

A. Panchyshyn

*Assistant Lecturer at the Department of Economic Cybernetics,
Ivan Franko National University of Lviv*

ANALYSIS OF THE COMPETITIVE ENVIRONMENT OF ECONOMIC PRODUCTION SYSTEMS

In market conditions particularly relevant is the problem of increasing efficiency of management of the economic production systems (EPS). In such conditions only such economic and production system that is competitive both in internal, and external markets, is effective.

The author aims at analysis of the competitive environment and production systems and their interaction with the elements. The competitive environment is a set of competitive interactions of market agents, aimed at obtaining competitive advantages, coordinated within the framework of the established institutional constraints.

The essence of the competitive environment and production systems is defined as a combination of economic, organizational, social and information relations between its members, which is formed on the basis of suggestions of consumers of goods and services. That is, the competitive environment of EPS is an ordered system, the elements of which are in a competitive relationship with each other and address competitive actions to each other.

To evaluate the global competitiveness index, the country carries out the analysis of socio-political institutions, infrastructure, its macroeconomic stability, health and

primary education, higher and professional education, the effectiveness of commodity markets and the labour market, development of the financial market, the availability of new technologies, the volume of the market, development of the private sector and innovation in the state.

To enhance the competitiveness of Ukraine, it is necessary to carry out wide-ranging reforms that would ensure economic growth of the country in the nearest future and sustainable development in the long-term perspective. It is necessary to focus attention on institutional structure, the necessary reduction of large companies in the domestic market, which will increase its competitiveness and, consequently, improve efficiency. Strengthening financial markets will contribute to stabilization of the economy and allow more efficient use of the competitive advantages of Ukraine.

As a result of competition, in the design, production, realization and operation of products take place competitive advantages of the EPS, which are significantly affected by competitive environment. In such conditions, the main objective of EUS management is the efficient interaction of economic and production system with elements of the competitive environment.