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NATIONAL AND REGIONAL COMPETITIVENESS OF UKRAINE

У статті проаналізовано особливості національної та регіональної конкурентоспроможності економіки України, виявлено конкурентні переваги та недоліки національних особливостей економічного розвитку порівняно з розвитком економік інших країн. Також у статті розглянуто характерні риси розвитку регіонального господарства Дніпропетровської області, визначено основні проблемні питання, що перешкоджають стрімкому розвитку регіонального господарства, та запропоновано ефективні шляхи їх вирішення.

В статье проанализированы особенности национальной и региональной конкурентоспособности экономики Украины, выявлены конкурентные преимущества и недостатки национальных особенностей экономического развития по сравнению с развитием экономик других стран. Также в статье рассмотрены характерные черты развития регионального хозяйства Днепропетровской области, определены основные проблемные вопросы, препятствующие стремительному развитию регионального хозяйства, и предложены эффективные пути их решения.

The article dwells upon the analysis of basic peculiarities of national and regional competitiveness of Ukraine as well as competitive advantages and disadvantages of national economic development in comparison with economic development of different countries of the world. The article also gives the characteristics of Dnipropetrovsk region economy development, stresses upon basic problems and gives practical recommendations of their solution.

конкурентоспроможність, національна економіка, регіональна конкурентоспроможність, конкурентні переваги, фактори конкурентоспроможності

The main task of the article is to analyze problematic factors of Dnipropetrovsk region development and to elaborate practical recommendations of regional competitiveness improvement. To achieve this task, it is vital to investigate characteristic features of the whole national competitiveness development, to compare Dnipropetrovsk competitiveness with those of others regions of Ukraine, and to determine its competitive advantages and disadvantages.

In our integrated and globalized world the issue of competitiveness is becoming more and more important, which in its turn is largely determined by indicators of regional competitiveness. Competitiveness as a regional perspective, as well as national indicator is used at various stages of the business cycle. It has always been of special interest for economists and politicians. Competitiveness depends on state strategic decisions taken at different levels of power. In today's socio-economic and political conditions existing in our country it is rather urgent task to ensure balanced economic growth through

improving the competitiveness of regions and eliminating disparities in their development to enhance the competitive position of Ukraine in the context of participation in European integration processes. Unfortunately we have to admit that in Ukraine there are some macroeconomic parameters, which are still far inferior to the same parameters which exist in many former Soviet republics, keeping our country on the periphery of the world's innovation process.

The strengthening of region competitiveness has been widely discussed by both domestic and foreign scientists. Max Weber was the first to study the role of regions in national economies. His ideas found their reflections in his work «About industry standard». In the Soviet Union the first fundamental studies on regional development and determinants were made by Nekrasov in his monograph «The regional economy. Theory, problems and methods». Today in Ukraine the idea of competitiveness presented in the form of the concept of «new regionalism» is actively supported by B. Dolinshin, V. Seminozhenko and Z. Balabayev. Among other scholars who studied these matters are R. Fathurdinova who was engaged in the research of the competitive position of regions and considered the notion of competitiveness in the aspect of strategic activities, and L. Antoniuk, whose works are directed to the increase of the competitiveness of national economy as a whole and its regions in particular. Principles of strategy development in regions, factors and methods which influence the improvement of the competitiveness were developed by L. Shehavrsova. American scientist M. Porter gave a definition of the concept of competitiveness and its formative elements to substantiate the possibility to develop analytical model of behavior of a region and to find ways to improve its competitiveness on the basis of a model called «national diamond». A. Seleznev explores the competitive advantages of regions, their competitive position, as well as methods of data management advantages to improve current position. In recent years, new theories of regional development: the theory of new regionalism by M. Keating, the theory of cyclical sensitivity regions by J. Gordon, the theory of regional competition by K. Dzhekson-Butler, L. Vicente, the theory of regional peace by M. Stopper, and others have appeared. However, it should be noted that, despite the fact that the theoretical issues of competitiveness at the national and regional level are extensively discussed in world and domestic economic literature the experts have not come to the consensus regarding the definition of competitiveness and do not pay sufficient attention to the study of competitive advantages in particular regions. Therefore, there is no clear understanding of how to improve the competitiveness of a specific region and thus there are no distinct ways for the solution of this problem.

To clearly understand the specific peculiarities of the regional competitiveness of the country, some attention should be paid to character of the national economy. For almost twenty years Ukraine has experienced rather difficult period of transition to the market economy. It should be mentioned that prior its independence, in its being the republic of the Soviet Union, Ukraine played very important role in economic development of the whole former country producing about four times the output. Thus Ukraine had strong advantages in agricultural and industrial sector of the Soviet economy fertile black soil, great amount of mineral resources, heavy industry that supplied the equipment and raw materials to all the republics of the former USSR. All the above mentioned is the background of Ukrainian competitive potential nowadays. But the matter

is the competitive potential is not the competitive advantage, as the welfare of the nation depends in a greater extent on the ability to use in a right way its own potential and to support it in a right time.

During its independence period Ukraine faced a lot of problems in the sphere of regulating macroeconomic situation. Today Ukraine is considered to be dynamic emerging market with a relatively large consumer base, 28th in the world in terms of GDP. The economy continues to rely heavily on agriculture, which contributes 17.5% of GDP (in 2006), while the share of the services sector is fairly low at 39.8% [3]. Ukraine's dependence on Russia for energy supplies, the fairly undiversified export structure that relies heavily on natural resources, and the lack of significant structural reform make its economy very vulnerable to external shocks.

Deep analysis of Ukrainian competitive position in the world economy reveals its advantages and disadvantages. Thus the efficiency of the goods market, technological readiness, Institutions, infrastructure and macroeconomic stability stand out for their weak assessment. Ukraine has the advantage of a large internal market coupled with high exports as a percentage of GDP, and a fairly good higher education and training system. The major six most problematic factors for doing business can be grouped into three categories of issues: government and policy instability, corruption and tax administration [1, p. 37]. The following information is provided by the Institute for Economic Research and Policy Consulting: 'Corruption is a common practice in Ukraine. According to a 2007 survey, 67% of Ukrainians who have dealt with government officials say that they have been directly involved in corrupt transactions of some sort. According to the Quarterly Enterprise Survey (QES), conducted by the Institute of Economic Research and Policy Consulting (IERPC), more than 73% of respondents reported bribery to be a common instrument for «smoothing» dealings with public officials' [3].

The report by the European Bank for Reconstruction and Development, which assesses the effectiveness of corporate governance and analyses the details behind the weak performance across central and eastern Europe and the CIS, concludes that the lack of effectiveness and enforceability of the legal framework for corporate governance is a particular problem.

According to the Report Ukraine occupies the 73rd place among 131 countries in the Global Competitiveness Index rankings. The country is in a transitional stage of economic development, that is, between the stage where economic growth depends on the basic factors of production (unskilled labor and natural resources), and the stage, where growth increases with the increase of production efficiency (development of markets for goods and equipment of new technologies).

Given the economic and cultural diversity of Ukraine, an analysis of the country's competitiveness cannot be complete without comparing the performance across regions. Table 1 shows Ukrainian regional competitiveness ranking in comparison with different national economies of the world.

The city of Kyiv leads the way as the most competitive among the regions assessed, achieving a score of 4.25, almost 5% above the Ukrainian average. With its ranking of 53 among the 134 economies, Kyiv comes in right after Croatia. Dnipropetrovsk follows closely behind the capital city at 54th rank with an only slightly lower score of 4.24. Zakarpattia, ranked third, and 57th in the

overall sample, comes in between Kazakhstan and El Salvador. Dnipropetrovsk positions itself 54th, right ahead of Cyprus. Further down the rankings, we find Lviv at 4th place with a much lower score of 4.14. In the overall sample, Lviv ranks 63rd, behind Russia and ahead of Jamaica. Lviv is followed by Khmelnytsky at 69th rank before Brazil and Azerbaijan. Sumy and Donetsk are comparable to the Ukrainian average in terms of their competitiveness, obtaining a score of 4.07, and rank 73 and 74, right behind Vietnam.

Table 1

Competitiveness of Ukraine's regions in international comparison (compiled according to [3])

Rank	Country	Score	Rank	Country	Score
1	United States	5.73	54	Dnipropetrovsk	4.24
2	Switzerland	5.63	56	Kazakhstan	4.23
3	United Kingdom	5.59	57	Zakarpattya	4.22
4	Denmark	5.55	63	Lviv	4.14
5	Japan	5.54	65	Greece	4.13
6	Finland	5.53	69	Khmelnytsky	4.10
8	Sweden	5.52	73	Sumy	4.07
9	Singapore	5.44	74	Donetsk	4.07
10	Netherlands	5.42	75	Ukraine	4.07
20	Iceland	5.14	78	Poltava	4.02
30	Spain	4.68	81	Crimea	3.99
40	Portugal	4.49	82	Vinnitsya	3.98
50	Mexico	4.29	91	Kherson	3.90
53	Kyiv	4.25	93	Cherkasy	3.85

Table 2 shows the best performing regions on each of the global competitiveness pillars (offered by the specialists of the World Economic Forum). These results confirm the diversity in terms of economic structure. Kyiv, Zakarpattya and Dnipropetrovsk, the three best performing oblasts, all top at least two out of the 12 pillars. The two worst performing oblasts – Kherson and Cherkasy – are the weakest performers in three pillars each. The performance on each of the pillars affects the overall result differently, and various pillars show different degrees of dispersion.

Dnipropetrovsk region takes 2nd place after Kyiv in competitiveness ranking of 12 regions of Ukraine and 54th place in the global competitiveness of countries. Its rating is much higher than the rating of Russia, Turkey and Argentina. Such data research competitiveness of the region issued a Foundation for Effective Governance. The project of assessing the competitiveness of Ukraine at the national and regional levels was carried out by the Foundation for Effective Governance in conjunction with the World Economic Forum (WEF). The result of this project was the final report of the competitiveness of Ukraine. . This year, thanks to the support of the Fund, together with the definition has received top 12 competitive individual regions of a global ranking of 131 countries in Ukraine: Dnipropetrovs'k, Lviv, Sumy, Khmelnytsky, Donetsk, Poltava, Vinnitsa, Kherson, Cherkasy, Kiev, and the Republic of Crimea. The areas were selected by the way of taking into account the different geographical

parts of the country, a different economic structure and cultural features. In addition to using statistical data, in each region were interviewed 50 business leaders. The questions were the same as for the level of the country as a whole, particularly on health and education, the efficiency of the market for goods and services, labor market efficiency, financial market development, equipped with new technologies, business competitiveness, etc. This provided an opportunity to compare the competitiveness of a particular region with a value of Ukraine, as well as with other countries included in the rating of global competitiveness. Competitiveness of Dnipropetrovs'k region is comparable with Croatia. Due to the location of clusters of heavy industry and transport, it takes 36 people to develop infrastructure in the global assessment of 134 countries and regions, ahead of the Czech Republic, Ireland and Italy.

Table 2

Regional competitiveness of Ukraine (compiled according to [3])

	Kyiv	Dnipropetrovsk	Zakarpattia	Lviv	Khmelnytsky	Sumy	Donetsk	Poltava	Crimea	Vinnytsya	Kherson	Cherkasy
Global Competitiveness Index	1	2	3	4	5	6	7	8	9	10	11	12
Institutions	6	8	1	4	3	5	2	9	7	11	10	12
Infrastructure	2	1	7	5	6	4	3	8	9	10	11	12
Macroeconomic stability	2	12	4	1	6	11	8	5	9	10	3	7
Health and primary education	1	4	2	7	3	10	12	6	9	5	11	8
Higher education and training	3	1	5	2	7	6	9	10	8	4	12	11
Goods market efficiency	11	2	1	5	4	10	6	3	8	7	12	9
Labor market efficiency	4	1	2	11	3	7	12	10	9	6	8	5
Financial market sophistication	6	4	2	5	7	1	3	11	12	9	8	10
Technological readiness	1	6	2	3	5	7	9	4	11	10	12	8
Business sophistication	8	5	1	3	7	2	12	4	6	9	11	10
Innovation	2	1	4	3	8	6	9	10	11	5	7	12
Count of top ranks (out of 12)	2	4	3	1	-	1	-	-	-	-	-	-
Count of last ranks (out of 12)	-	1	-	-	-	-	3	-	1	-	3	3

Figure 1 shows the most problematic factors of developing business in Dnipropetrovsk region, these factors are the same for the whole national economy.

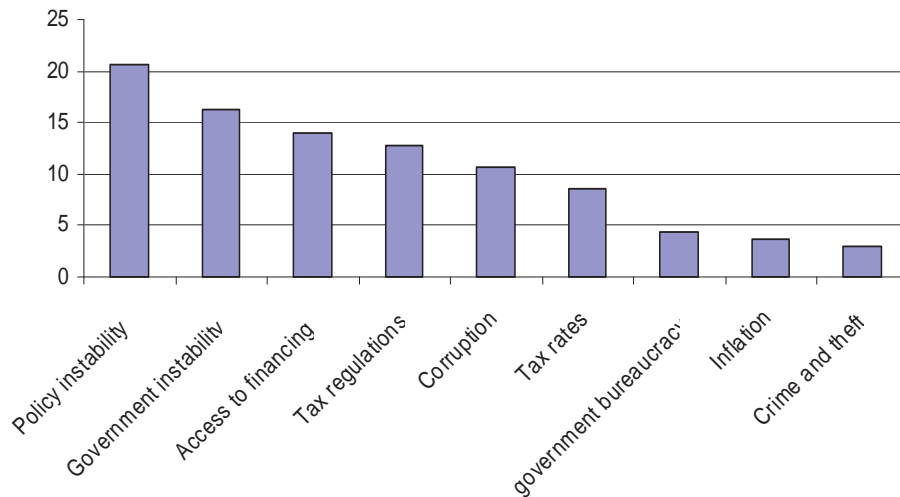


Figure 1. The most problematic factors of doing business in Dnipropetrovsk region (compiled according to [3])

Dnipropetrovsk region ranks in Ukraine for the quality of roads (49th place in the global rankings, at the level of Qatar), railways (13th place, at the level of Taiwan), air transport infrastructure (54th) and quality electricity (48-th place, at the level of Lithuania). This area gives first place to Kiev only in quality fixed telephone lines, however, occupying the high 42th place in the global rankings.

The quality of the educational system in the region takes 22th place, which is comparable to New Zealand, while this indicator of all Ukraine is taking only 50th place. The region has a strong position on the intensity of local competition (2nd place in the national rankings after the Carpathians, which at the level of Tunisia) and the sophistication of consumer demand (2nd place in the national rankings after the Carpathians, which at the level of RS). However, there are many barriers to trade (10th place in the country, 127th – in the international ranking, the level of Mongolia).

The labor market in the Dnipropetrovsk region is more effective than in other regions of the country. In particular, the degree of cooperation between employers and labor groups takes the 2nd place in the national rankings and the 50th – in the international, and flexibility in wage setting, respectively, the 5th and the 46th places. Another strong point of the region is a strict correlation between wages and productivity (the 5th place in the national rankings, the 35th – international).

Therefore, the main directions of improving the competitiveness of the Dnepropetrovsk region should be the following.

In the sphere of social and government regulation:

1. Implementation within the state administrative and political reforms, including devolution of power and responsibilities between public authorities

and local self-government, and ensuring the independence of budgets at the regional level, in order to fund only the targeted programs meeting the realities of regional development and taking into account the interests, goals, priorities, opportunities and strategic perspectives of a particular region.

2. Creation of new administrative-territorial units of the principles, the relevant current economic situation, and not political contexts, taking into account socio-economic and spatial development of the territories, natural-resource potential, industry structure and inter-territorial communication. Thus, Dnipropetrovsk region, taking into account the aspect of convergence, has the potential to be combined with such areas as Luhansk, Donetsk and Kharkov, which will provide conditions for the occurrence (*ceteris paribus*) of industrialized, self-sustaining, a competitive region to access the global economic markets.

In the area of improving the competitiveness of individual economic entities:

1. Increasing investment and innovation processes in the Dnipropetrovsk region, creating an effective, legally secured and competitive field (especially in the field of scientific research institutes and design organizations). Increasing innovation activity and investment attraction by creating industry clusters of interregional specialization (based on high-tech industries), competitive market conditions, maintaining economic and political stability in the region.

2. Building partnerships with all market participants, promoting the development of inter-regional relationships, especially with the Luhansk, Kharkiv, Donetsk, Zaporizhzhya region in order to gain additional competitive advantages. The main task of foreign economic relations is to find new partners, the implementation of targeted programs is to encourage the development of industries in the region as well as export-oriented and import-substituting industries.

3. The Contribution of the formation of small and medium-sized businesses in the region to attract large companies and transnational corporations as a result of infrastructure development of the Dnepropetrovsk region, the availability of highly skilled labor (based on the improvement of one of the most extensive education networks in the country).

4. Reorganization of agriculture, focusing the efforts of the executive to increase investment flows in the most competitive areas, creation of favorable conditions for crediting agricultural enterprises, promotion of innovative renewal of fixed assets and technology.

In the field of environmental management and optimization of industrial structure:

1. Alignment of the imbalances in the social development of the central and peripheral areas, through: extension of range of public services in remote areas, stimulating the processes of privatization, restructuring state-owned enterprises, increasing the level of service delivery by encouraging small business development, improving infrastructure, administrative reform, increase the independence of local budgets.

2. The development of high-tech industry (aeronautics and mechanical engineering, precision instruments, electrical production), introduction of high technology in education, medicine, communications and telecommunications, technological upgrading of the fuel and energy complex, the modernization

of transport infrastructure, promoting cross-border cooperation, reforming housing and communal services, the introduction of resource- and energy-saving technologies.

Thus it should be mentioned, that Dnipropetrovsk region has huge potential and all the possibilities to increase its economic competitiveness by means of developing and modernizing the given industrial potential of the region, supporting and encouraging new innovation techniques and scientific progress of regional scholars and integrating into the world economy and global market.

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НЕРАЗРУШАЮЩИЙ КОНТРОЛЬ КАЧЕСТВА ПРОДУКЦИИ: ВНЕДРЕНИЕ, ЭФФЕКТИВНОСТЬ, ПЕРСПЕКТИВЫ

Досліджено перспективи застосування та впровадження методів неруйнівного контролю якості як важливого інструменту формування конкурентоспроможної вітчизняної продукції.

Исследованы перспективы применения и внедрения методов неразрушающего контроля качества как важного инструмента формирования конкурентоспособной отечественной продукции.

Application and adoption prospective of unwrecking quality control methods as the important tool of competitive domestic product formation are investigated in this work.

неразрушающий контроль качества, технические условия, эффективность, вихревые приборы, электрическая проводимость

Поскольку качество продукции формируется на стадии его производства, правильный выбор эффективных методов технологического контроля сырья, материалов, полуфабрикатов и готовой продукции является определяющим фактором обеспечения высокого качества. Повышение качества и конкурентоспособности изготавливаемой в Украине продукции – одна из наиболее актуальных проблем развития современной технологии производства товаров.

Вопросы обеспечения качества рассматривались в работах Ю. Адлера, Ю. Амирова, Л. Боженко, Л. Виткина, А. Гавриленко, Дж. Кампанелла, Ф.Котлера, И. Леонова, Д. Лойко, В.Окрепилова, В. Топольника, А. Фейгенбаума, С. Фомичова, М. Шаповал и др.