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THE COMPARATIVE ANALYSIS OF GLOBAL CITY COMPETITIVENESS RATINGS

The concept of competitiveness is one of the most commonly used terms in modern economics. Today, Google search on the word «competitiveness» gives about 40 million results. And the concept of competitiveness has spread to the competitiveness of individual companies and their goods on the competitiveness of countries, regions and industries. The reason for this is growing openness and mobility of global markets, together with the diffusion of modern technology leads to their globalization and the emergence of terms such as «global economy» and «global city».

The term «global city» was first used by Saskia Sassen in her work “The global city” (1991) applied to the London, New York and Tokyo. However, the processes of spatial dispersal and global integration, according to Saskia Sassen, have led to a significant change in the role of large cities. These are, – First, highly concentrated command centers of the world economy, in – Secondly, the key location-based financial and specialized service firms, thirdly, in the industrial centers of new technologies and innovation and, fourthly, in the main markets for goods and services. In other words, the «global cities» and there are those places where there are processes of globalization and their meaning and identity are far beyond the country in which they are located.

As a result of a comparative analysis of the competitiveness rankings of global cities, we can recommend to Kiev to focus on the Index of Global Cities from the company A. T. Kearney. Firstly, this rating is better known (more than 700,000 search results in Google) and is freely available on the Internet. Secondly, it is published regularly (every two years), while EIU: Global City Competitiveness Index was released only once. In addition, from 2010, the authors of the ranking pay great attention to global cities located in middle- and low-income countries. Although Kiev has not yet come into the view of the rating, but given the fact of representation A. T. Kearney in Kiev, you could draw the attention of the company at such an unfortunate omission.

In any case, the most relevant to the advancement of Kyiv, and other major cities of Ukraine in the international rankings of competitiveness are fundamental improvement of government and municipal institutions; simplification of taxation and the process of customs clearance procedures; financial market development; improving the efficiency of the banking system and stock exchanges.