “diamond” model.

Introduction. The contemporary theory of management allowed developing the fundamental concepts serving as a base for understanding of essence of tendencies, logic of managing decisions making, justification of application of these or that methods of quantitative analysis. Every theory and existing methodological approaches contain a rational analysis helping to understand the actions of firms and companies, predict its state, and estimate the consequences. At the same time, no one of the available theories cannot make a claim for comprehensive explanation of a presented problem, each has its strengths and weaknesses, internal contradictions. In this regard, the paper investigates the conceptual approaches and foreign experience of management of economic systems competitiveness.

Methods. The investigation is based on application of a system approach that allowed connecting inherently the structural analysis with concrete-historical approach, reconstructing the extended and accurate pattern of the competitive advantages content transformation to justify the conceptual approaches to competitiveness management.

Results and discussion. The development of conceptual bases of competitiveness management is inseparably associated with competitive advantages notion. In the economic literature the competitive advantages are often identified with ability to manage the available resources more effectively. Such analogy has solid grounds as the sense of competitiveness is often understood as an ability to outrun competitors in achieving the set commercial goals. However, there is cause-effect difference between these definitions. The

competitiveness represents a result fixing the availability of competitive advantages without which it cannot exist [1].

The economic mercantile school, to achieve surplus on balance of payments, supposed that it is necessary to introduce limits on the most part of import and provide subsidies for domestic manufacture. The main method of domestic manufacture encouragement was the supply of many goods by metropolitan countries through its colonies on disadvantageous terms for the latter. For this purpose, not only the colonial trade was monopolized, but the development of colonies retarded as these were to export cheap raw materials and import expensive finished products favoring the development of competitive advantages of metropolitan countries.

In 1776, Adam Smith criticized the views of mercantilists. Basing on the complete liberalization of economics and power of market he developed a theory of absolute advantage stating that one region can produce goods more effectively than another. He proved that if the trade is not limited, for each region it will be beneficial to focus on manufacture of the goods having competitive advantage. As a consequence, the resource will flow to profitable sectors as the competition in unprofitable sectors is not beneficial [2]. In 1817, D. Ricardo elaborated the ideas by Smith and developed a theory of comparative advantage [3]. Its essence is that every country has to focus on those products the manufacture of which results in the largest relative effectiveness or relatively lower costs.

E. Heckscher and B. Ohlin basing on the concept of production factors created by French economist and businessman J.-B. Say paid attention on different availability of main production factors in the countries. The abundance of one factors makes them relatively cheap comparing to other poor factors. As manufacture of any products requires the combination of factors, then a product the manufacture of which requires relatively cheap, surplus resources will be relatively cheap having, by this, the comparative advantage [4]. Thus, the highly competitive will be the industries having large amount of such factors.

In the mid of 1950-s, V. Leontyev attempted the empirical testing of main conclusions of Heckscher – Ohlin concept. Basing on the input-output model he proved that this concept needs some modification. First, it is necessary to consider the heterogeneity of production factors, first of all, the labor force that can differ significantly by its qualification. Second, the State policy is able to encourage those industries where the relatively deficit production factors are used [5].

During XX century the ideas on domineering factors of system efficiency has been evolving from the labor efficiency to its productivity, quality, and then to development, improvement, and change of the system itself. Today the economic system efficiency is determined by its competitiveness, ability to adapt to quickly changing factors of market performance. This is stipulated by technological changes in the production means, development of scientific approaches to organization investigation, making of managerial decisions to achieve the set goals.

During the industrial age the main attention of the companies' managers was focused on the organization expenses and ways for its reduction. From the beginning to the mid years of the past century, when physical and mechanical work domineered, the widespread became the ideas by F. Taylor considered in terms of increase of labor productivity to achieve the production efficiency.

The post-industrial society is based on the production of knowledge-based goods and intellectual services. The most valuable is knowledge and information on the base of which the information technologies are developed. At the present time, of the special interest is the problem of competitiveness under the conditions of the world economy globalization and forming of new knowledge-based economy.

The theory of competitive advantages developed by M Porter is based on the idea that any country has a definite set of competitive advantages: higher levels of labor productivity, more qualified personnel or other fields (Figure 1).

The competitive advantage based just on one or two determinants is only possible in industries depending on natural resources or rare application of complicated technologies and skills. To gain and keep the competitive advantage in knowledge-based industries it is necessary to have the advantage in all constituent parts of the “diamond model”. In complicated industries forming a base of any developed economy, a country does not inherit, but creates more essential production factors; moreover, the initial set of factors becomes less significant [6].

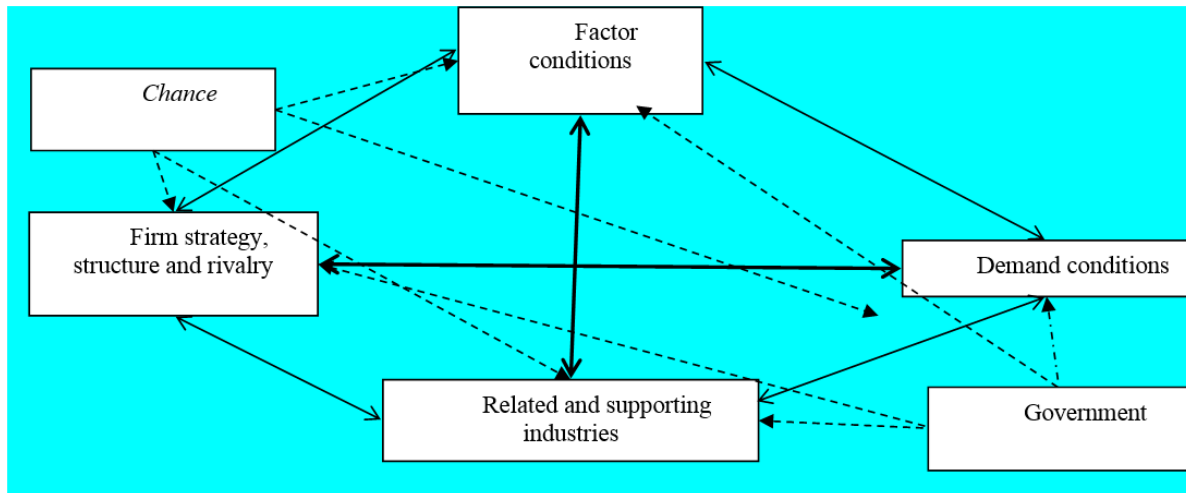


Figure 1 – The “Diamond model”

We cannot but agree with M. Porter regarding a role of the state regulation. The governmental policy, pursued without consideration of its influence on a system of determinants, is able either explode the competitive advantage or strengthen it.

The equally well known model by M. Porter is “five forces” concept. Its essence is the following. The essence of competition in any industry is determined by five forces: threat of new entrants; threat of substitute products; bargaining power of suppliers; bargaining power of customers; competitive rivalry. The significance of each of five forces changes from industry to industry, but in whole, these finally determine the profitability of industries as they influence on the prices set by firms, on expenses they incur, and on the volume of investments.

During the investigations, M. Porter analyzed competitive abilities of more than 100 industries in ten countries. It appeared that the most competitive trans-national corporations are not scattered randomly by different countries, but are concentrated in one country or even one region. This is explained by the fact that one or several firms, when achieving the competitiveness in the world market, spread its positive influence on the closest surroundings: suppliers, consumers, and competitors. And success of surroundings, in its turn, influence on the further growth of the company competitiveness [7].

The investigations by M. Porter predetermined, to a great extent, the development of economics in the field of strategic management. The “five forces” model, “value chain” and “diamond model” became a base of the national competitiveness concepts.

Later, with the development of integration processes, activation of the Internet-technologies, the Porter’s ideas came under criticism. In opinion of L. Downes the models developed by M. Porter are not viable. L. Downes identifies three new forces that require new strategic structure and development of a range of other analytical and business-instruments: digitization, globalization, and deregulation [8].

The growing influence of information technologies leads to the fact that all players in the market will have access to much larger amount of information. Thus, there will be new business-models in which even the players not included into the industry or its outsiders will be able to influence significantly on the principles and level of competition in the market. As an example, Downes provides the increasing role of electronic shopping centers managed by telecommunication operators. And almost no one can track these parameters.

A qualitatively new level of logistics and communication development provides an opportunity to almost all market players to purchase, sell and cooperate on the global level. As a result, even medium companies oriented on the local scale market appear in the global market even if they are not engaged in own export or import. The competitive advantages appear as a result of ability to develop long-term relations with more responsive consumer by managing the extensive partner networks to have mutual benefit.

Deregulation, in opinion of L. Downes, is in significant decrease of governmental interference into the economic processes almost in all countries. This resulted in reduction of the governmental support even in the strategic industries. As a result, the companies working in these industries had to be restructured and

search for new ways of its development. The novelty of approach suggested by Downes is that Downes forces made the Porter's concept more dynamic, flexible, and complicated. Even the comprehensive monitoring of the market does not allow revealing all potential new participants of the market or substitute products.

M. Treacy and F. Wiersema advised the companies to convert the own unique value to the long-term strategy by determining its strengths and supporting them. For this purpose it was recommended to choose one of three "value disciplines": improve continuously either operational excellence, or products, or customer service [9].

The practical application of this concept is hindered due to stiff focus on a definite strategy and necessity of error-free choice that is quite difficult under the conditions of dynamic market. These limitations were eliminated by the theory of business ecosystems elaborated by J. F. Moore. He compared the business environment with the ecological system consisting not only of the struggle, but evolution, cooperation and interdependence. Business success also depends of the environment, so the managers have to perceive a company as an element of ecosystem where the interests of all participants are connected [10]. Thus, this approach combines the influence of external environment, competition, and evolution.

According to this approach, when founding an ecosystem the important is to find such market niche that will not retard a company growth, but will be quite distant from competitors. At the stage of expansion the system is strengthened due to creation of favorable business participants surrounding, and if the threat of alternative sellers is overcome, it elaborates the survival mechanisms. After that there is struggle for leadership in mature system that contains partners and competitors. And the main advantages here are innovations. The main strategy now are close connections with partners, facilitated access to resources of all types, determining the things reasonable to be manufactured on a large scale, the business fields that should be financed. After that the system experiences the crisis due to obsolescence, encountering with another system and unfavorable change of surrounding medium.

Another attempt to solve the dilemma "competition or cooperation" was the theory of co-competition proposed by A. Brandenburger and B. J. Nalebuff. In business, there is no fatal inevitability to be a winner for ones and to be a loser for other. The scientists suggested using the theory of games, allowing, in their opinion, to create flexible combinations: vary the values entered by business participants, determine the rules and tactics of the game, its scale and frames [11].

The considered theories were aimed at creating the contemporary competitive advantages; however, the winner will be the one who will be able to form the markets of future and domineer at them.

The innovatory concept of production development with a view to the future was suggested by G.Hamel and K.Prahalad who noted that the industrial giants that seemed unshakable are won by companies having less financial opportunities and insignificant traditional advantages in products quality or production efficiency. Earlier sustainable industries are changing swiftly, merge and differ upon appearance of new products, and the enterprise prospectivity is determined by headship not on the current, but future markets. The scientists called this "intellectual leadership". These markets do not exist yet, but should be imagined now and intent on its forming.

The most important condition of the intellectual leadership by G.Hamel and K.Prahalad is competent utilization of the "base functionalities of product" and "key competences" where the first implies the potential opportunities of development and new utilization of product, and the latter – knowledge and skills that are beyond the official duties. The strong point of this theory is in the statement that the production is a dynamic movement to future.

The scientific researches of the global competitiveness highlight the developments of the World Economic Forum (WEF) that are published in its annual reports. Its comparative studies became popular in 1990-s due to growing globalization of the world economic system. The achievement of the WEF experts is the development of the applied theory and concrete analysis of issue on comparing the macro- and micro competitiveness of countries on a global scale, and forming of the extended database on this topic.

Not less fruitful and known in the scientific society are annual books on the world competitiveness of countries published from 1989 by the International Institute of Management and Development (IMD). This work has determined to a great extent the scientific and practical level of the contemporary approaches to the global competitiveness of experts and specialists of the Harvard University.

The large scale investigations of the inter-country competitiveness are also conducted by the European Economic Commission that, starting from 1996, publishes the annual report on the European competitiveness [12]. In this report, for countries-members of the European Union comparing to the USA and Japan the competitiveness of a country is considered basing on the criteria of living standards growth together with possible minimal unemployment. At the same time, special attention is paid to the analysis of contribution of information-communicative technologies and innovations in whole to improvement of total production factors efficiency and economic growth.

As a result of investigations conducted by these organizations and institutes the task on increasing the competitiveness of countries, industries, and companies became one of the priority tasks of the governmental economic policy. В результате проведённых этими организациями и институтами исследований задача повышения конкурентоспособности стран, отраслей, компаний вошла в число приоритетных задач государственной экономической политики. To a certain extent, it replaced the traditional industrial policy [13].

At the current stage the adaptation of the considered theories of competition and competitiveness to Kazakhstan conditions allows stating that many of them are translated into action. This is confirmed by the cluster policy, development of regional and national innovation systems, transition from the stage of production factors development to the stage of investments and innovations, necessity to focus the competitive struggle entities on the active actions on conquering the market positions, its keeping, strengthening, and extension.

The essence of the *theory of comparative competitive advantages* is that the natural and other in-situ conditions (cheap labor force) form a trade system under which the competition is fair. Correspondingly, the unfair competition is caused by the governmental interference (through high level of subsidies as in the USA, and EU, or lowered national currency rate, as in PRC), and this deforms the process of fair trade. Following these principles the member countries of the WTO has developed a range of measures on decreasing the level of governmental grants to the agriculture sector. The classification arranging the categories of agriculture internal support was created; according to this classification the internal support measures are divided into three categories, usually called “baskets” of different color, regarding its potential on agriculture trade deforming.

Finishing the review of conceptual bases of competitiveness management, let's formulate the main tendencies specific for the current stage of the world economy development under this context:

– first, these are integration processes. The globalization of the world economy extended not only the functioning borders of countries, but also the industries, regions, and enterprises. The free flow of capitals, technologies, goods and services, elimination of administrative and economic barriers for its movement in the most countries favor the interdependence of qualitative parameters of the market economy entities activity. The extension of borders enhances the requirements to the quality of goods and services favoring the improvement of competitiveness. On another hand, the publicity of economics causes the vulnerability of entities and industries activity to the globalization challenges;

– second, the enhancing value of innovative component of competitiveness. The technological breakthrough of the science development in numerous fields has changed the face of the scientific and technological progress, resulted in creating the qualitatively new energy- and resource saving technologies, favored the search of alternative sources of raw materials and fuels. On the other hand, it led to ecological problems and growth of unemployment in some industries.

The review of foreign experience on enhancing the competitiveness allows highlighting several strategies depending on its management methods. The industrially developed countries enhance its competitiveness mainly in the line of high level of factor productivity supporting, simultaneously, the high level of living standards in a country. The base of such model is development of technologies supported by powerful programs of scientific and technical development on the national and corporate levels.

Compared to the strategy of factor productivity, there is also another strategy that is focused on gaining the competitive advantages basing on non-technological factors. This is expressed in supporting relatively low level of living standards in a country and devaluation of the national currency. This strategy is specific for poor countries. Such approach contradicts the sense and goals of competitiveness enhancement and

economic growth achieved on its base [14]. Nevertheless, the manipulation with the salary and currency rate can be used to enhance the national competitiveness at definite transitional stages of development.

To choose a strategy of economics development, it is important to distinct between two types of the society development [15].

The first is mobilization type – when the development of society is focused on achieving the special goals using special means and special organizational forms, its distinctive feature is in domineering influence of external extreme factors threatening the entirety and viability of the system.

The second type is innovative, i.e. a transition to a society targeted on changing, development, conscious and results-oriented perfection, extension of a human affected zones on all social and economic processes. Basing on the scientific and technical progress the technological type of production is replaced at all its significant elements, the markers of national economy in these or that countries change qualitatively as well as the character of economic growth, life style, system of values and motivations, the definition “social progress” is reconsidered, the ideas of its criteria are changed [16].

However, in our opinion, as of today, these two types do not exist in its pure state. The specific phenomenon of the current stage of the world economy development is acknowledgement of innovations as the main factor of competitiveness growth. Another issue is the sources for support and development of innovations. In our opinion, the governmental support of the science and technologies development will favor the competitiveness growth. In this regard, it is reasonable to show the experience of individual countries to confirm this statement.

The State funding of science and education in postwar Japan became one of the factors of “Japanese miracle”. The Japanese modification of Keynesian concept ensured the dynamics of positive economic shifts for more than 30 years [17].

At the same time, the foreign practice shows the development of innovations not only at the expense of the State resources. The Great Britain has the functioning Fund of the National Corporation on researches development. It possesses its own balance and does not depend on of the State budget. Its funds are formed from the selling of licenses for inventions utilization. The State provides the permanent loans and annual subsidies to the Fund. At the expense of the Fund the private enterprises invest into the organizations engaged in scientific development of problems and application of its results in production. The Fund supports financially the researches conducted by the laboratories of the State Universities, national and private companies and result in its industrial introduction.

The analysis of countries succeeded in adopting the innovations, issue and export of knowledge-based products allows us highlighting several types of innovative development strategies.

The “transfer” strategy is focused on application of foreign scientific and technical potential and transfer of innovations into the own economics.

The “borrowing” strategy implies that having the cheap labor force and using a part of own losing scientific and technical potential the countries master the manufacture of products issued before by the developed countries with further build-up of own engineering and technical capacity of manufacture. After that it becomes possible to conduct own research and development works combining the State and market forms of property.

The “build-up” strategies are conducted by the USA, England, Germany, and France. It is focused on the application of own scientific and technical potential, attraction of foreign scientists and designers, integration of fundamental and applied science that allow producing new products, high technologies utilized in manufacture and social sphere, i.e. there is the innovations build-up [18].

Forming of the national policy focused on the enhancing the competitiveness of the national economics can be based on foreign experience, particularly on Japanese. More consistently, comparing to other countries, Japan follows the policy of economic structure transformation reflecting the long-term interaction between the technology and society. This implies the effect of the advanced technology on solving the social and economic issues, change of industrial structure, behavior of economy entities, living standards etc.

Conclusion.

The conducted research allowed concluding that the competitiveness is a dynamic category that has been evolving during a long period under the influence of mainly outside medium factors. And the major

part of these factors can be considered as managed parameters. For the long period of time, the competitiveness of the economic system depended significantly on three main factors of production – natural, labor resources, and capital.

With the development of public production and technical progress, and under the influence of globalization tendencies and interdependence of the national economics the character of the competitiveness and its management features are determined by qualitatively new factors – infrastructure, scientific potential, and education level. The designing and functioning of the effective system to ensure the entity competitiveness require optimal combination of economic, technological, and legal prerequisites. Underestimation of this circumstance keeps down the development of competition that leads to economic stagnation, decrease of its efficiency and living standards of population.

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ЭКОНОМИКАЛЫҚ ЖҮЙЕЛЕРДІҢ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІГІН БАСҚАРУ: ТҰЖЫРЫМДАМАЛЫҚ ТӘСІЛДЕР ЖӘНЕ ШЕТЕЛ ТӘЖІРИБЕСІ

Аннотация. Экономиканың қызмет ету нәтижелілігі мен тиімділігін жоғарылату бәсекелік артықшылықтарды қалыптастыру үдерісіне ықпал ететін нақты факторларды саралауды қажет етеді. Бұл үдерісті басқару барлық мүдделі қатысушылардың экономикалық қызметін есепке алуды қажет етеді. Заманауи басқару теориясы аясында іргелі тұжырымдамалар әзірленген, олар басқарушылық сипаттағы шешімдер қабылдау логикасын, үрдістерін, сандық талдау жүргізудің қайсыбір әдістерін қолдану негізділігін түсіну үшін әдістемелік негіз ретінде қолданылады. Әрбір теория мен әдістемелік тәсіл фирмалар мен компаниялардың іс-әрекеттерін түсінуге, олардың ахуалын болжауға және салдарларын бағалауға көмектесетін рационалдық талдаудан тұрады. Солай бола тұра, қолданыстағы теориялардың ешқайсысы көрсетілген мәселені толыққанды түсіндіре алмайды, олардың әрқайсысының күшті және әлсіз жақтары, ішкі қайшылықтары бар. Осыған байланысты, ұсынылған мақалада экономиканың бәсекеге қабілеттілігін басқарудың қолданыстағы тұжырымдамалары мен шет елдік тәжірибесін жүйелеуге талпыныс жасалған.

Мақалада бәсекелік артықшылықтарды қалыптастыру және экономиканың бәсекеге қабілеттілігін басқару теориясы мен тәжірибесі үшін маңызы бар мәселелер талқыланған. Жұмыста бәсекеге қабілеттілікті басқарудың тұжырымдамалық негіздері бәсекелік артықшылықтар теориясының дамуы тұрғысынан зерттелген. Зерттеу жүйелік тәсілді қолдануға негізделген, бұл құрылымдық талдауды нақты тарихи тәсілмен біріктіруге, бәсекеге қабілеттілікті басқарудың тұжырымдамалық тәсілдерін негіздеу үшін бәсекелік артықшылықтардың мазмұндық өзгеруінің бейнесін толық және нақты қалыптастыруға мүмкіндік берді.

Қолданыстағы бәсекелік артықшылықтар теориясын тарихи экскурста сындық талдау нәтижесінде экономикалық жүйелердің индустрияға дейінгі, индустриялық және постиндустриялық қоғамдардағы бәсекеге қабілеттіліктерінің ерекшеліктері көрсетілген. Мақалада экономикадағы бәсекеге қабілеттілік сипатының өзгерісіне ақпараттық технологиялар мен заманауи ықпалдасу үдерістерінің ықпал ету сұрақтарына баса назар аударылған.

Қоғам дамуының мобилизациялық және инновациялық типтерін сипаттай отырып, авторлар олардың таза күйінде кездеспейтіндігін көрсетеді. Инновацияларды жаппай мойындауды бәсекеге қабілеттілік деңгейін арттырудың негізгі факторы ретінде қарастыра отырып, авторлар ғылым мен технологиялардың дамуын қолдаудағы мемлекеттің жоғарғы ролін көрсетеді. Бұл ұйғарым жекелеген мемлекеттердің тәжірибесімен бекітілген.

Сонымен бірге түрлі құзырлы халықаралық ұйымдардың бәсекеге қабілеттілікті басқаруға қатысты тәсілдері зерттелген. Бәсекеге қабілеттілікті басқару аясында дүниежүзілік экономиканың қазіргі дамуына сәйкес үдерістері қалыптастырылған. Бәсекеге қабілеттілікті жоғарылату бойынша шет елдік тәжірибе сараланып, басқару әдістеріне сәйкес стратегиялары анықталған. Жаңашылдықтарды енгізу, ғылыми сыйымды өнімді шығару және экспортқа шығаруда жетістікке жеткен мемлекеттердің тәжірибесін зерттеу осы елдердің инновациялық даму типтерін анықтауға мүмкіндік берді.

Жүргізілген зерттеу заманауи экономикалық жүйенің бәсекеге қабілеттілігінің ерекшеліктерін анықтауға мүмкіндік берді, олар негізгі өндіріс факторлары түрлерінің кеңеюінде жатыр, соңғысы қоғамдық өндіріс дамуы пен технологиялық ілгерілеуімен, сонымен бірге жаһандану ықпалымен түсіндіріледі. Осылайша, қазіргі уақытта нысанның бәсекелік қабілеттілігін қамтамасыз ету жүйесінің тиімділігі экономикалық, технологиялық және құқықтық алғышарттардың оптималды үйлестірілуіне тәуелді болады. Авторлардың пайымдауынша, осы жағдайды толыққанды бағаламау бәсекенің дамуын тежейді, ал бұл экономиканың тоғарысына, оның тиімділігі мен тұрғындардың өмір сүру деңгейін төмендетуге әкеледі.

Зерттеу нәтижелері бәсекеге қабілеттілікті басқарудың тұжырымдамалық тәсілдерін жүйелеуге мүмкіндік берді, оларды дамыту үшін келесі міндеттерді шешу қажет:

- нақты сала үшін «бәсекеге қабілеттілік» түсінігінің ғылыми аппаратын әзірлеу;
- саланың бәсекеге қабілеттілігі факторларына ықпал етудің ғылыми негізделген әдістерін әзірлеу мақсатында оларды жүйелеу;
- саланың бәсекеге қабілеттілігі факторларын кешендік бағалау, ресурстардың шектеулігі шарттарында оларға ықпал етудің басым бағыттарын анықтау және негіздеу;
- саланың бәсекеге қабілеттілігін басқарудың үйлесімді тетіктерін құру және тұрақты түрде жетілдіріп отыру.

Авторлармен қойылған міндеттерді шешу әр түрлі салалардағы бәсекеге қабілеттілікті басқару теориясын толықтыруға мүмкіндік береді.

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УПРАВЛЕНИЕ КОНКУРЕНТОСПОСОБНОСТЬЮ ЭКОНОМИЧЕСКИХ СИСТЕМ: КОНЦЕПТУАЛЬНЫЕ ПОДХОДЫ И ЗАРУБЕЖНЫЙ ОПЫТ

Аннотация. Кардинальное повышение общей результативности функционирования экономики и её эффективности обусловлено детальным рассмотрением определенных факторов, оказывающих влияние на конечный процесс формирования конкурентных преимуществ. Управление данным процессом предполагает учет и влияние на экономическую деятельность всех заинтересованных участников. В рамках современной теории управления были разработаны фундаментальные концепции, которые служат методологической основой для понимания сути тенденций, логики принятия решений управленческого характера, обоснованности применения тех или иных методов количественного анализа. Каждая теория и существующие методологические подходы содержат рациональный анализ, помогающий понять действия фирм и компаний, прогнозировать их состояния и оценивать последствия. В то же время, ни одна из существующих теорий не может претендовать на исчерпывающее объяснение представленной проблемы, каждая имеет свои сильные и слабые стороны, внутренние противоречия. В связи с этим, в представленной статье сделана попытка систематизировать существующие концепции и зарубежный опыт управления конкурентоспособностью экономики.

В статье аккумулируются проблемы, имеющие значение как для теории создания конкурентных преимуществ и управления конкурентоспособностью экономики, так и его практики. В работе исследование концептуальных основ управления конкурентоспособностью осуществлено через призму развития теории конкурентных преимуществ. Исследование основано на применении системного подхода, что позволило органически соединить структурный анализ с конкретно-историческим подходом, более объёмно и точно воссоздать картину трансформации содержания конкурентных преимуществ для обоснования концептуальных подходов к управлению конкурентоспособностью.

В результате проведения критического анализа существующих теорий конкурентных преимуществ в историческом экскурсе выделены особенности конкурентоспособности экономических систем в доиндустриальном, индустриальном и постиндустриальном обществах. Особое внимание в статье уделено вопросам влияния информационных технологий и современных интеграционных процессов на изменение характера конкурентоспособности в экономике.

Характеризуя мобилизационный и инновационный типы развития общества, авторы отрицают их существование в чистом виде. Рассматривая повсеместное признание инноваций в качестве основного фактора роста конкурентоспособности, авторы отмечают высокую роль государства в поддержке развития науки и технологий. Сформулированный тезис был подкреплён опытом отдельных стран.

Также исследованы подходы к управлению конкурентоспособностью различных компетентных международных организаций. Сформулированы основные тенденции, характерные для современного этапа развития мировой экономики в контексте управления конкурентоспособностью. Проведён обзор зарубежного опыта по повышению конкурентоспособности и определены стратегии в зависимости от способов управления ею. Изучение опыта стран, добившихся успехов в реализации нововведений, выпуске и экспорте наукоемкой продукции, позволило выделить типы стратегий инновационного развития стран.

Проведенное исследование позволило выявить характерные особенности конкурентоспособности современной экономической системы, которые заключаются в расширении видов основных факторов производства, что обусловлено развитием общественного производства и технологическим прогрессом, а также

влиянием глобализации. Таким образом, эффективность системы обеспечения конкурентоспособности объекта в современных условиях зависит от оптимального сочетания экономических, технологических и правовых предпосылок. По утверждению авторов, недооценка данного обстоятельства сдерживает развитие конкуренции, что ведёт к застою в экономике, снижению её эффективности и жизненного уровня населения.

Результаты исследования позволили систематизировать концептуальные подходы к управлению конкурентоспособностью, развитие которых предполагает решение следующих задач:

- выработки научного аппарата понятия «конкурентоспособность» применительно к конкретной отрасли;
- систематизации факторов конкурентоспособности отрасли в целях выработки научно обоснованных способов воздействия на них;
- комплексной оценки факторов конкурентоспособности отрасли, выявление и обоснование приоритетных направлений воздействия в условиях ограниченности ресурсов;
- создание и постоянное совершенствование адаптивных механизмов управления конкурентоспособностью отрасли.

Решение обозначенных авторами задач позволит дополнить теорию управления конкурентоспособностью в различных отраслях.

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