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MACROECONOMIC ENVIRONMENT AND THE USE OF FINANCIAL METHODS TO INCREASE THE COMPETITIVENESS OF JOINT STOCK COMPANIES

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ABSTRACT

In the process of globalization of world economic processes, the role of individual national economies increases, comparative advantages of the development of a country are formed, and their competitiveness is ensured. That is why it is worth emphasizing the importance of increasing the competitiveness of each individual country, based on its internal capacity. In a broad aspect, the competitiveness of the national economy stock company is perceived as the ability of the country to ensure the balance of its external proportions and to avoid those constraints imposed by the foreign economic sphere, to self-organizing the improvement of their world economic ties. The competitiveness of the economy at the macro level is associated with the duration of the cycle of reproduction of the main productive assets and, accordingly, the jobs, productive forces of society and determined by the overall economic efficiency of investment. The criteria of competitiveness of the national economy are the growth of social productivity of labor, increase of social and economic efficiency of production and standard of living of the population. The competitiveness of the national economy determines sustainable socio-economic development of the country, as well as sustainable development predetermines the competitiveness of not only the country, but also all its levels. Scientific results are obtained using special methods of research of economic objects and phenomena, that is, based on the correlation and regressive, comparative analysis (establishing the relationship between the indicator factor), as well as economic modeling. Generalizing analysis and the importance of the macroeconomic aspect of competitiveness were used in the research paper, which will allow to better respond to the economic situation, in accordance with the trends of the "green" transformation of the economy; which in turn will solve important problems of the development and implementation of its economic development strategy based on the principles of sustainable development and, accordingly, with the trends of the "green" transformation of the economy. The practical significance of this research paper is that the resulting conclusion and generalizations will help the state, regional government, local self-government, as well as enterprises, solve important problems of developing and implementing their economic development strategies based on the principles of sustainable development and, accordingly, along with the trends of the "green" transformation of the economy. In terms of a crisis of competitiveness, the advantages are primarily obtained not through improving the quality of products, but through reducing costs.

KEYWORDS***: economy, crisis of competitiveness, developing and implementing, stock company***

INTRODUCTION

What is Macroeconomics?

Macroeconomics is a branch of economics that studies how an overall economy—the market or other systems that operate on a large scale—behaves. Macroeconomics studies economy-wide phenomena such as inflation, price levels, rate of economic growth, national income, gross domestic product (GDP), and changes in unemployment.

Some of the key questions addressed by macroeconomics include: What causes unemployment? What causes inflation? What creates or stimulates economic growth? Macroeconomics attempts to measure how well an economy is performing, to understand what forces drive it, and to project how performance can improve.

Macroeconomics deals with the performance, structure, and behavior of the entire economy, in contrast to microeconomics, which is more focused on the choices made by individual actors in the stock company economy (like people, households, industries, etc.

which influence them and differently have impact on prospects of development of their business. As a result, dynamically changing factors demand from subjects of the market of fixed adaptation to them and search of approaches and methods of use of opportunities of increase of business competitiveness.

MATERIALS AND METHODS

In economic literature descriptions of various approaches to increase of competitiveness of the entities meet. Researches of professor Porter of Harvard business school were the most considerable. He developed the theory of competitive advantage which essence consists that for ensuring business competitiveness shall care of the most complete and effective use of the available and acquired resources determining prerequisites of a strong growth and a gain of competitive line items constantly. In this case resources represent a set of the factors determining a condition of competitiveness of the entities. In the context of real industrial production factors affecting the competitiveness of enterprises volatile. Some factors affect significantly under certain market conditions, and other weakly manifest themselves in action under varying circumstances of the external environment. Given the variety of factors changes the understanding of the economic substance of competitiveness and the nature of the processes that ensure its growth.

DISCUSSIONS AND RESULTS

So, on the essence, competitiveness of the entities acts as the tool of an accounting entity marketing and adapted for changes of environment due to complete and effective use by the person of the available and acquired resources determining prerequisites of a strong growth and a gain of competitive line items in the industry market.

Within above the provided determination it is possible to allocate internal and external factors on extent of influence on activities of the entity. In turn internal and external factors can be subdivided on “tough” and “soft”. “Tough” factors represent factors which keep the fixed action for a long time. And understand factors which floatingly prove under the influence of the changing external conditions as “soft”. “Soft” factors consider influence “tough” and create prerequisites to increase of competitiveness of the entities.

Internal factors represent set of the parameters making the regulating impact on activities of the subject functioning in economic, labor, organizational and communication relations. Carry to the internal factors determining a condition of competitiveness of the entities:

1) “tough” factors:

- Managerial factor (enterprise management system, labor potential, condition of a manpower);
- Technical and economic factor;
- Financial and economic factor;

2) “soft” factors:

- Investment factor;
- Scientific and technical factor;
- Communication factor (communication interaction between employees, degree of motivation of employees, organization culture of the entity and behavior of employees);
- Marketing factor (sales activities, condition of system of logistics, promotion);
- Factor of competitive advantage products (competitive product).

First, the considered methods narrow area of an assessment of the factors determining the level of competitiveness of the entities and without being guided by other participants of market space.

Secondly, the considered methods consider generally internal capacity of the entities and its internal factors, or consider competitiveness of the entities only depending on structure of the market and the competition on it (external factors).

In the third matrix and expert methods can be applied with sufficient degree of reliability to the integrated assessment of competitiveness of the entities. Matrix and expert methods fully don’t yield objective results and are generally used as the additional.

Fourthly, the considered methods don’t place emphasis on key regional or industry factors of competitiveness of the entities.

CONCLUSION

Thus, having idea of “business competitiveness”, to a set of the factors determining competitiveness accounting entities have an opportunity to create management system competitiveness. This system is founded on a competitiveness level assessment by means of calculation of an integrated indicator which will consider changeable factors internal and environment. Finding of competitive advantage will allow the entities to build the activities in interests of their sustainable development and to raise their competitiveness on the basis of development of the rational management decisions directed on the effective and developed functioning. As a consequence, it is possible to develop a methodological approach to assess the level of competitiveness of enterprises in order to ensure the sustainable development of an economic entity in a changing market environment.

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