

EUROINTEGRATION IN THE SYSTEM OF FACTORS INFLUENCING COMPETITIVENESS OF UKRAINE

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In the conditions of European integration processes, the question arises as to the ability of the domestic economy to compete at the European market. Nowadays, Ukraine has one of the lowest competitiveness in Europe, which means that in the future Ukrainian product will not be able to match the competition of European producers. In addition, foreign enterprises, which have been entering the Ukrainian market and have better technologies and management systems, can eventually oust domestic manufacturers.

The purpose of the article is to determine the factors and causes of low competitiveness of Ukraine and to analyze the potential impact of Eurointegration processes on it.

The article highlights that today enterprises, regions, countries are constantly in a difficult competitive situation. Therefore, the question arises about the effective ways of their development, adaptation to the requirements of the market environment, in particular the international one.

It is substantiated that the ability to withstand constant competition is characterized by such economic term as "competitiveness". The issue of improving the Ukraine's competitiveness of domestic economy is exacerbated in the context of European integration processes and the complex political and economic situation in the country.

The research is relevant in connection with the accession of Ukraine to the EU. One of

the most popular methods for evaluating the competitiveness is the Global Competitiveness Index of the World Economic Forum.

The methodology described in the article is based on a combination of publicly available statistics and survey results of enterprise executives and is considered by law to be the most detailed, since it consists of 113 variables, which are grouped into 12 key indicators: the quality of institutions; innovation potential; infrastructure; competitiveness of companies; macroeconomic stability; internal market size; health care and primary education; technological development; higher education and training; financial market development; efficiency of the market of goods and services; labor market efficiency.

It was revealed that the biggest losses, namely 13 points, occurred in the field of labor market efficiency. Ukraine also lost 9 points in innovations, 3 points in infrastructure and 2 in higher education. The lowest rates in Ukraine are on the strength of the banks (130th place), the regulation of stock exchanges (134th place), the quality of roads (130th place), inflationary changes and the country's ability to hold talent (129th place) and property rights protection (128th place).

The authors identified the main obstacles to doing business and maintaining the competitiveness of the Ukrainian economy: 1) Inflation – 16.3%; 2) Corruption – 13.9%;

3) Instability of legislation – 12,1%; 4) The size of taxes – 9,7; 5) Fiscal policy – 9.4; 6) Instability of power – 8,9%; 7) Availability of lending – 7%; 8) State bureaucracy – 6,9%; 9) Monetary policy – 4.3%; 10) Others – 11.5%. Almost all of these factors depend on state policy, in particular fiscal and monetary. It was established that the most important reason behind the lagging of Ukraine from other countries is the corruption and the lack of political will of the state bodies to change.

It is determined by authors that the country's competitiveness depends on the results achieved on the readiness of the country's accession to the EU, and, moreover, its

economic component actually falls under the economic requirements for accession. It should be noted that the European Union actively finances and assists Ukraine in implementing reforms to achieve convergence criteria.

It is grounded that systematic reforms and changes have a qualitative effect on the Ukraine's competitiveness and its Euro-integration aspirations. Despite the fact that their implementation takes place in significantly more complex conditions than in most other countries that joined the EU (Estonia, Latvia, Lithuania, Poland, etc.), positive trends can be followed.