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INSTITUTIONAL TECHNOLOGIES OF REGULATION OF INTERNATIONAL COMPETITIVENESS OF THE ENTERPRISE

The problem of institutional provision of international competitiveness of an enterprise remains poorly posed and developed in domestic scientific editions, although it was first formulated in the 60-70s of the twentieth century. In Japan, and then found an active reflection in the creation of state-regulating institutions of competitiveness in the USA, Germany, France, Italy, Austria, and others. Today, it has become one of the most important problems in the internal and foreign policy of the developed countries.

In the development of institutional issues of competitiveness, scientists actively use the conceptual apparatus and methods of such sciences as systemology, globalization, political science, and emphasize that under today's conditions the removal of the institutional factor significantly impoverishes the factor model of international competitiveness [1]. There is also a gradual loss of relevance of the production-oriented concept of competitiveness, since responses to the "new competition" can only be obtained through a new "institutional matrix" of competitiveness [2]. Such an interpretation of the role of the institutional factor, which in classical competition theories is not taken into account at all, raises a number of issues related to the theoretical substantiation of the changes that increase the state-regulatory influence on the international competitiveness of microeconomic subjects.

From the point of view of economic theory, only the state can be the subject of institutional technologies of competitiveness and "produce them" within the national economy being the monopolist of these technologies. This means that institutional technologies (antimonopoly legislation, tax system, product quality standards, consumer rights protection, etc.) act as an exogenous factor of competitiveness, which enterprises are not able to influence, and the externalization of costs associated with their transfer to competitors, the natural environment or the state is impossible. However, the situation is radically changing under conditions of a special kind of externalization, called "externalization between states" [3]. This appearance of externalization arises on the basis of expanding the field of activity of internal institutes beyond the national space and their "legalization" as international legal norms of world economic relations regulation.

The complexity of functioning of the national economic system is conditioned by the fact that the external environment constantly generates a flow of needs, some of which become a requirement for the system limited in its capabilities. And the system is not

able to completely "rework" external requirements, if their scale exceeds its current potential. The problem of "overload" has a market origin and concerns any economic system, therefore it can be solved exclusively with the help of the following technologies of the system political institute (according to D.Iston's methodology):

a direct channel in which the external requirements do not find the system response and are blocked (neutralized);

a channel of direct passage of external requirements to the stage of their implementation without pre-processing;

a channel of aggregation and classification of external requirements for the purpose of their subsequent processing;

a channel of requirements differentiation for their processing in the context of strategic and military-political interests of the system;

forming a channel for grouping requirements that reflect national interests and can generate international consensus in the system.

a channel of mediation and pushing "requirements that reflect corporate interests of the political elite

In practice, there is also the creation of a "mediation channel" - an institution that processes claims and registers the selected ones in the form of the system "political order" and transformation of a part of the system "overload" in favor of certain economic agents, if they have the power to "push" their requirements.

The urgent aspect of changes related to the strengthening of the state role in the management mechanism of the enterprise international competitiveness relates, first of all, to its subject contour and methodology of synthesis. They give rise to the need to "incorporate" the state factor into the subjective outline of the mechanism, and consequently into a fundamentally new methodology of synthesis, which should foresee the only state-corporate management purpose and state-corporate mechanism of adaptation and development of managerial decisions.

The need for such an approach to the synthesis of international competitiveness management systems was previously recognized by the United States, where according to the recommendations of scientists in the 80's of the twentieth century. a large-scale restructuring of all state structures and an institutional base was launched, aimed at increasing the international competitiveness of American firms and corporations.

Formation at the macroeconomic level of the state regulation developed system of competitiveness, and in fact - a new subject of management - allows us to assert that at the beginning of the XXI century in the world economy a new system of interaction, in which international competition in its traditional sense (as competition of firms and industries) no longer exists. The structure of communication "state-enterprise", which forms the core of the modern subject contour of international competition, substantially modifies both the factor model and the management mechanism of the enterprise international competitiveness. The theoretical basis for these changes is the doctrine of the "multidimensional approach", according to which the use of "pure" theories of international trade in modern conditions is not only inappropriate but also harmful. Hence - the need for active state intervention in the mechanism of international competition, which causes the analysis of models of the enterprise international competitiveness. Analysis and generalization of these models allows us to distinguish between the three main types - North American, Western European and Asian ones[4].

The North American (Anglo-Saxon) model of competitiveness ethatization takes away the passive role of the state as a whole, which is to deregulate and neutralize the negative effects of a market mechanism. States interference in the "internal" mechanism for the formation of the firms and corporations competitiveness is considered to be undesirable, but under certain circumstances necessary. However, beyond the national boundaries, the Anglo-Saxon model of "ethatization" of competitiveness is different: at the international level, the state assures the nation's security and must protect its economic agents with all possible means, including the use of military force.

Within the Anglo-Saxon variant of the competitiveness "ethatization", it is considered that the American model of state-market harmony is optimal and should be taken as the standard by other participants in world economic relations. Otherwise, the US believes it is common practice to use institutional barriers to importing goods with one-sided interpretation of what is an illegal trade practice and which states violate laws in international competition.

The Western European model of the competitiveness "ethatization" is based on the perception of social norms as more important than the "selfish" national interests of an individual country. The highest benchmark in the economic function of the state is not the market itself, but the social world and quality of life, which are achieved through the market. It is no coincidence that the social market economy as an economic-philosophical theory was developed by two groups of German school of economists-theoreticians, who replaced classical liberalism of A. Smith and D. Riccardo views. Her authorship belongs to Freiburg School, headed by V. Oiken and F. Böhm, and supporters of the social market economy, among which the most influential was A. Mueller-Armac, who is the author of the "social market economy" term. The organic component of the theory of social market

economy is the idea of a fair world order that encompasses political and economic aspects. As for the political aspect, it is the formation of global thinking, the creation of a world political community, and so on. In economic terms, the true order in the world economy is achieved only if the freedom of trade and the law of comparative costs determine the competitiveness of economic subjects.

The Asian model of the competitiveness "ethatization" focuses primarily on affective elements of the international business culture, which means the absence of conflicts between agents, mutual trust and loyal behavior. And although the purpose of state intervention is also recognized by national security and social stability, the societies of Asian countries, in contrast to the American one, do not submit to their state claims of moral order, which makes the executive power in these countries to be sufficiently autonomous.

The analysis of these models of competitiveness "ethatization" highlights their common feature, which can be interpreted as follows: in the economy of western countries, the state's participation in increasing the competitiveness of domestic enterprises, in the necessary infrastructure development, such as science, communications, information gathering, has greatly increased. Since the 70s various variants of industrial and / or structural policy have been implemented. The number of standards (environmental, technical, sanitary, etc.), introduced by the state, is growing rapidly. In the West, in fact, there is no reduction in the economic role of the state, but the change of its economic functions in the direction of more active participation in the struggle for world economic positions "[5, p. 39].

The institutional role of the state in the regulation of competitiveness is linked not only to its function of locomotive, which "draws" national enterprises into world markets, but also the function of inhibition and even blocking the entry of "unwanted" agents into national economic systems. The state-regulatory mechanism of international competitiveness has now become an integral part of the domestic and foreign policy of developed countries, fulfilling two main functions - structural and systemic. The structural function is to regulate the internal ones, while the systematic function covers both internal and external conditions for the maintenance and reproduction of competitiveness, including non-economic ones (political, social, environmental). The systemic function of the competitiveness state regulation appears as a function of state regulation of the country economic development with the help of various administrative, economic, informal methods. Foreign experience shows that it is in difficult economic conditions that the state should assume the institutional function of supporting the international competitiveness of national enterprises on the basis of the state monitoring and identification of priority enterprises, which, due to the purposeful state support, should create a springboard for a breakthrough to the world level of competitiveness.

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