

**МІЖНАРОДНІ ЕКОНОМІЧНІ ВІДНОСИНИ**  
**INTERNATIONAL ECONOMIC RELATIONS**

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**ДЕРЖАВНА ПОЛІТИКА ЯК ІНСТРУМЕНТ НАРОЩЕННЯ МІЖНАРОДНОЇ  
КОНКУРЕНТОСПРОМОЖНОСТІ НАЦІОНАЛЬНОЇ ЕКОНОМІКИ**

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**Анотація.** У статті визначено роль макроекономічної політики держави, як ключового інструменту формування та нарощення міжнародної конкурентоспроможності національної економіки України в умовах глобалізаційних викликів. Доведено, що сьогодні особливе місце в забезпеченні міжнародної конкурентоспроможності України відіграє державна політика в сфері інновацій. Автором обґрунтовано, що в умовах глобалізаційних трансформацій, цифровізації та економічної нестабільності саме держава повинна забезпечувати ефективне функціонування конкурентного бізнес-середовища. Визначено, що конкурентоспроможність національної економіки залежить від розвитку підприємництва, інвестиційної активності, технологічних інновацій та ефективного інституційного забезпечення. Метою дослідження є обґрунтування теоретичних засад і розробка практичних рекомендацій щодо підвищення ролі держави у забезпеченні конкурентних переваг національної економіки у міжнародному бізнес-середовищі. Методологічну основу роботи становить сукупність загальнонаукових і спеціальних методів дослідження, зокрема аналіз і синтез, індукція і дедукція, порівняльний аналіз, системний підхід. У результаті дослідження визначено основні інституційні та інструментальні механізми державної політики, які здатні сприяти підвищенню міжнародної конкурентоспроможності української економіки. Розкрито роль інновацій, інтелектуального капіталу та технічної модернізації як ключових чинників забезпечення стійкого економічного зростання. Наукова новизна роботи полягає у визначенні дворівневої моделі макроекономічної політики у сфері конкурентоспроможності та обґрунтуванні необхідності інтеграції інструментів інституційного забезпечення з пріоритетами промислово-технологічного розвитку. Теоретична значущість полягає в поглибленні розуміння конкурентної політики як системи заходів підтримки національного бізнесу. Практична значущість дослідження полягає в окресленні напрямів вдосконалення державної політики з урахуванням сучасних викликів цифровізації, глобалізації та економічної нестабільності, що можуть бути використані для підвищення ефективності регіонального управління та економічного планування.

**Ключові слова:** міжнародна конкурентоспроможність, національна економіка, державна політика, інвестиційна привабливість, інновації, інституційне забезпечення, економічне зростання, глобалізація.

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**STATE POLICY AS A TOOL FOR INCREASING THE INTERNATIONAL  
COMPETITIVENESS OF THE NATIONAL ECONOMY**

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**Abstract.** The article defines the role of the state's macroeconomic policy as a key tool for forming and increasing the international competitiveness of the national economy of Ukraine in the context of globalization challenges. It is proven that today a special place in ensuring the international competitiveness of Ukraine is played by state policy in the field of innovation. The author substantiates that in the context of globalization transformations, digitalization and economic instability, it is the state that must ensure the effective functioning of the competitive business environment. It is determined that the competitiveness of the national economy depends on the development of entrepreneurship, investment activity, technological innovations and effective institutional support. The purpose of the study is to substantiate the theoretical foundations and develop practical recommendations for increasing the role of the state in ensuring the competitive advantages of the national economy in the international business environment. The methodological basis of the work is a set of general scientific and special research methods, in particular analysis and synthesis, induction and deduction, comparative analysis, and a systemic approach. As a result of the study, the main institutional and instrumental mechanisms of state policy that can contribute to increasing the international competitiveness of the Ukrainian economy have been identified. The role of innovation, intellectual capital and technical modernization as key factors in ensuring sustainable economic growth has been revealed. The scientific novelty of the work lies in defining a two-level model of macroeconomic policy in the field of competitiveness and substantiating the need to integrate institutional support instruments with the priorities of industrial and technological development. The theoretical significance lies in deepening the understanding of competition policy as a system of measures to support national business. The practical significance of the study lies in outlining areas for improving state policy, taking into account the modern challenges of digitalization, globalization and economic instability, which can be used to increase the efficiency of regional management and economic planning.

**Key words:** international competitiveness, national economy, public policy, investment attractiveness, innovation, institutional support, economic growth, globalization.

**Introduction.** The macroeconomic policy of the state is currently at the stage of reform and plays a key role in the formation of an effective system of economic development and increasing its international competitiveness. It is such a policy that can be both a guarantee of the development of the national market and economic growth of the country as a whole, and the main tool for stimulating such development. In conditions of economic crisis, measures to ensure the competitive advantages of the national economy and the legislative framework should be maximally used by the state to restore economic and competitive law and order. In modern global conditions, the issue of increasing the level of international competitiveness and gaining competitive advantages in the world economic space is one of the key tasks of the leadership of states of all countries of the world. Obviously, all processes related to ensuring and increasing the competitiveness of the economy directly depend on the existing conditions for the implementation and development of entrepreneurial activity, the intensity and volume of investment attraction, and the pace of economic growth. The main fundamental principles of studying the role of the state in ensuring and increasing the level of international competitiveness of the domestic economy are reflected in the works of such domestic scientists as Yasko Yu.I., Kulish L.P., Lypov V.V., Fedorenko A.E., Ilyash O.I., Smolyar L.G., Duchenko M.M., Dzhadan I.M. Despite the existing significant research on this topic, the problem of ensuring the international competitiveness of the national economy of Ukraine in modern conditions remains insufficiently resolved, especially in the context of forming

effective state policy in the context of globalization, technological transformations and economic instability.

**Statement of the task.** The purpose of the article is to substantiate the theoretical foundations and develop practical recommendations regarding the influence of the state on the processes of increasing the international competitiveness of the national economy of Ukraine in the context of globalization challenges. In the process of studying issues related to the formation and increase of the international competitiveness of the national economy of Ukraine, a complex of interrelated general scientific and special methods was used, in particular: the method of analysis and synthesis, induction and deduction, comparative method, and systemic approach.

**Results.** The modern century is characterized by a sharp increase in international competition, as well as a complication of its nature and an expansion of its scope. Not only individual goods or companies-manufacturers are involved in the competitive struggle, but also technologies, management methods, consumer standards, national economic potentials. Over the past decades, this trend has been powerfully intertwined with the constantly developing processes of globalization.

The issue of ensuring national competitiveness occupies one of the crucial places in the macroeconomic policy of all developed countries of the world. The state is an active player in the economy, especially in countries with economies in transition. It not only sets the rules of the game, but also actively intervenes in strategic areas: innovation, industry, infrastructure, education. Effective state participation involves creating conditions for business development, protecting competition, and supporting high-tech industries. First of all, this is explained by the fact that competitiveness is the main characteristic that is necessary for any economic entity, regardless of the level at which it carries out its production and economic activities, whether it is national or international. It is obvious that «the main goal of the government of each country is, first of all, a high standard of living for the population, and the main tool for achieving this goal is the constant economic growth of the country, through a constant increase in the efficiency of national business, increasing the pace of development of foreign economic activity and increasing the level of competitiveness of the national economy» [1, p.30].

Today, for Ukraine, one of the main economic problems is the issue of increasing the international competitiveness of the national economy. It is obvious that the entire industrial and innovation policy of the state should be aimed at solving such a problem. Currently, this problem is particularly acute, since Ukraine needs to be included in the international economic community as an equal partner. However, without a high level of competitiveness indicators, the country cannot expect recognition from world leaders as an equal participant in international economic relations.

Modern dynamic fluctuations and changes in the global economic space show the important and increased role of national regulatory instruments in the context of their impact on both the international and national competitive business environment. That is why, in our opinion, the state policy towards ensuring the competitiveness of the national economy today is becoming an integral part of the national regulatory system. The issue of institutional support for the competitiveness of the national economy is one of the key tasks of state policy in modern conditions and this is primarily due to transformations in the system of social and economic relations, systematic global challenges regarding the modification and change of competition, instability of development and changes in the economic base of state regulation.

It is obvious that state policy is the main instrument for ensuring the competitiveness of the Ukrainian economy and it should be the most active. «The effectiveness of competition policy is manifested primarily in its adequacy to the tasks that must be solved in order to ensure market development. The essence of the state's competition policy should be

considered in a broad sense, which includes state assistance to the development of competition, state control, regulatory and legal regulation, institutional regulation» [2, p. 128]. It can be argued that the state's macroeconomic policy in the field of forming and ensuring international competitiveness should be considered at two levels:

- the first level - provides for the protection of competition,
- the second level - contributes to the development of national competitiveness.

The implementation of an effective national policy should create all the necessary prerequisites for the development of competitive relations, which will allow for the optimal distribution and use of resources in the national economy. In our opinion, the functioning of non-competitive markets, asymmetry of market information significantly increase the role and importance of state policy in the context of ensuring an internationally competitive national economy. «Today, the state's competition policy should be considered as a purposeful activity of the state to create an effective competitive environment and regulate competitive relations in order to protect, develop and stimulate economic competition» [3, p. 75].

The current period is characterized by the impact of economic and financial crises, fierce competition in international markets, and it is obvious that the state policy in the field of ensuring a high level of competitiveness of the national economy, through the effective use of intellectual capital and the introduction of the latest scientific and technical developments into production processes, is becoming a priority. It is obvious that the state policy on issues of increasing the international competitiveness of the national economy is a major part of the general political process, it is advisable to consider it as a holistic system of instruments of state influence on the country's economy, the effectiveness of the use of which is manifested through the interaction of its elements and institutions.

It is worth noting that in the context of deepening globalization processes, the competitive struggle of micro-level business entities is turning into tools for ensuring the international competitiveness of the national economy, a means for forming a model of geo-economic management strategy, as well as «the main lever for supporting national producers in the international market of goods and services, which ultimately is able to ensure a stable and high place of the country in the ratings for assessing the level of competitiveness of the economy, as well as guarantee an increase in the indicators of assessing the quality of life» [4, p.14].

From the point of view of institutional support of national competitiveness of states, it is necessary to consider the entire set of economic and organizational methods and means of state influence on the economic behavior of business entities and on the structure of the market itself, which will contribute to the formation, development and protection of competitive market relations. It is the formation of a reliable system of «institutional support for competition policy that will contribute to increasing the competitiveness of the national economy, the effective use of economic resources, the functioning of free entrepreneurship, meeting the needs and interests of consumers, which will generally ensure sustainable economic growth and increasing the well-being of the population» [5, p. 60].

The challenges of increasing globalization, digitalization of the economy, complete computerization of relations, and the constant development of scientific and technological progress are intensifying the processes of transformation of socio-economic development. Such changes exacerbate competitive confrontations between economic entities for resources and require modernization of the established approach to organizational processes in the context of the effective functioning of industrial parks based on the implementation of innovative development mechanisms that create the prerequisites for ensuring and increasing the international competitiveness of the national economy.

It should be noted that today the issue of increasing the level of national competitiveness and ensuring economic security through the prism of technological

development of the economy is gaining increasing importance. The relevance of such statements is confirmed by the pace of hybrid confrontation between states in the global economic space. It is worth noting that the Ukrainian economy has long been suffering from a hybrid threat, the decline of which is associated with technological growth. The country has begun certain institutional reforms, in particular, the Strategy of Economic Security of Ukraine for the period until 2025 planned: «strengthening the development of industries based on the expansion of domestic and foreign markets for domestic products, increasing their competitiveness, restoring the potential of high-tech economic activity and its consistent growth; ensuring financial and institutional conditions for the creation of technological ecosystems that accelerate the development of Industry 4.0, integration into the technological chain; implementing structural changes in the economy, stimulating the development and digitalization of the closed-loop economy» [6]. Such trends are justified within the framework of achieving the «Global Sustainable Development Goals by 2030 (points 8, 9, 12 of 17)».

A state that seeks to increase its international competitiveness must actively develop education and science, support and stimulate scientific and technical activities, promote cooperation between business and the scientific and research sphere in the field of innovation, as well as strengthen the potential and expand the intellectual property market. In case of neglect of these areas, state policy sooner or later leads to the decline of national production, increased dependence on imports, loss of scientific and technical potential and exacerbation of economic and social problems, in particular an increase in public debt [7].

The basis of economic development and increasing the competitive advantages of any country in the world in the context of innovation development is human capital, which is formed from knowledge and skills, as well as creative and professional abilities of people. It is education and continuous learning that play a key role in the development of human capital and labor potential, since these two main factors provide the workforce with the necessary means and tools for non-standard critical thinking to solve complex problems, as well as the birth of new ideas. We note that «a culture that encourages risk-taking and values creativity significantly increases innovation potential. In such an environment, people tend to experiment and seek non-standard solutions without hesitation or fear of failure» [8].

That is why, in our opinion, the main tools for ensuring and increasing the international competitiveness of the country's economy are a favorable scientific environment, a high technological potential of the country, the development of human capital, the innovativeness of the national economy, the country's investment attractiveness, a high degree of knowledge-intensive production, widely developed international partnership ties, etc. «In this regard, the state policy of industrial and technological development should be aimed at stimulating the innovative activity of entrepreneurs in the IT sphere, developing public-private partnerships, reforming the taxation system, stimulating the introduction of environmental technologies in industry, and involving countries in international strategic partnerships» [9, p. 44]

State policy measures in the context of increasing national competitiveness within the framework of reducing risks to economic security are presented in Fig.

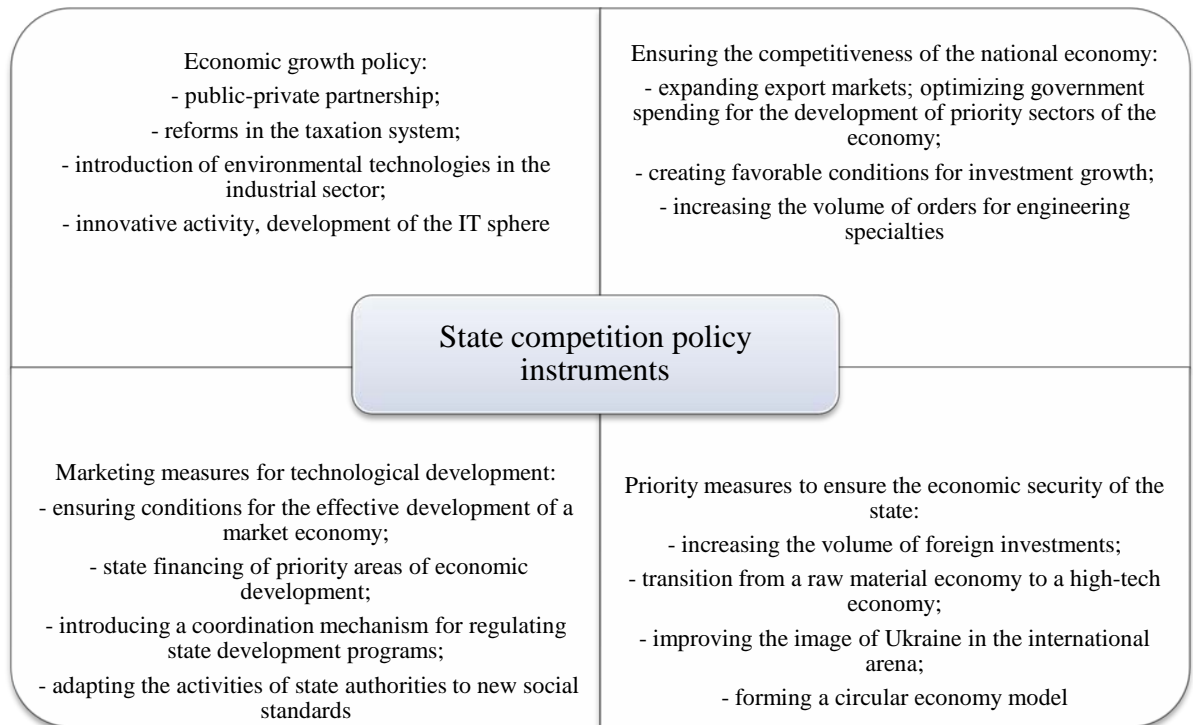


Fig. 1. State measures in the context of increasing the international competitiveness of the Ukrainian economy

Source: Compiled by the author/

As we can see, the above strategic measures to increase the international competitiveness of the country's economy can be combined into eight main goals of the state competition policy, namely: international, investment, environmental, industrial, innovative, technical, educational and scientific.

The mechanism for ensuring a high level of international competitiveness and economic development of the Ukrainian economy should be directed towards the implementation of long-term goals and overcoming challenges through medium- and long-term strategic plans for its development. One of the main conditions for such strategic development is an effective macroeconomic policy of the state in the context of the formation of the investment climate. «Issues of stimulating the investment process in Ukraine are constantly discussed in scientific circles, where factors affecting the investment climate are studied, methods for diagnosing its condition are developed, and various aspects of investment activity at the micro, meso and macro levels are analyzed» [10]. It is worth noting that in order to ensure the effectiveness of state policy in the field of international competitiveness in the conditions of modern instability and economic uncertainty, it is necessary to constantly improve organizational and economic methods and tools for influencing the formation of a favorable investment climate. In particular, it is important to develop a comprehensive and effective concept for managing investment processes in the national economy. Such a concept should be based on continuous monitoring of the state of the investment environment in various sectors of the economy, as well as on a critical analysis of the volume of investments in priority projects for Ukraine.

It should be emphasized that state policy aimed at increasing the competitiveness of the national economy should be systemic and comprehensive. Its implementation should cover the main structural areas: macroeconomic, financial, foreign economic, production, food, investment and innovation, social, demographic and energy. In the absence of such an approach, the risk of destructive processes that undermine the internal stability of the

economy increases. Such negative phenomena include the shadowing of economic activity, a decrease in national production, imbalances in regional budgets and the financial system as a whole, increased dependence on imports, energy and external borrowing, degradation of cities and regions, deindustrialization and a decrease in the standard of living of the population.

All strategic methods and tools for ensuring and increasing the competitiveness of the Ukrainian economy are aimed at meeting the requirements of potential investors, including foreign ones, in the context of setting benchmarks for industrial and technological development. The main purpose of using the tools presented in the figure is to determine the main priorities of national policy for the implementation of investment funds by ensuring an increase in FDI, increasing the economic freedom of business entities and public welfare, as well as ensuring the investment attractiveness of the domestic business environment.

**Conclusions.** To increase the international competitiveness of the Ukrainian economy in the modern globalized economic space, it is necessary to solve problems that will be aimed at the constant development of a competitive business environment. For this, first of all, it is necessary to support and improve market mechanisms that can ensure an appropriate and high level of competition in the market environment, as well as to strengthen the role of the state in the context of creating high-quality and new conditions for supporting and developing competition. It is proven that state macroeconomic policy is a key factor in ensuring and increasing the international competitiveness of the national economy of Ukraine in the context of globalization transformations.

The scientific novelty of the study lies in the comprehensive approach to analyzing the role of the state in increasing the competitiveness of the economy, taking into account modern challenges, such as digitalization, hybrid threats, structural transformation and the need for integration into the world market on an equal footing.

The theoretical significance lies in deepening the understanding of the mechanisms of state influence on competitive processes, as well as in determining the strategic directions of forming an effective competition policy. The practical significance lies in developing proposals for forming a national policy based on innovative, institutional and industrial and technological development, which can be used in the activities of state authorities.

Prospects for further work include an in-depth study of the effectiveness of implementing state competition policy in the context of war and post-war reconstruction, as well as research into the possibilities of applying European practices of state support for national business in the context of strengthening the economic stability and investment attractiveness of Ukraine.

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