

FEATURES OF FORMATION OF THE COMPETITIVE FORCE OF BUSINESS STRUCTURES IN THE CONDITIONS OF EUROPEAN INTEGRATION

Krasniuk S.O.,

*Senior Lecturer of the Department of Foreign Languages,
Educational and Scientific Institute of Modern Learning Technologies,
Kyiv National University of Technology and Design*

The development of market relations in Ukraine requires fundamental research into competition issues in the context of European integration. Competition has an extremely important role in a market economy - there is no market without competition. In this regard, strategic management of the development of a competitive environment in today's environment becomes of paramount importance. Therefore, finding ways to develop competition is becoming one of the promising areas of economic research.

The development of the competitive force of business structures is a logical process that affects the interests of many people. However, these processes are not sufficiently investigated. The transformation of ownership relations in any field of activity deeply affected not only the interests of enterprises, but also their ability to compete. The dynamics of European relations, aimed at deepening interaction with foreign investors, aggravated contradictions between the economic interests of business structures, society and the state.

This difficult situation in the economy currently is reaching its maturity and tension not only due to the unsolved problems of competition development in the conditions of European integration, but mainly because of the contradictory nature of the external market environment in which it is necessary to develop a competitive force for domestic business structures.

The solution of these contradictions is possible under the condition of a fundamental study of the causal relationships of the factors of the external market environment with the competitive strength of the business structures, in which the importance is in achieving unidirectional their development in order to optimize economic processes in the European competitive environment.

The state and development of competition in the period of globalization of economic processes have their own specifics and features: simultaneous action, it covers several spheres, the closest of which are prices, costs, quality, the formation of market barriers, the strengthening of financial standing; it is multidimensionality manifested in that enterprises

should take into account its appearances at different levels, different markets, in different combinations; distribution of positions of competitors; distribution of forces on the market; the corresponding aggressiveness of participants in market competition. For the competitive strength of the enterprise should be understood the objective opportunity of domestic enterprise structure to develop in a specific market environment. Concept "development of the competitive force of business structures" includes the following main characteristics: minimization of the impact of factors of the market environment, which are threats to the current strategy of domestic enterprise; optimal use by the domestic enterprise the factors of the market environment, in which is planned activity that provides great opportunities for the development of competitive power of the enterprise which is not lower than the average level [1].

For the study of the concept "development of competitive force of enterprise structures" should be applied the system of indexes that characterize the dynamics of the development of European market and its segments - market of earth, labour-market, market of raw material, market of industrial products, market of services etc. Statistical methods of analysis can be used only for the estimation of results of economic activity of enterprise, industry, region etc.

The study of the general patterns of the functioning of the factors of the European market environment has shown that the development of domestic business structures is difficult, as the domestic economic system of entrepreneurial structures was unable to adapt quickly to the resource constraints and other threatening factors in European market conditions. Solving the problems of developing the competitive force of domestic enterprises proves that overcoming the high competition in the European market is possible due to the development of the labor market and the growth of labor cost on it.

In order to assess the competitive strength of business structures, the most important is the discovery of significant correlation links and interconnections of the parameters of the European market with the potential opportunities of a domestic enterprise. Each model of solving the problem of multiple correlation, which has a significant correlation link, indicates a specific economic situation, which exists objectively. Economic situations in the investigated market environment may contradict each other [2].

To forecast the balanced development of the European market, it is necessary to select factors that characterize the dynamics of the segments of the market environment that have the most significant impact on the development of the competitive force of domestic enterprises. The use of

correlation-regression analysis, which reveals stochastic connections and interconnections between the investigated indicators, can improve the quality of strategic planning at domestic enterprises operating in European markets.

When substantiating the strategy of developing the competitive force of business structures, the degree of adaptation of the enterprise to the external European market environment and possible strategic actions that allow improving the interconnection of the development of the competitive power of the enterprise with the factors of the European market environment is important.

Researches prove that the process of developing an effective strategy for the development of the competitive strength of business structures is the result of a multi-year correlation-regression analysis of the relationships and interconnections of the factors of the external market environment and the modeling of possible ways of development of domestic enterprises with limited resources.

The significant dependence of Ukraine's economy on complex globalization processes and the low competitiveness of the domestic economy in the international arena will highlight the need for the formation of the potential of the competitive development of the national business sector and the search for directions for its growth. One of the priorities of the state policy should be the introduction of European approaches to the development of small and medium-sized businesses in Ukraine, with the parallel formation of the institutional system for its provision. The implementation of this policy must be carried out purposefully, systematically and consistently in the complex of the national innovation system.

References

1. Сокирник І.В. Управління змінами підприємства за умов розвитку євроінтеграційних процесів / І.В. Сокирник, І.М. Ковальчук // Вісник Хмельницького національного університету. — 2015. — № 5. — С. 33–38.
2. Петкова Л.О. Вплив європейської інтеграції на структуру експорту та споживання доданої вартості : досвід Польщі для України / Л.О. Петкова, Д.М. Паламарчук, Ю.В. Вдовиченко // Бізнес Інформ. — 2016. — № 10. — С.47–53.