

WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

CONCEPTUAL APPROACHES TO DEFINING THE ESSENCE OF EXPORT POTENTIAL

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The modern development of foreign economic activity of domestic enterprises is accompanied by the significant influence of international economic and political environment of their functioning, it is constantly changing. This necessitates the analysis and evaluation of existing and potential capacity of the enterprise to carry out foreign economic activity, which justifies the study of the essence of export potential as an economic category.

The purpose of this scientific article is an in-depth study of existing conceptual approaches to defining the essence of export potential of the enterprise with the purpose of formation of the effective mechanism of its development.

According to the author, it is appropriate to highlight the content of "export potential" depending on the levels of interaction of subjects of international economic relations. So, under the country's export potential is understood the ability of the national economy to play its competitive advantages in world markets. Export potential is manifested in the sectoral structure of export-import operations, which is formed as a result of the country's integration into the international economy and reflects the

development direction of international specialization.

The export potential of the enterprise should be considered in several aspects:

- as a component of the total economic potential of the enterprise;
- as an indicator of the level of export opportunities of the enterprise;
- as a tool of resource provision of economic development of enterprises;
- as a set of production, labour, innovation, financial resources, necessary for realization of its competitive advantages in the external market.

This interpretation of the concept will contribute to a fuller taking into account of the particularities of foreign trade economic activity of national enterprises with the aim of improving the effectiveness of international economic cooperation and ensuring their sustainable economic development.

So, studies about the nature of the export potential emergency indicate their relevance, diversity and different levels. Conducted criteria-based analysis allows us to consider export potential as a complex, multidimensional phenomenon with inherent cross-border characteristics of its formation and implementation.