

МІЖНАРОДНІ ЕКОНОМІЧНІ ВІДНОСИНИ
INTERNATIONAL ECONOMIC RELATIONS

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**ФІРМА ЯК МІКРОЕКОНОМІЧНИЙ ЧИННИК РОЗВИТКУ
ЕКСПОРТНОГО ПОТЕНЦІАЛУ УКРАЇНИ**

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Анотація. У сучасних умовах глобалізації та інтеграції України до світових ринків ключову роль у формуванні та реалізації експортного потенціалу відіграють саме фірми як мікроекономічні суб'єкти. Здатність підприємств ефективно конкурувати на зовнішніх ринках визначає не лише їхній розвиток, а й загальний рівень економічної стабільності та зростання країни.

Актуальність аналізу експортного потенціалу підприємств зумовлена активним розвитком міжнародних економічних зв'язків бізнесу. Для ефективної інтеграції країни в процеси глобалізації та міжнародного економічного співробітництва необхідна глибша залученість у зовнішньоекономічну діяльність. У сучасних умовах одним із найважливіших напрямів розвитку економіки України є активізація зовнішньоекономічної діяльності та розбудова взаємовигідного партнерства з іноземними країнами, що повинно ґрунтуватися на зростанні експортного потенціалу. З огляду на орієнтацію зовнішньоекономічної політики держави на євроінтеграцію та просування продукції вітчизняних виробників на ринок Європейського Союзу, підвищення експортного потенціалу можливе шляхом оновлення та модернізації виробництва, а також адаптації стандартів якості до вимог країн-імпортерів відповідної продукції.

Метою дослідження є виявлення ролі та механізмів впливу підприємств як ключових мікроекономічних суб'єктів на формування та зростання експортного потенціалу України, а також розробка рекомендацій щодо підвищення ефективності їх експортної діяльності в умовах глобальної конкуренції та трансформації економіки. Для досягнення мети наукової роботи застосовано такі загальнонаукові методи дослідження: логічний, порівняння, синтезу та аналізу, узагальнення, класифікація, пояснення, а також табличний метод.

Отримані результати мають прикладний характер і можуть бути використані при розробці державної політики підтримки малого та середнього бізнесу з експортним потенціалом; у стратегіях підприємств щодо виходу на зовнішні ринки; для удосконалення механізмів інституційної підтримки експортерів (експортно-кредитні агентства, торгові представництва тощо); в освітніх програмах з підготовки фахівців у сфері зовнішньоекономічної діяльності.

Ключові слова: експортний потенціал, фірма (підприємство), фактори, вплив, зовнішні ринки, конкурентоспроможність, євроінтеграція.

THE FIRM AS A MICROECONOMIC FACTOR IN THE DEVELOPMENT OF UKRAINE'S EXPORT POTENTIAL

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Abstract. In the current conditions of globalization and integration of Ukraine into world markets, firms as microeconomic entities play a key role in the formation and implementation of export potential. The ability of enterprises to compete effectively in foreign markets determines not only their development, but also the overall level of economic stability and growth of the country.

The relevance of analyzing the export potential of enterprises is due to the active development of international economic relations of business. For the effective integration of the country into the processes of globalization and international economic cooperation, deeper involvement in foreign economic activity is necessary. In modern conditions, one of the most important directions for the development of the Ukrainian economy is the intensification of foreign economic activity and the development of mutually beneficial partnerships with foreign countries, which should be based on the growth of export potential. Given the orientation of the state's foreign economic policy towards European integration and the promotion of products of domestic manufacturers to the European Union market, increasing export potential is possible by updating and modernizing production, as well as adapting quality standards to the requirements of countries importing the relevant products.

The purpose of the study is to identify the role and mechanisms of the influence of enterprises as key microeconomic entities on the formation and growth of Ukraine's export potential, as well as to develop recommendations for increasing the efficiency of their export activities in the context of global competition and economic transformation. To achieve the goal of the scientific work, the following general scientific research methods were used: logical, comparison, synthesis and analysis, generalization, classification, explanation, as well as the tabular method.

The results obtained are of an applied nature and can be used in the development of state policy to support small and medium-sized businesses with export potential; in enterprise strategies for entering foreign markets; to improve mechanisms for institutional support for exporters (export credit agencies, trade missions, etc.); in educational programs for training specialists in the field of foreign economic activity.

Keywords: export potential, firm (enterprise), factors, influence, foreign markets, competitiveness, European integration.

Introduction. The modern economy is characterized by a high level of globalization, which opens up new opportunities for national economies through foreign economic activity, in particular exports, i.e. sales of goods and services on international markets, which demonstrates the degree of their economic development as they participate in international trade. The effective development of a country's export potential largely depends on microeconomic factors, primarily the activities of firms. It is firms that form the basis of national production, innovation, employment and budget revenues. Today, Ukraine seeks to improve its position on the world market, which requires the implementation of a more effective export policy. After all, exports are primarily a source of foreign exchange earnings for the country. Deliveries to foreign markets have an impact on the image of Ukraine in the eyes of the world community, and are also an integral part of the development of the business environment and entrepreneurship. Most importantly, the expansion of the country's exports is

an important factor in the development of the national economy. In a constantly changing world, it is necessary to have an advantageous position on the international market, receive new advantages for further stable development and not lose existing positions. Therefore, when conducting research, it is important to study the very essence of exports, problems and directions of growth of export potential and the importance of the firm as a microeconomic factor in the development of Ukraine's export potential. Due to the introduction of a free trade zone, which has made certain adjustments to the directions of development of the Ukrainian economy and the reorientation of Ukrainian exporters to European markets, the topic of exports is quite relevant.

At the current stage of development of the world economy, export potential is the most important characteristic of the economic power of any country, including Ukraine. It is inherent in economic entities of all levels that realize this potential through the development of foreign trade, primarily exports. Considering that national competitiveness has a three-level structure - country, industry, individual firm, it can be argued that there is a close relationship between increasing the competitiveness of domestic products on the world market and increasing the export potential of the national economy.

For the successful functioning of a firm, it is necessary to have an accurate idea of its business opportunities in the market. That is, the entry of a firm into a foreign market should be preceded by a thorough analysis of its export potential.

The export potential of a firm as an economic category and an object of analysis has received increased attention from scientists and practitioners in the field of international business. The experience of highly developed countries and countries that are intensively developing convinces that the dynamism of the positive development of most national economies is largely achieved through the implementation of an effective export policy and depends on the level of perfection of the processes associated with the formation and use of the export potential of both the state and business entities, as well as on the selection of methods and tools that are able to ensure the successful course of these processes.

Setting objectives. If we analyze the export of goods and services from Ukraine, then in conditions of economic instability, in our opinion, it is most appropriate to assess the development of this process through the prism of export potential. This potential is an integral part of the country's overall economic potential and at the state level reflects the ability of the economy, at a certain level of production development, to identify and mobilize available resources (natural, financial, labor, etc.) for their effective use. This is what provides the possibility of producing competitive products for foreign markets. In our opinion, export potential is an integral indicator of the state of exports in Ukraine, and its level is determined by the influence of many factors.

In general, if we talk about export potential factors, it is worth noting that under "factor", in our opinion, we should understand indicators that have an impact on export potential and do not depend on it. In fact, factors are resources used that ensure the development of exports, including on the basis of (innovations) in the economy.

A significant contribution to the development of theoretical and methodological foundations for the development of export potential was made by such foreign scientists as: Fedotova Yu.V., Zadorozhna, I., Zadorozhnyi, A., Laptieva V.V., Proskurnina N.V., Nesterenko D.V., Hryha O.M., Butko B.O., Riabenko V.V., Polishko Ya.A., Khomych O.V., Manaenko I.M. and others.

The aim of the work is to reveal the essence, content and main microeconomic aspects of the formation of the export potential of the firm.

Russia's full-scale military aggression against Ukraine led to the destruction and damage of civilian and critical infrastructure, which caused external and internal migration of the working population. Under such circumstances, the national economy faced an economic

crisis. After a period of adaptation, world trade created new logistics chains, but global security remains in an unstable situation. However, wars tend to end. Studying this issue will provide an opportunity to better understand how to restore the national economy by developing the export potential of domestic firms and will help the state return to the international trade arena as soon as possible.

The results. One of the key characteristics of the economic power of a business entity is the export potential of the enterprise. The main role of export potential is to determine the strategic priorities of the company's foreign economic activity, which are determined by the principle of providing competitive advantages of products and services in international markets. Using various indicators, such as export volume, quality of exported goods, cost of production and sale of export goods, level of export diversification, it is possible to determine the degree to which these needs are met by an individual enterprise and, accordingly, its level of export potential.

A firm is a primary economic unit that creates goods and services that can be sold both in the domestic and foreign markets. In the context of export, it plays several key roles:

1. Producer of export products. The firm ensures the production of goods with a high level of quality and competitiveness necessary for entering foreign markets;
2. Innovation agent. Successful export-oriented enterprises (firms) actively introduce innovations, modernize production processes, which allows them to meet the requirements of international standards;
3. Source of foreign exchange earnings. Thanks to exports, enterprises form an inflow of foreign exchange into the economy, which has a positive effect on the state's balance of payments;
4. Promoting international integration. Through participation in foreign economic activity, enterprises expand international ties, contribute to the transfer of technologies and improve the image of the country.

The above confirms that the enterprise is a factor of export potential in Ukraine, because it states that one of the systematic types of activity of a domestic enterprise is trade, which includes export activity, the leading characteristic of which, as already noted, is export potential.

If we take into account the export nature of trade activity, it is worth noting that the microeconomic factor in the development of Ukraine's export potential is export-oriented enterprises, which include enterprises that export goods and services.

Understanding the influence of various factors on the export potential of an enterprise allows us to classify the conditions for the formation and implementation of this potential. Among these factors, economic, political and legal, socio-cultural, technical and natural and climatic aspects can be distinguished. Scientists propose dividing these factors into two groups depending on the degree of control over them (Fig.1.).

The first group, internal factors, is related to the internal aspects of the enterprise's activities, its foreign economic marketing strategy and management characteristics. The second group, external factors, includes the influence of the political, geographical, natural and climatic environment on the domestic and export markets.

The positive influence of production factors is a necessary prerequisite for successful competitiveness, although in itself it does not guarantee its achievement. The enterprise must produce high-quality products that will have stable demand in the domestic market, have reliable suppliers and use an effective strategy. Export activities contribute to the inflow of foreign currency, which is economically beneficial for a particular enterprise and the state as well. The development of production contributes to the growth of competition, and thanks to exports, the efficiency indicators of the enterprise's activities improve [2].

Thus, the export potential of an enterprise is a key factor for successful entry into international markets. An effective combination of various aspects, such as competitiveness, production potential, export activity and financial potential, determines the success of an enterprise in the global business environment. In modern conditions, managing the export potential of enterprises requires a comprehensive and strategic approach. Increased competition in international markets, changes in the global business environment and unstable political situation make this task more important than ever. Enterprises must take into account strategic aspects, such as market analysis, logistics, financial management, marketing and technological integration, to ensure the effectiveness of their export activities [3].

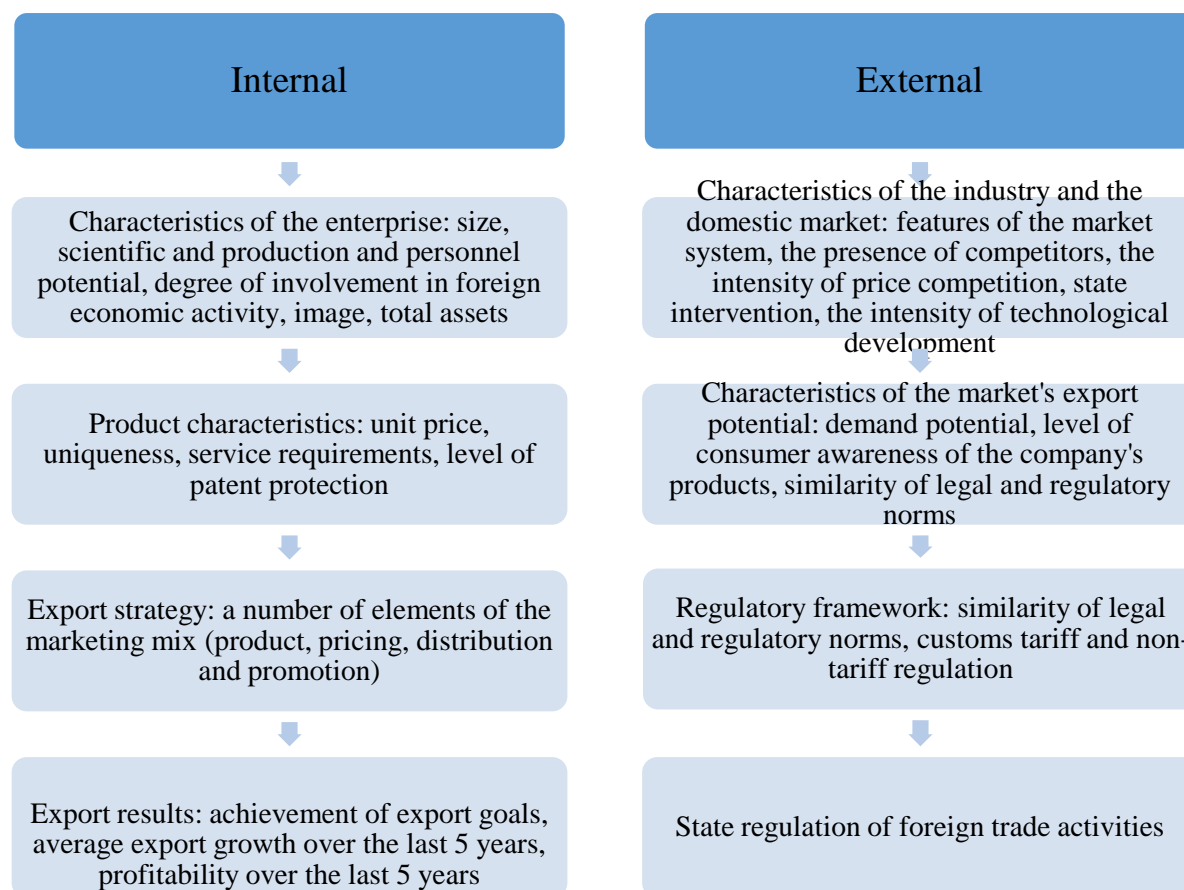


Fig. 1. Factors influencing the export potential of an enterprise
Source: compiled by the author based on [1].

In addition, it is important to take risks into account and use innovations to maintain competitiveness. Export potential management should be flexible and adaptive, taking into account changes in economic and political conditions. An integral part of successful management is also partnership with the international community and consideration of global trends.

Ukrainian enterprises have great potential for development in international markets, but to achieve success it is important to actively apply modern management strategies, identify and use competitive advantages and adhere to high standards in the global business environment.

Ukraine's entry into the European economic arena as an independent and full-fledged player determines the principles of fair and transparent competition for business entities both in external and internal markets. This exit obliges participants in the game to choose strategies and areas of activity, taking into account the need and competitiveness in European and world markets. In addition, it encourages entrepreneurs to participate in competition in order to improve their products and services, to learn from European and global experience in both technologies and business approaches [4]. Increasing export potential and developing export activities are defined as strategically important tasks for improving the functioning of large and medium-sized businesses. These tasks become a powerful tool for strengthening the competitive advantages of economically active entities. Improving the export potential of an enterprise is also a key prerequisite for expanding sales markets, increasing production volumes and improving product quality. This contributes to creating a stable and reliable basis for the competitive position of the firm both in domestic and international markets [5].

Thus, the enterprise has a significant impact on the export potential of Ukraine as a microeconomic factor, acting in a complex way with other factors, because it determines its direction, i.e. development, and structural orientation in the context of the export of certain types of products (goods and services).

Conclusions. Enterprises are key microeconomic agents in shaping the country's export potential. Their activities directly affect the competitiveness of the national economy in the global market. Therefore, the state must form an effective policy of supporting enterprises, especially export-oriented ones, in order to ensure sustainable economic growth.

One of the key characteristics of the economic power of a business entity is the export potential of the enterprise (EPE). The main role of export potential is to determine the strategic priorities of the company's foreign economic activity, which are determined by the principle of providing competitive advantages for products and services in international markets. Using various indicators, such as export volume, quality of exported goods, cost of production and sale of export goods, level of export diversification, it is possible to determine the degree of satisfaction of these needs by an individual enterprise and, accordingly, its level of export potential.

Thus, the conducted study provides grounds to find out that the main barriers for enterprises in entering foreign markets remain:

- lack of sufficient investment in modernization of production;
- weak level of international marketing;
- high administrative barriers;
- insufficient state support.

In modern conditions, this topic is very relevant, since improving the export potential for Ukrainian enterprises is important for several key reasons. In the context of globalization of the world economy, competition in the world market is becoming increasingly fierce. Enterprises must compete not only in the domestic market, but also with foreign companies. Improving export potential allows enterprises to occupy stronger positions in the global business environment.

Dependence on the domestic market can be risky in the event of economic difficulties or changes in domestic policy. Developing export potential allows enterprises to expand their opportunities in different markets and reduce risks. Enterprises with developed export potential are usually more attractive to foreign investors. Attracting foreign investment contributes to the development of enterprises and the national economy as a whole.

Interaction with international markets allows enterprises to gain access to the latest technologies and innovations. This contributes to improving product quality and increasing competitiveness.

In modern conditions, only those enterprises that have up-to-date information about their external and internal environment can successfully develop. Therefore, determining the export potential of an enterprise becomes an important task, requiring new approaches to quantifying the level of export potential and, accordingly, the competitiveness of the enterprise.

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