

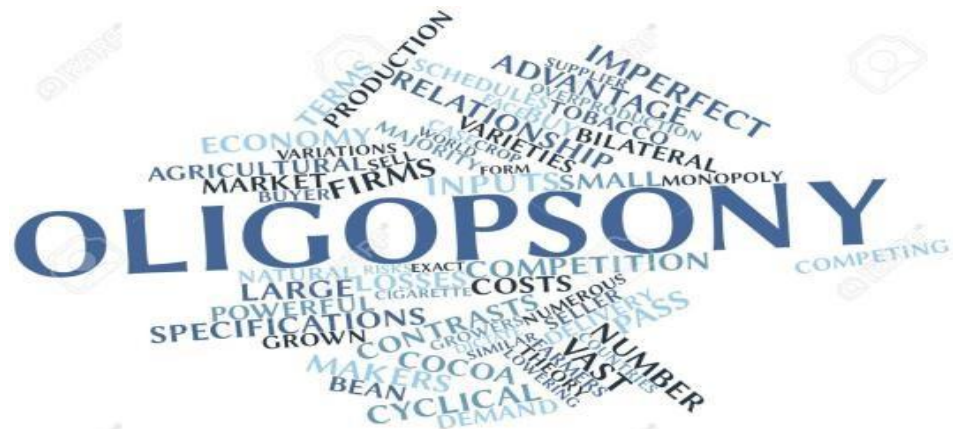
ECONOMIC CONTENT AND CHARACTERISTICS OF THE CONCEPT OF COMPETITIVENESS

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Abstract: One of the important directions of regulating the development of the economy of the country and regions is related to increasing their competitiveness. The concept of competitiveness is becoming the main principle determining regional policy in foreign countries at the end of the 20th century and the beginning of the 21st century. Economists are publishing a number of monographs and articles on regional competitiveness, and conducting special scientific research.

Keywords: regional competitiveness, sustainable economic reproduction, financial services, insurance, real estate transactions.

Since the theory of regional competitiveness is just being formed, there are different views and definitions among scientists regarding its content and concept. In our opinion, the competitiveness of the region consists in raising the standard of living of the population on the basis of the organization of production of competitive goods and services with the effective use of its competitive advantages. The process of competitiveness between regions will not have a clear appearance between countries, sectors and enterprises. This process is quite long and complex, and the competitiveness of the regions is primarily aimed at the effective use of the competitive advantages of each region, attracting investments. Increasing regional competitiveness forms the basis of their long-term development strategy.



According to international experience and conducted research, the competitiveness of the region is largely determined by the presence and level of its natural and economic potential. A competency-based approach will clearly demonstrate the region's competitive advantages. In this case, it is important to determine the main types of potential that form the competitiveness of the

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region. The main potentials affecting the level of competitiveness of the region are: potential of natural resources, human factor, financial, environmental and institutional changes.

At the initial stage of increasing the level of competitiveness, the potential of natural resources, which include transport-geographical location, agro-climatic conditions, land-water, mineral-raw materials and local resources, takes the main place.

Competitiveness of the region largely depends on relative advantages, firstly, on natural resources, secondly, on the effectiveness of state regulation of the development of the region, and thirdly, on the effective use of innovative projects. In general, the role of the territorial factor is not only important, but also universal. In this regard, the point of view of M. Porter is extremely important, according to his strong emphasis, the geographical location of the region is of fundamental importance for competitiveness, "... in the conditions of the world economy, sustainable advantages in competition are more often and to a greater extent local and highly specialized professional skills and knowledge, institutions, competitors, interconnected economic activities, as well as the concentration of experienced and experienced consumers in a particular country or region. Geographical, cultural, and organizational proximity provides special access to information, special relationships, full access to information, powerful incentives, and other manufacturing advantages that are difficult to obtain at a distance.

the situation, although in a different sense than in the previous decades, retains its importance even at the border of the 21st century"11.

In this case, the most important aspect of competitiveness is the synthetic concept called "quality of life", which is clearly "linked" to a specific area, and this concept includes various phenomena of different scales: the scale and nature of employment and working conditions, the level of education and literacy, housing availability of space and its convenience, social security system, ecological living conditions, etc.

All of these predetermine the potential of the regionally located (stagnant) market, the innovation and investment climate, the possibilities of sustainable economic reproduction at one's discretion, and the possibilities of "advancing" consumer standards, technologies, goods, services, and capital to other regions.

The fact that the mesoeconomy is "tied" to a specific area preserves the interrelationships between its leading (dominant) functions both on the scale of countries and on the geo-economic scale.

The functional orientation of the region, on the one hand, determines the general socio-economic potential, and on the other hand, creates conditions for the realization of competitive advantages within this or that function. In the classic model of functional typology (as in any more simplified theoretical model), one or another region belongs to different types, for example, agrarian, agro-industrial, industrial, recreational, etc. Such a simplified classification makes it possible to distinguish some leading functions of the regional economy. The basis of this classification can be primarily a functional-sectoral approach, in which not only the predominant directions of economic activity, but also the directions specialized for the region (determining its specialization) will be the basis of the classification of the region.

As the regions develop not separately from each other, but in a mutual relationship, in a single economic space, in their classification (especially in the sense of parametrizing competitiveness), some western scientists (A. Fishera, D. Bella, etc.) in the studies of the developing economy divide

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it into a number of sectors it can be said that the directed direction is gaining special importance. These are: primary sector (agriculture, mining, fishing), secondary sector (manufacturing industry), tertiary sector (transportation, utilities), quaternary sector (trade, financial services, insurance, real estate transactions), the fifth sector (health, education, scientific research, public administration, leisure and entertainment industry).

In this case, the competitiveness of the territory (region, city, etc.) is the sum of regional conditions and social production factors (including the territorial-localization factor, i.e., the place occupied by the region in the global economy), as well as its effectiveness in comparison with other micro-economies. appears as a synthetic phenomenon that includes the use of In this case, the use of these factors is intended not only for private and corporate purposes, but also taking into account the interests of the entire territorial generalization.

In connection with this, it is necessary to work with a whole set of relevant indicators (indicators) in the study of the competitiveness of the regional economy. Focusing on this aspect of the competitiveness problem, one cannot fail to emphasize that a rather diversified approach has emerged in the modern economy in its assessment.

M. Porter, in assessing the competitiveness of the region (this issue constitutes a specific projection of the concept of the country's competitiveness) in general, comes from a similar approach¹². According to this author, regional competitiveness is the productivity (productivity) of using regional resources, primarily labor and capital, compared to other regions. Productivity is determined by the amount of gross regional product (GDP) per capita, as well as its dynamics.

The development of competitiveness is carried out in the following four stages:

- competition based on production factors;
- investment-based competition;
- know-how-based competition and;
- competition based on wealth.

The first three stages provide economic growth, while the last one creates stagnation and crisis.

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