

Секція 2

СУЧАСНІ ПАРАДИГМИ СТРАТЕГІЧНОГО ТА КОРПОРАТИВНОГО МЕНЕДЖМЕНТУ

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MODERN ACCENTS FOR IMPROVING COMPETITIVENESS

ANNOTATION: The paper is dedicated to the global competitiveness issues. It stresses the new challenges for improving the competitiveness of developing and transition economies. It is mentioned, that they can benefit from globalization, if they be oriented to attract scientific and technological innovations and implement active policies designed to increase learning and improve access to knowledge and technology.

KEY WORDS: global competitiveness; education, training quality, technology and Innovation as a key driver of economic growth.

Globalisation offers a new opportunity for competitiveness development, but also it creates new challenges for less developed countries. Global Competitiveness Reports [4, 5], illustrate that huge parts of the world are not benefiting yet from the opportunities offered by technological change and its globalization. Developing and transition economies are not automatically excluded from the advantages. They can benefit from globalization, if they be oriented to attract scientific and technological innovations and implement active policies designed to increase learning and improve access to knowledge and technology.

Since 2005 the World Economic Forum has based its competitiveness analysis on the Global Competitiveness Index (GCI), a comprehensive tool that measures the microeconomic and macroeconomic foundations of national competitiveness. It defines *competitiveness* as *the set of institutions, policies, and factors that determine the level of productivity of a country* [4, 5—9]. Recent researches [1, 2] and practice of rapidly developing economies confirm that most important is the role of technological readiness for improving competitiveness. Technological readiness in turn is

depended on education and innovation system, skilled and educated workers and etc. The level of technology available to firms in a country and the country's ability to conduct research and develop new technologies for innovation expand the frontiers of knowledge. The most developing and transition economies historical model has been to compete on its basic natural resources or factor inputs and cheap labor. Nowadays new challenges demonstrate that such comparative advantage is no longer an effective platform for increasing prosperity. Innovation are crucial for establishing the place in the globally competitive space. To ensure that future generations enjoy greater opportunities and increased prosperity, countries must transform the way it competes. The most successful countries in today's global economy invest in developing competitive advantage, in creating wealth by exporting complex products and services created by highly skilled people.

A major part of this paper is devoted to exploring [2—7] how country can develop competitiveness and stresses some pillars of competitiveness:

Higher education and training quality — is crucial for economies that want to move up the value chain beyond simple production processes and products. Today's globalizing economy requires countries to nurture pools of well-educated workers who are able to perform complex tasks and adapt rapidly to their changing environment and the evolving needs of the production system.

The principle role for improving the economic competitiveness has the **technological readiness** of country. It shows the agility, with which an economy adopts existing technologies to enhance the productivity of its industries, with specific emphasis on its capacity to fully leverage information and communication technologies (ICTs) in daily activities and production processes for increased efficiency and enabling innovation for competitiveness. ICTs have evolved into the «general purpose technology» of our time, given their critical spillovers to other economic sectors and their role as industry-wide enabling infrastructure. ICT access and usage are key enablers of countries' overall technological readiness. Whether the technology used has or has not been developed within national borders is irrelevant for its ability to enhance productivity. The central point is that the firms operating in the country need to have access to advanced products and blueprints and the ability to absorb and use them. Among the main sources of foreign technology, FDI often plays a key role, especially for countries at a less advanced stage of technological development.

Innovation — This pillar of competitiveness focuses on new technological and nontechnological knowledge. Technological breakthroughs have been at the basis of many of the productivity gains that our economies have historically experienced. These range from the industrial revolution in the 18th century and the invention of the steam engine and the generation of electricity to the more recent digital revolution. The latter is not only transforming the way things are being done, but also opening a wider range of new possibilities in terms of products and services. Innovation is particularly important for economies as they approach the frontiers of knowledge and the possibility of generating more value by only integrating and adapting exogenous technologies tends to disappear. Non-technological innovations are closely related to the know-how, skills, and working conditions that are embedded in organizations.

Although less-advanced countries can still improve their productivity by adopting existing technologies or making incremental improvements in other areas, for those that have reached the innovation stage of development this is no longer sufficient for increasing productivity. Firms in these countries must design and develop cutting-edge products and processes to maintain a competitive edge and move toward higher value-added activities. This progression requires an environment that is conducive to innovative activity and supported by both the public and the private sectors. In particular, it means sufficient investment in research and development (R&D), especially by the private sector; the presence of high-quality scientific research institutions that can generate the basic knowledge needed to build the new technologies; extensive collaboration in research and technological developments between universities and industry; and the protection of intellectual property, in addition to high levels of competition and access to venture capital and financing that are analyzed in other pillars of the Index. In light of the recent sluggish recovery and rising fiscal pressures faced by advanced economies, it is important that public and private sectors resist pressures to cut back on the R&D spending that will be so critical for sustainable growth going into the future.

A nation's ability to build and sustain competitiveness on the bases of higher education and training quality, technology and innovation is a key driver of growth and prosperity.

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NECESSITY OF CHANGE OF CONTROL IN MODERN CONDITIONS

ANNOTATION: We live in turbulent times, accompanied by permanent and constant changes. The changes have affected all areas of economic and social life. Information technology has fundamentally changed the way of business, organizational design, and communication methods.