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ЗАВДАННЯ ДЕРЖАВНОЇ ПІДТРИМКИ КОНКУРЕНТОСПРОМОЖНОСТІ ПРОМИСЛОВИХ ПІДПРИЄМСТВ РЕГІОНУ

Обґрунтовано шляхи відродження промислового виробництва у регіонах України та підвищення конкурентоспроможності промислових підприємств, активної участі у цих процесах органів регіонального управління, консолідації їх зусиль з науковцями, підприємцями та громадськістю. Висвітлено досвід Херсонської області у організації співпраці обласної ради з професорами та докторами наук регіону у розробці та реалізації планів і програм розвитку регіону шляхом створення Вченої ради при голові Херсонської обласної ради та розподілу вчених на секції, що відповідають профілю постійних комісій обласної ради.

Запропоновано заходи щодо поліпшення забезпечення промислових підприємств висококваліфікованими працівниками робітничих професій та управлінським персоналом з вищою технічною освітою.

Ключеві слова: конкурентоспроможність, регіональне управління, потенціал, промислове підприємство.

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OBJECTIVES FOR GOVERNMENTAL SUPPORT OF COMPETITIVENESS OF INDUSTRIAL ENTERPRISES OF REGION

Abstract – The ways of the revival and development of industrial production in the regions of Ukraine are substantiated. The possible approaches to providing support at the regional level of industrial competitiveness are examined.

Key words: competitiveness, regional management, potential, industrial enterprise.

Posing of the problem. Natural resource potential of Ukraine allowed hoping for rapid economic development after independence. Indeed, in per capita terms it exceeded the corresponding figure in the USA at 1.5–2 times, Japan – at 12–15 times [1, p. 120]. However, the gap cooperative relations with companies from CIS countries and deregulation of public administration without adequate use of market mechanisms have led to disastrous consequences.

Industrial decline, unemployment, low living standards contribute to the growth of population migration, sharpening of the contradictions between the regions of Ukraine. The average wage in the Donetsk region in 2012 was 3496 UAH., but in Ternopil region – 2185 UAH (the gap is 1.6 times) [2, p. 393].

Experts predict recovery the level of economic development of Ukraine in 1990 only to 2020, and the gap between economically developed countries will probably not be overcome even by 2030 [3, p. 7].

In such circumstances, it is necessary to look for ways to accelerate economic development and reducing disparities in income levels in different regions.

One of the main conditions of high achievements in socio-economic development of each state is a competitive industrial production. Conducted by the authors examine the relationship between GDP per capita and the share of agriculture in its structure according to more than 80 countries in the last decade of the last century revealed the presence of a sufficiently strong feedback between them (coefficient of determination $R^2 = 0,8715$). In low-income countries, agriculture's share exceeds 33 %, and in high-income countries it is less than 4 % [4, p. 200].

Consequently, in the developed countries are crucial development of industry and services. In regions of Ukraine is also observed significant correlation between the share of agriculture in the total value of goods and services and gross regional product (GRP). In the most successful region in 2012, Dnipropetrovsk oblast, GDP per capita was 44,650 UAH. Thus the share of industry and services provided in the GRP structure was 87,4 %, and agriculture only 4,1 %. The lowest level of GRP per capita (less than 15,000 UAH.) in 2012 was observed in the Chernivtsi region with a share of agriculture 32,8 % [5, p. 42, 66]. Therefore, the actual problem for many regions of Ukraine is the growth of industrial production and competitiveness of industrial enterprises. Its solution is impossible without the active assistance of regional management bodies.

Analysis of recent researches and publications. In scientific works of scientists focuses on the international aspects of competitiveness, in particular the relationship between the competitiveness of the state and quality of life [6], identifying industries that are able to compete on world markets [7, 8]. The influence of the institutional environment for the development of competition is investigating [9].

At the regional level, preferences given for evaluating the competitiveness of regions [10], characterization of the stages of development of regional competitiveness and concepts of its transformation [11].

However, not enough attention is paid to the government regulation the competitiveness of enterprises in regions. Therefore the aim of the article is to study approaches to the implementation of the state support of industrial competitiveness at the regional level.

Presentation of the main material of research. For identifying ways which promote regional authorities to raise competitiveness of enterprises is necessary to analyze the factors, affecting the level. Competitiveness of enterprises depends on their internal economic potential, favorable environmental conditions and the ability of staff to effectively use internal and external opportunities. The whole complex of resources and capabilities of enterprises, which provide competitive advantages and achieve strategic competitive goals is a competitive potential of the enterprise [12, p. 40]. In its turn, the internal potential of the enterprises depends on the production capabilities (engineering, technology and their flexibility), financial resources, human capital and information support of management, the ability to conduct market research, develop and implement innovations. External opportunities depend on resource provision, competition in the relevant markets, solvency of consumers, investment attractiveness of the region.

For managing competitive potential is necessary taking into account specificity one or another production to give expert evaluation the existing level of potential, identify competitive advantages and ways of their preserving and sustainable competitive advantage in the future. Experts should be as employees of the company, as well as independent experts. The successful formation of the competitive potential promote availability of scientific and technical capacity, skilled labor at the enterprise in the region, the dominance in the society of knowledge economy [13, p. 5]. Therefore, the process of managing the formation and use of the competitive potential of enterprises in the region requires the consolidation of the efforts of scientists, entrepreneurs and regional management bodies, as well as the progressive part of the public.

Author's vision of the mechanism of interaction between government, business, science and the public was reflected in the proposals for the creation of a regional system of innovation development. Proposed creation of a "Council of patriots", which is a team of managers patriots ready to on a voluntary basis to carry out the mission of the consolidation of the regional community, targeted search of opportunities for innovative development of region and creation of favorable conditions for their implementation. As a part of such a team, should include representatives of government, business, science and the public. Special role is given in the team to journalists who agree to give up the pursuit of sensations for the money and fame and, realizing the impact of information on developments in the region, will play the role of catalysts of progressive change [14, p. 229–231]. The same approach is expedient and when addressing issues for promoting the competitiveness of enterprises. In this connection it is interest experience of the Kherson region on involving of scientific intelligentsia in the processes of study and implementation of plans and programs of region development. The Scientific Council been established for this at the head of the Kherson Regional Council, which consisted of all the professors and doctors of science from universities and research organizations in the Kherson region.

The Statute of this Council was approved at the first in the history of the region meeting of professors and doctors, which has in the region of 166 people. The inclusion of all highly qualified scientific personnel to the Council due to the specific area. Because, in region operates a number of public universities in different fields. Among them: Kherson National Technical University, which trains engineers and economists for various industries; Kherson State University, specializing in the preparation of teachers, lawyers, and managers; Kherson State Agrarian University, which trains specialists in different directions for the agricultural sector; Kherson State Maritime Academy. There are also research organizations and a number of private universities. The number of members of the Council is managed and joint solution specialists in different fields of development problems area can bring tangible positive effect. Head of Kherson Regional Council is headed the Scientific Council and has the right to represent it in its relations with enterprises and organizations. All members of the Academic Council are divided into 7 sections, corresponding to the profile of the standing committees of the regional council.

In a resolution, adopted of participants the general meeting of professors and doctors, it is noted that in order to create this council is to bring together scientists and deputies to ensure economic, social and cultural development of the region. His functioning will help to improve the system of the local government, the consolidation of the region's population, the efficient use of natural resources potential of the region, the revival of industrial production, preparation of modern professionals with an innovative mindset that can solve all problems of development of the region and subregions. However, the creation such council is only the first step in the task of revival and development of industrial production in the agricultural regions. This is only a prerequisite for creating a mechanism of managing the region as a diversified corporation.

For the formation of the optimal structure of the economic complex of the region and its effective functioning is necessary to solve the following tasks:

- development of methodical bases for identifying synergistic effect of interaction between the different activities in the region;
- improving the methods of evaluating investment projects with regard to their influence on the development of the economic complex of the region, the environment, employment and living standards;
- propelling business in implementing effective projects not only for the company but also the regional development strategy;
- optimization of the network of educational institutions and sets of skills that are necessary for the functioning of the economic complex of the region.

To successfully achieve the objectives is needed interaction of scientists, representatives of large companies, entrepreneurs, managers, regional-level management.

Internal potential for increase of industrial enterprise competitiveness depends significantly on the human capital, which is influenced by physical, intellectual, psychological characteristics of employees, their desire to learn and use their knowledge in practice.

Government regulation is necessary, first of all, at the stage of pre-school training and basic education. Precisely in this period creates conditions for normal physical and mental development, education striving for the attainment of new knowledge, timely detection of individual abilities and their development. Experts believe that getting a competitive secondary education is possible only when innovative preschool preparation. Therefore, in preschool education should be covered 90–95 % of children [15, p. 213]. The real achievements are still far from desirable: the highest level of security in preschool institutions in the Sumy region – 71 %, in the Kherson region – 63 %, Mykolaiv – 65 %, Odessa – 52 %, and in the Ivano-Frankivsk – only 38 % [2, p. 423]. To realize their potential young people need to acquire professional knowledge, skills, abilities required in practice.

In modern conditions of industrial enterprises, especially machine building, experiencing a shortage of skilled workers working professions. In many enterprises, the vast number of such workers achieved retirement age. In the last years over 76 % of the needs of enterprises of Kherson region accounts for skilled workers with the tools, as well as the maintenance, operation and control of the work process equipment and machinery. At the same time, the ratio of students in vocational schools and university students per 10,000 inhabitants on average in Ukraine was 17 % and 83 % in the Kherson region of 24 % and 76 %, in the Odessa region of 13 % and 87 % [2, p. 323, 433, 435, 437].

It should be noted that for quality of higher education students is lacking practical experience. Therefore, we consider it appropriate that encourage of prospective students to obtain working professions and the availability of work experience in the enterprise by charging extra points for admission to institutions of higher learning in the presence of the profession and working part-time work on the profile of the chosen specialty.

Predicting of requirement for experts must closer cooperation of educational institutions with businesses and regional center of employment. It can be done by creating a “career centers” in which students will receive information about the needs of the region in frames of various profiles, participation in the implementation of research works for businesses. In its turn future employers will be able to make suggestions to change the curriculum, to select future employees in the period of their training, to promote the attainment of practical skills during internships.

Public support may be to make applications for enterprises training of specialists by budgetary funds, assistance in the development of material and technical base of educational institutions.

A big role in responding to changing staffing needs in the short term belongs to the regional employment centers, which together with educational institutions implement retraining and unemployment.

Significant step in the formation of human resources of industrial enterprises is the implementation of programs to support the competitiveness of the labor market of the population older than 45 years. Under this program, the presence of insurance of not less than 15 years of enterprise workers are in the territorial employment agencies receive vouchers worth up to ten living wages (at the time of the decision to extradite him) to obtain a second education or training on the approved specialties. In the Kherson region employees of industrial enterprises will use this opportunity to retrain in the field of “Software systems”, “Computer systems and networks”.

Conclusions. Based on the above, the transition to a market economy does not preclude the necessity of public regulation of industrial development. However, this transition requires finding ways to indirect impact on the industrial enterprises to improve their competitiveness, the rational allocation of investment resources for synergies and accelerate socio-economic development of regions.

Particular attention should be given to the establishment of the staffing of industrial enterprises in the region, which would help to meet the needs of industrial enterprises for highly qualified professionals working professions and management personnel with higher technical education.

Creating a “career centers” will ensure effective cooperation of higher education institutions in the region with the regional center of employment and industrial enterprises in preventing unemployment, improving curricula, improving students' practical training.

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