

УДК: 338.2

<https://doi.org/10.31470/2306-546X-2019-41-90-98>

ВИМІРЮВАННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ПОСТСОЦІАЛІСТИЧНИХ КРАЇН

Сабріна Калінкова

Актуальність теми дослідження. Розвиток країни (економічної, соціальної та екологічної) найбільшою мірою визначається політичною системою, в рамках якої для розвитку цієї країни. Як пряме відображення рівня розвитку нації вважається його конкурентоспроможність.

Постановка проблеми. З цієї причини дане дослідження спрямоване на вивчення і аналіз національної конкурентоспроможності країн трансформуються системи управління від соціалізму до демократії.

Метод або методологія проведення дослідження. Говорячи про конкурентоспроможність, незважаючи на численні дослідження, ще й досі немає єдиного визначення, яке найкраще описує цю концепцію. Відправною точкою для дослідження є висвітлення методології, що використовується для вимірювання конкурентоспроможності країн, – методології Всесвітнього економічного форуму. Уточнена методологія, на основі якої формується застосований індекс, є основою для проведення дослідження щодо надання та аналізу результатів, досягнутих постсоціалістичними країнами, які підлягали дослідженню за останні 10 років.

Викладення основного матеріалу (результати роботи). Основна увага спрямована на наступні країни: Вірменія, Албанія, Болгарія, Естонія, Латвія, Литва, Румунія, Росія, Словаччина, Україна та Чехія. Індекс глобальної конкурентоспроможності нації оцінюється показниками в 12 областях, згрупованими в 3 субіндекси. Субіндекс «Базові (фундаментальні) фактори» включає показники по групах: інститути; інфраструктура; макроекономічна стабільність; здоров'я і початкова освіта. Субіндекс «Фактори, що підвищують ефективність» включає в себе групи показників: вища освіта та професійна підготовка; ефективність ринків товарів і послуг; ефективність ринку праці; розвиненість фінансового ринку; технологічна готовність і розмір ринку. Субіндекс «Інновації та розвиток» включає показники по групах «конкурентоспроможність компаній» та «інноваційний потенціал».

Висновки відповідно до статті. Різні країни досягають свого розвитку різними темпами, залежно від переваг, які вони мають для досягнення конкурентоспроможності. В результаті дослідження можна зробити висновок, що постсоціалістичні країни сьогодні мають позитивну тенденцію у сфері конкурентоспроможності.

Ключові слова: конкурентоспроможність; економічний розвиток; конкурентні переваги; постсоціалістичні економіки.

ИЗМЕРЕНИЕ КОНКУРЕНТОСПОСОБНОСТИ ПОСТСОЦИАЛИСТИЧЕСКИХ СТРАН

Сабрина Калінкова

Актуальность темы исследования. Развитие страны (экономической, социальной и экологической) в основном определяется политической системой, в которой развивается эта страна. Как прямое отражение уровня развития нации, рассматривается ее конкурентоспособность.

Постановка проблемы. По этой причине настоящее исследование направлено на изучение и анализ национальной конкурентоспособности стран, которые преобразовали свою систему управления из социализма в демократию.

Метод или методология проведения исследования. Говоря о конкурентоспособности, несмотря на многочисленные исследования, до сих пор нет единого определения, которое лучше всего описывает эту концепцию. Отправной точкой для исследования является представление методологии, используемой для измерения конкурентоспособности стран, – методологии Всемирного экономического форума. Уточненная методология, на основе которой формируется используемый индекс, является основой для проведения исследования по предоставлению и анализу результатов, достигнутых постсоциалистическими странами, которые подлежали изучению за последние 10 лет.

Изложение основного материала (результаты работы). Основное внимание уделяется следующим странам: Армения, Албания, Болгария, Эстония, Латвия, Литва, Румыния, Россия, Словакия, Украина и Чешская Республика. Индекс глобальной конкурентоспособности нации оценивается показателями в 12 областях, сгруппированными в 3 подиндекса. Субиндекс «Базовые (фундаментальные) факторы» включает показатели по группам: институты; инфраструктура; макроэкономическая стабильность; здоровье и начальное образование. Субиндекс «Факторы, повышающие эффективность» включает в себя группы показателей: высшее образование и профессиональная подготовка; эффективность рынков товаров и услуг; эффективность рынка труда; развитость финансового рынка; технологическая готовность и размер рынка. Субиндекс «Инновации и развитие» включает показатели по группам «конкурентоспособность компаний» и «инновационный потенциал».

Выводы в соответствии со статьей. Разные страны достигают своего развития разными темпами, в зависимости от преимуществ, которые они имеют для достижения конкурентоспособности. В результате исследования можно сделать вывод, что сегодня постсоциалистические страны имеют положительную тенденцию в области конкурентоспособности.

Ключевые слова: конкурентоспособность; экономическое развитие; конкурентные преимущества; постсоциалистическая экономика.

MEASURING THE COMPETITIVENESS OF POST-SOCIALIST COUNTRIES

Sabrina Kalinkova

Relevance of research topic. The development of a country (economic, social and environmental) is mostly determined by the political system within which this country is developing. As a direct reflection of the level of development of a nation, its competitiveness is considered.

Formulation of the problem. For this reason, the present study is focused at examining and analyzing the national competitiveness of countries that have transformed their governance system from socialism to democracy.

Method or methodology for conducting research. Speaking of competitiveness, despite the many studies, there is still no uniform definition that best describes the concept. The starting point for the study is the disclosure of the methodology used to measure the competitiveness of the countries - the methodology of the World Economic Forum. The clarified methodology based on which the index used is constructed is the basis for directing the study to present and analyze the results achieved by the post-socialist countries surveyed over the last 10 years.

Presentation of the main material (results of work). The focus is on the following countries: Armenia, Albania, Bulgaria, Estonia, Latvia, Lithuania, Romania, Russia, Slovak Republic, Ukraine, and the Czech Republic. The index of global competitiveness of a nation is estimated by indicators in 12 areas, grouped into 3 sub-indexes. Sub-index «basic (fundamental) requirements» includes indicators in groups: institutions; infrastructure; macroeconomic environment; health and primary education. Sub-index «performance accelerators» includes groups of indicators: higher education and training; goods markets efficiency; labor market efficiency; financial market development; technological readiness and market size. The sub-index «Innovation and Complexity of Factors» includes indicators in groups of «business and strategy complexity» and «innovation».

Conclusions according to the article. Different countries achieve their development at different rates, depending on the advantages they have for achieving competitiveness. As a result of the study, it can be concluded that the post-socialist countries today have a positive tendency in the area of competitiveness.

Key words: competitiveness, economic development, competitive advantages, post-socialist countries.

JEL Classification: P11 ; O21

The economic development of post-socialist countries in Europe is a topic widely debated and at the same time awakening many contradictory views. Issues related to the development of these countries (direction, intensity and level of development) are on the agenda. The references to the competitiveness of these countries are not uncommon. It is just what has just been mentioned as the starting point of this article - a study of the competitiveness level of post-socialist countries.

Speaking of competitiveness, despite the many studies, there is still no uniform definition that best describes the concept. According to some researchers in the field, the notion of competitiveness is an extension of the ideas developed by Adam Smith, David Ricardo, Friedrich Schumpeter, Peter Drucker, and so on. [1, pp.39] At the present stage of study of the phenomenon, Michael Porter's work «The competitive advantage of the nations», which deals with the twelve definitions of competitiveness [3], is considered as the most serious development in the field.

Different definitions address the different aspects (i.e., the different directions of competitiveness) due not only to the variety of processes taking place in an economic system but also to the various levels at which competitiveness

can be explored (global, national, regional and/or company) [7, p.79]. At the modern stage of the development of part of the studied economies, their membership in the integration community of the European Union is fact that affect their development too. On the one hand, their unification can be seen from the perspective of the development opportunities that are provided to member states. On the other hand, however, the possible problems resulting from integration should not be underestimated [8, p.532].

For the purposes of this study, the following definition is described, describing the essence of the concept of competitiveness: «Competitiveness must be likened to a base that leads to an increase in the standard of living, job security for the unemployed and the eradication of poverty» [5]

Besides the already mentioned competitiveness features, it is equally important to mark the factors that affect the level of competitiveness of a nation. And economic and social categories impact on the competitiveness of a nation, such as: exchange rates, interest rates, budget deficits, labor force quantity and quality, labor productivity, resource efficiency and resource efficiency, government policy, management practices etc. [4, pp.66-80]. In recent years, good practice has also been observed in EU cluster policies that have led to increased levels of competitiveness [2, p.17].

The starting point for the study is the disclosure of the methodology used to measure the competitiveness of the countries - the methodology of the World Economic Forum, the results of which are published annually in the Global Competitiveness Report [6]. The World Economic Forum calculates the competitiveness of a methodology that undergoes evolution and changes, the latter of which were made in 2005. The index of global competitiveness of a nation is estimated by indicators in 12 areas, grouped into 3 sub-indexes.

Sub-index «basic (fundamental) requirements» includes indicators in groups: institutions; infrastructure; macroeconomic environment; health and primary education – each of them with volume of 25%. Within the Global Competitiveness Index, this sub-index has different weights, depending on the type of economies to which they apply. For factor-based economies, this index has a weight of 0.6. For economies that rely on efficiency gains, the index has a weight of 0.4, and for economies relying on innovation - 0.2.

Sub-index «performance accelerators» includes groups of indicators with corresponding weights as follows (each with volume of 17%): higher education and training; goods markets efficiency; labor market efficiency; financial market development; technological readiness and market size. With regard to this sub-index, the different economies (depending on the degree and type of development) have differences in their weights. In factor-based economies, this index weighs 0.35. For economies that rely on efficiency gains, the index has a weight of 0.5, and for economies that rely on innovation - 0.5.

The sub-index «Innovation and Complexity of Factors» includes indicators in groups of «business and strategy complexity» and «innovation», each weighing 50%. In terms of the weight of this sub-index in the Global Competitiveness Index, they are as follows: Factors-based economies - weighing 0.05; the economies that rely on efficiency gains - weighing 0.1, the economies relying on innovation - weighing 0.3.

According to the methodology used, the stages in which a country can go through its development are five: «Stage 1»; «Transition from Stage 1 to stage 2»; «Stage 2»; «Transition from stage 2 to stage 3» and «Stage 3».

The clarified methodology based on which the index used is constructed is the basis for directing the study to present and analyze the results achieved by the post-socialist countries surveyed over the last 10 years. Table 1 summarizes the survey on the performance of the surveyed countries by the Global Competitiveness Index indicator. The following is a brief review (in alphabetical order) of country performance over the survey period with respect to the level of their national competitiveness.

Table 1. Global competitiveness index for the post-socialist countries (2008-2018)

Ranking	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Armenia	97	97	98	92	82	79	85	82	79	73	70
Albania	108	96	88	78	89	95	97	93	80	75	76
Bulgaria	76	76	71	74	62	57	54	54	50	49	51
Czech Republic	33	31	36	45	39	46	37	31	31	31	29
Estonia	32	35	33	27	34	32	29	30	30	29	32
Latvia	54	68	70	66	55	52	42	44	49	54	42
Lithuania	44	53	47	49	45	48	41	36	35	41	40
Romania	68	64	67	89	78	76	59	53	62	68	52
Russian Federation	51	63	63	63	67	64	53	45	43	38	43
Ukraine	72	82	89	98	73	84	76	79	85	81	83

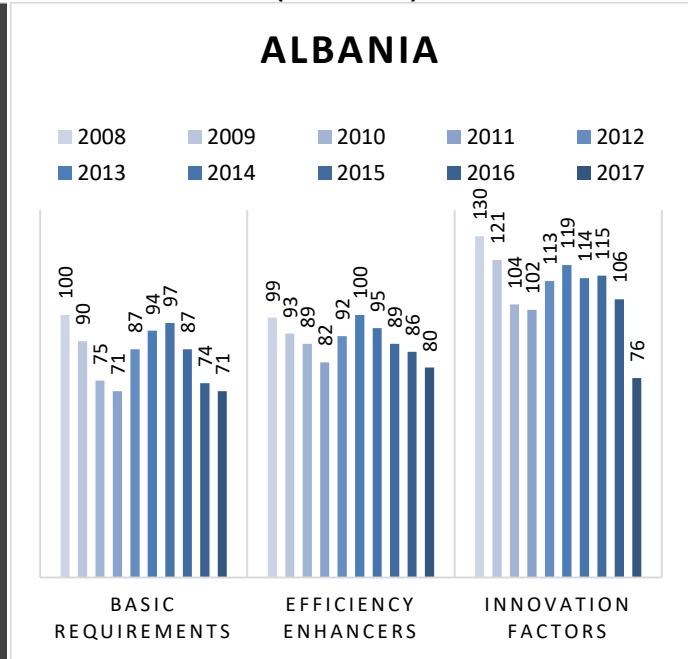
Albania is the country that starts its performance in 108th position in the global ranking, but tends to improve its performance (fig.1.1) By 2011, country has climbed 30 positions in the ranking, reaching 78th position, followed by three years of deterioration in their position after 2014, and the country's 97th position in the 2014 ranking. The years until the end of the study period are characterized by a gradual recovery of the achievements at the end of the first decade and in 2018 Albania is at 76th position, making progress of 32 in 2018 compared to 2008.

Albania did not change its position about the stage of development and during the whole period, the country is in stage 2 – efficiency-driven economy. As can be seen in figure 1.2. the best performance of the country is in the first sub-index – basic requirements, followed by the efficiency enhancers and innovation factors.

Figure 1.1. Competitiveness index of Albania (2008-2018)



Figure 1 2. Performance of Albania in sub-indexes (2008-2017)



Armenia has made a 27-positions progress for the period, starting from 97th position in 2008 and reaching 70th position in 2018. (fig.2.1.) The country's performance can also be described as hesitant, staying in within the 97th to 92nd position in the period until 2011. In the following years there is no persistence and the positions of the country range from 79th in 2013 to 73rd in 2017 and ending in the 70th position. Armenia is in stage «transition from stage 1 to stage 2» and the beginning of the surveyed period. In its end the country is in stage 2 – «efficiency-driven economy». Armenia's best performance is in sub-index basic requirements, although in the last surveyed year the best ranking is in sub-index innovation factors (fig.2.2.).

Figure 2.1 . Competitiveness index of Armenia (2008-2018)

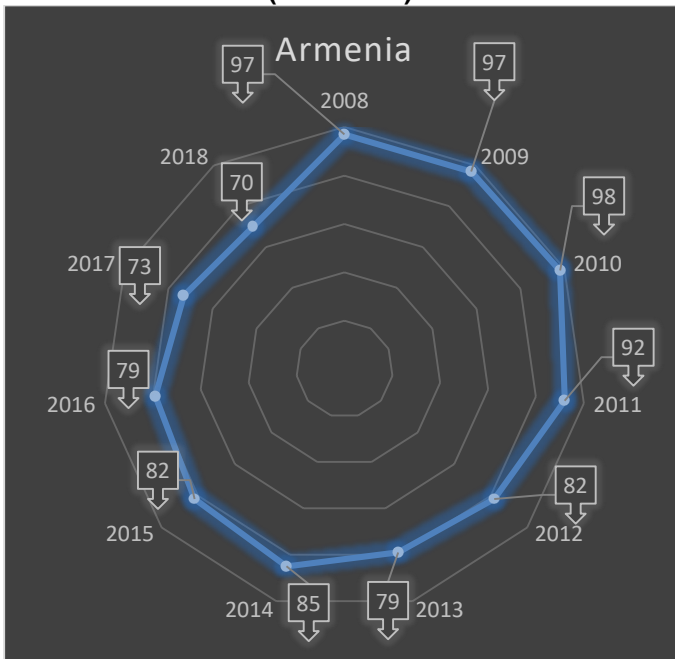


Figure 2 2. Performance of Armenia in sub-indexes (2008-2017)



In its development Bulgaria has a positive trend, with a total ascent in the rankings with 25 positions. In 2008, the country is ranked in 76th position and in 51-th position in 2018 (Fig.3.1). Fluctuations are reported in 2011 when the country loses three positions and is in the 74th position (compared to 71th position in 2010) and in the last year of the surveyed period, when it lost two positions compared to the previous year. In the whole surveyed period the country is stated in stage 2- efficiency-driven economy, as can be seen from the figure 3.2. too.

Figure 3.1. Competitiveness index of Bulgaria (2008-2018)

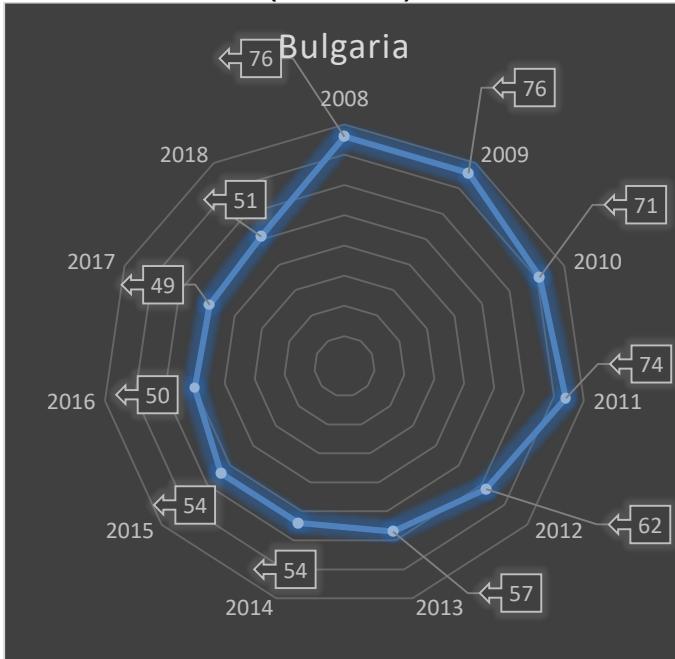
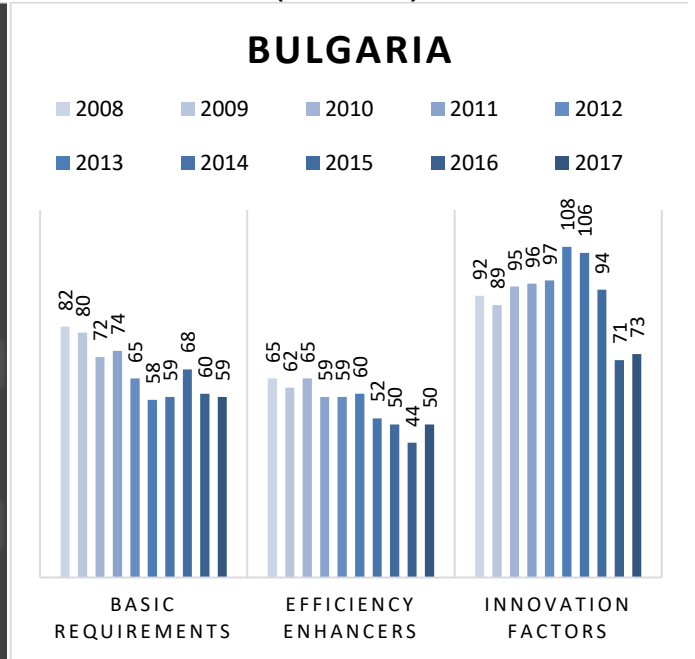


Figure 3.2. Performance of Bulgaria in sub-indexes (2008-2017)



The Czech Republic is the country with the best competitiveness performance, although it is not characterized by a significant climb in the overall rankings (fig.4.1). At the start of the survey period, the country is in 33rd position, and at its end it has achieved its best performance - 29th position. In 2010 and 2011 there is a worsening of the country's position in the ranking, and this worsening is also present in 2013, when the country scores the lowest position - 46th. The economy of the Czech Republic is the only one that is stated in stage 3 – innovation-driven economy during the whole period. This data is interesting because of the information in fig.4.2. where it can be seen that according to the sub-indexes analysis, the Czech's economy has the best performance in sub-index efficiency enhancers.

Figure 4.1. Competitiveness index of the Czech Republic

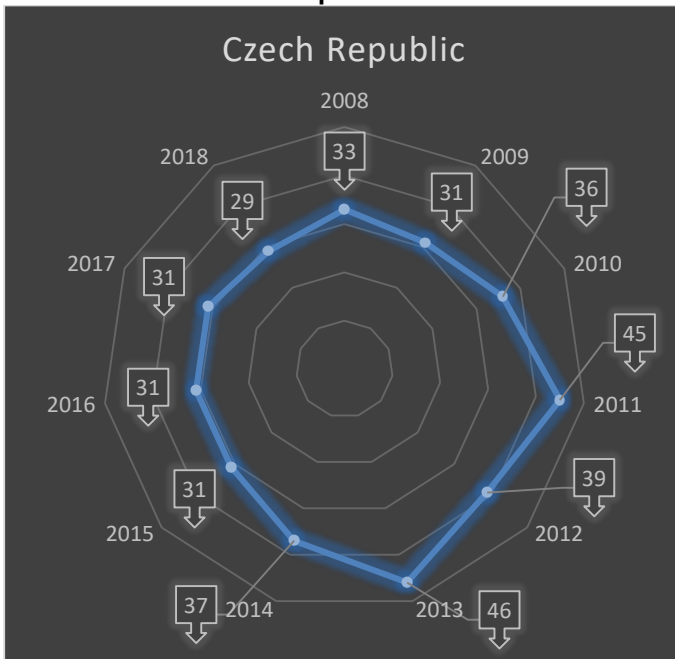
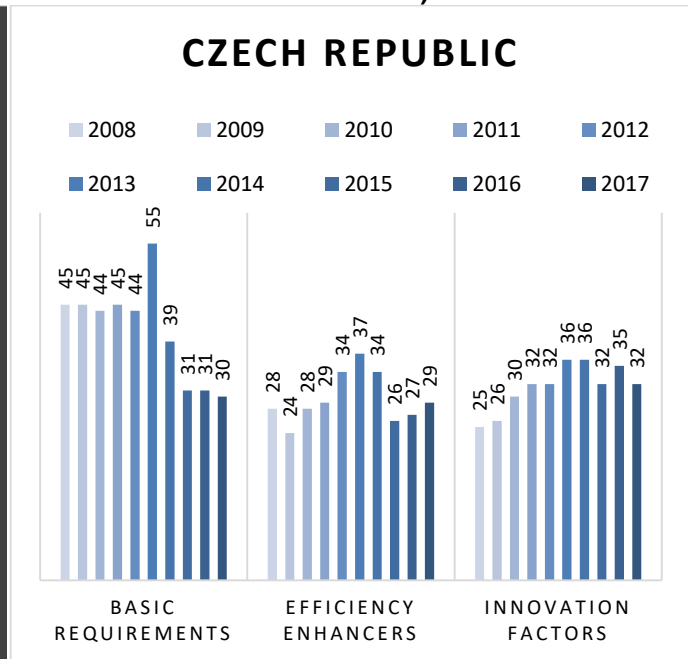


Figure 4.2. Performance of the Czech Republic in sub-indexes)



Estonia is also characterized by a very good competitiveness performance. However this performance is not constant, as evidenced by the sudden changes in the country's position on the index (fig.5.1). The country started in 32nd position in 2008 and achieved its best performance in 2011 - 27th. In 2008 Estonia starts from position «transition from stage 2 to stage 3». In 2018 the country is in stage 3 – innovation-driven economy. The country shows very good performance in all three sub-indexes, as can be seen in figure 5.2.

Figure 5.1. Competitiveness index of Estonia (2008-2018)

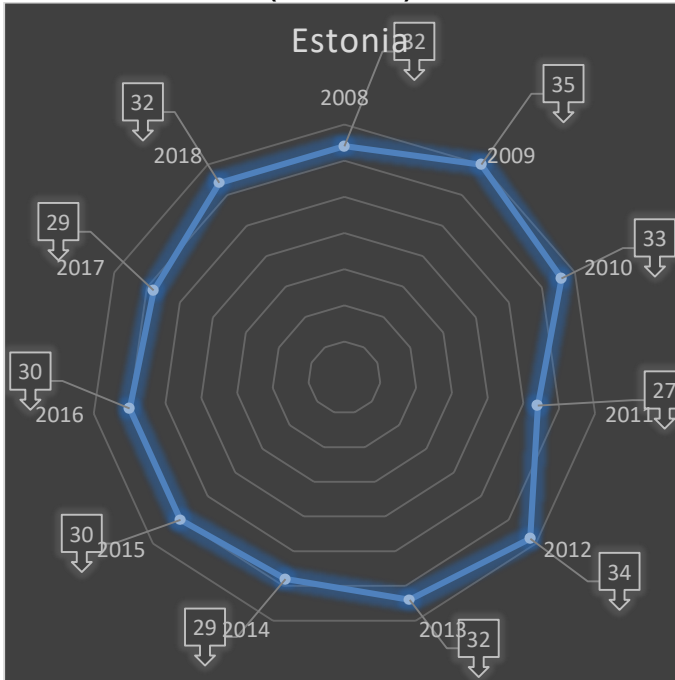
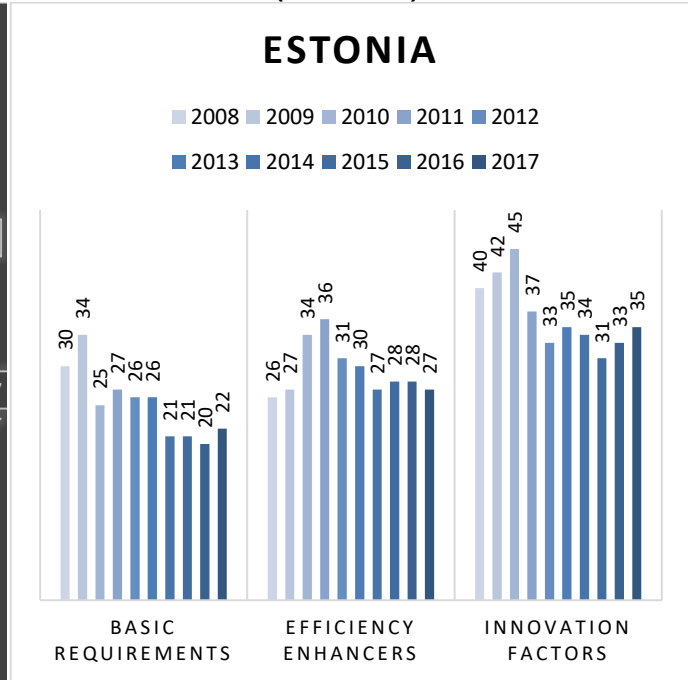


Figure 5.2. Performance of Estonia in sub-indexes (2008-2017)



Latvia is the country that has progressed 12 positions over the whole surveyed period (fig.6.1). The country started from 54th position in 2008 and reached 42nd position in 2018, a position reached in 2014. The worst performance of the state is in 2010 - 70th position. Then the country, albeit slowly, improves its performance in terms of competitiveness. During the whole surveyed period Latvia is stated in stage «transition from stage 2 to stage 3», which can be seen in fig.6.2. too.

Figure 6.1. Competitiveness index of Latvia (2008-2018)

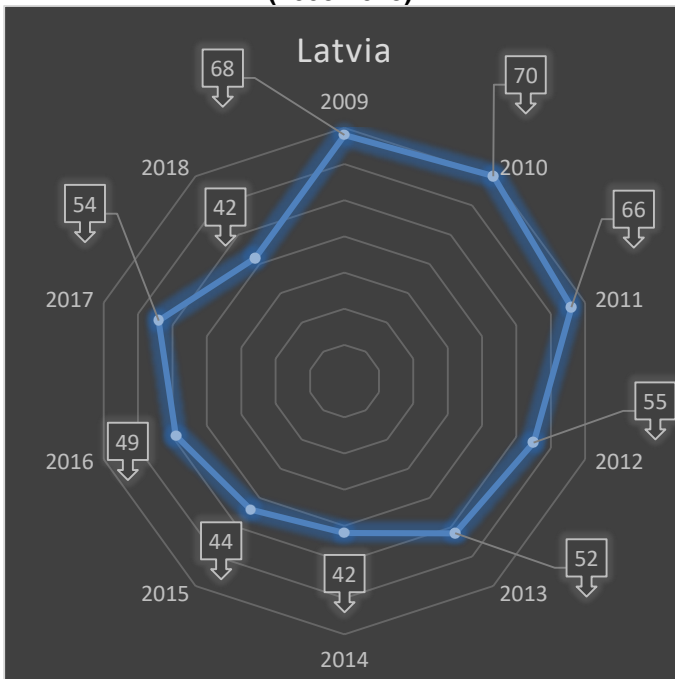
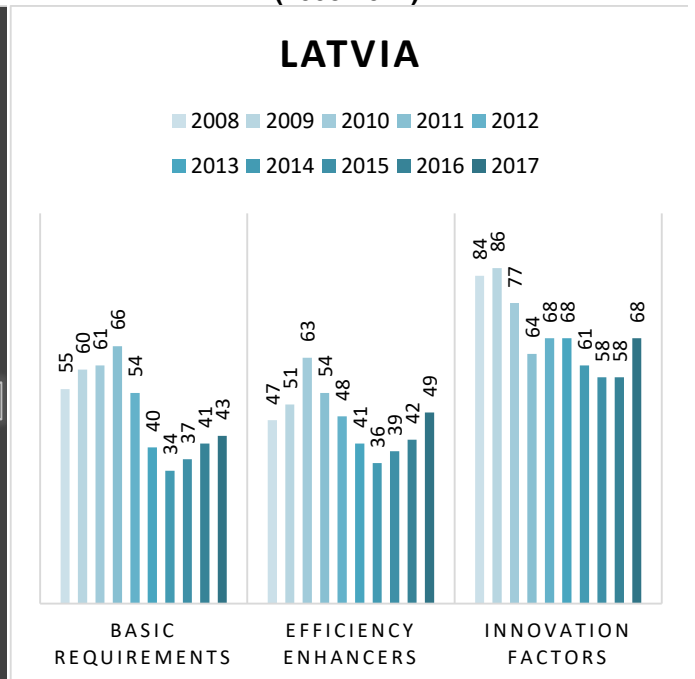


Figure 6.2. Performance of Latvia in sub-indexes (2008-2017)



In its competitiveness development Lithuania has made modest progress of 4 positions over the whole surveyed period (from 44th position in 2008 to 40th position in 2018). The worst performance of the state is in the first post-crisis year 2009 - 53rd position, and the best is in 2016 - 35th position. The overall assessment of the Lithuania's performance with regard to national competitiveness is that it is hesitant (fig.7.1). During the whole surveyed period Lithuania is stated in stage «transition from stage 2 to stage 3» (fig.7.2.).

Figure 7.1. Competitiveness index of Lithuania (2008-2018)

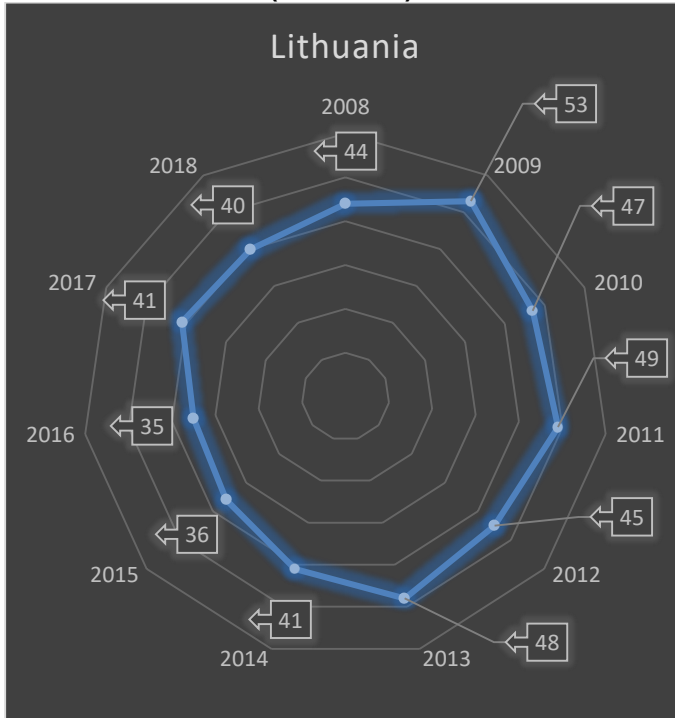
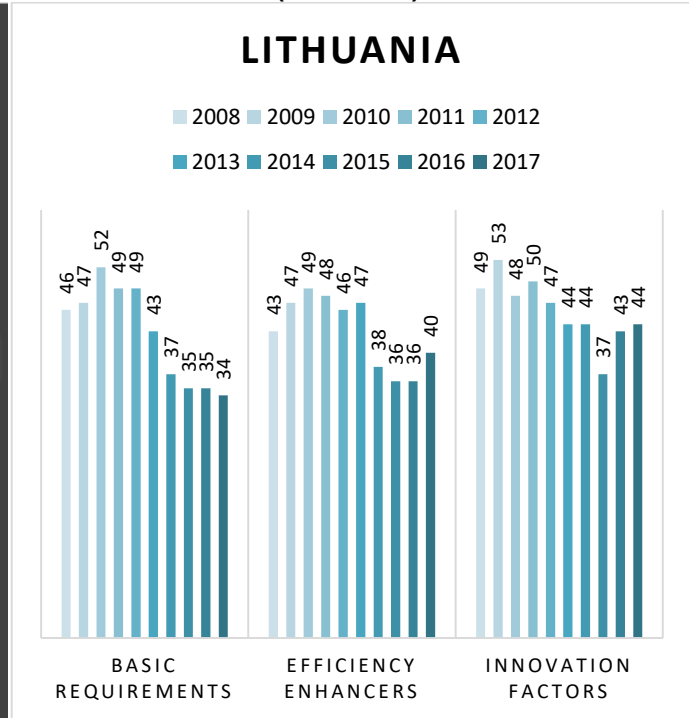


Figure 7.2. Performance of Lithuania in sub-indexes (2008-2017)



The performance of Romania, which starts from 68th position in 2008, is 89th in 2011 to finish the survey period (2018) in 52nd position, is modest (fig.8.1). The volatility reported is in terms of changes in country positions relative to the index in individual years and not in terms of climbing from 16 positions. In 2008 Romania is stated in stage 2 – efficiency-driven economy. In 2018 the country is in stage «transition from stage 2 to stage 3» and the best sub-index performance is in sub-index «efficiency enhancers» (fig.8.2.).

Figure 8.1. Competitiveness index of Romania (2008-2018)

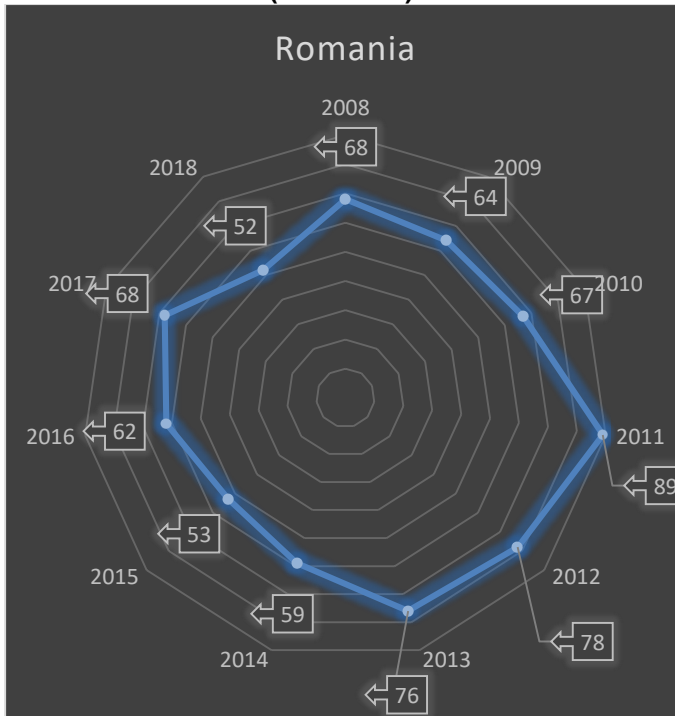
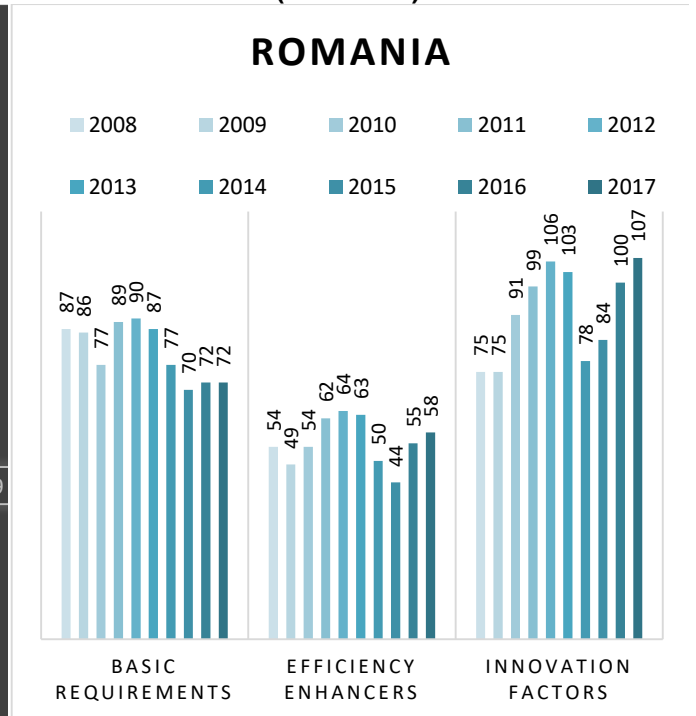


Figure 8.2. Performance of Romania in sub-indexes (2008-2017)



The Russian Federation is probably a state perceived to be analogous to a socialist state. For this reason, its inclusion in the present study is not accidental. At the start of the survey period, Russia is ranked 51th on the Global Competitiveness Index. (fig.9.1).

Figure 9.1. Competitiveness index of Russia (2008-2018)

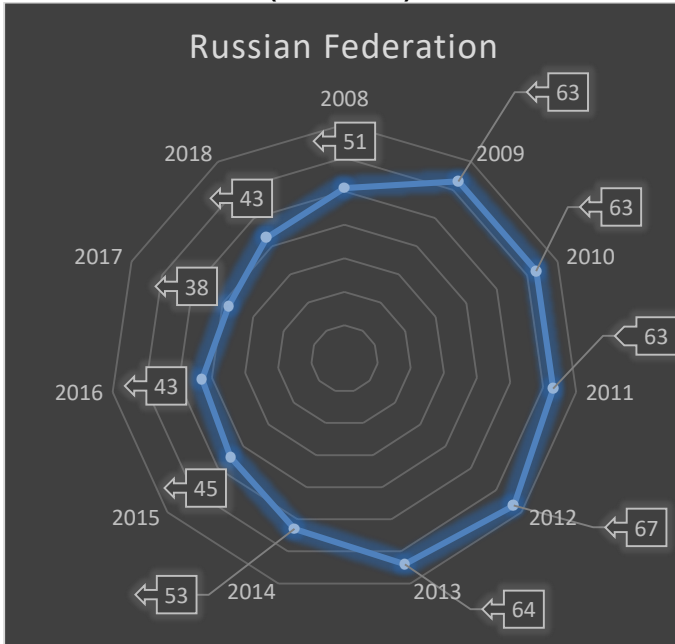


Figure 9.2. Performance of Russia in sub-indexes (2008-2017)



By 2012, the trend that is seen is to worsen the results achieved, with the worst performing in 2012 when the country occupies the 67th position. Then the gradual improvement of the results begins, the highest being reached in 2017 - 38th position. At the end of the survey period, the country is ranked in 43rd position. The Russian Federation is in stage «transition from stage 2 to stage 3» during the whole period (fig.9.2.).

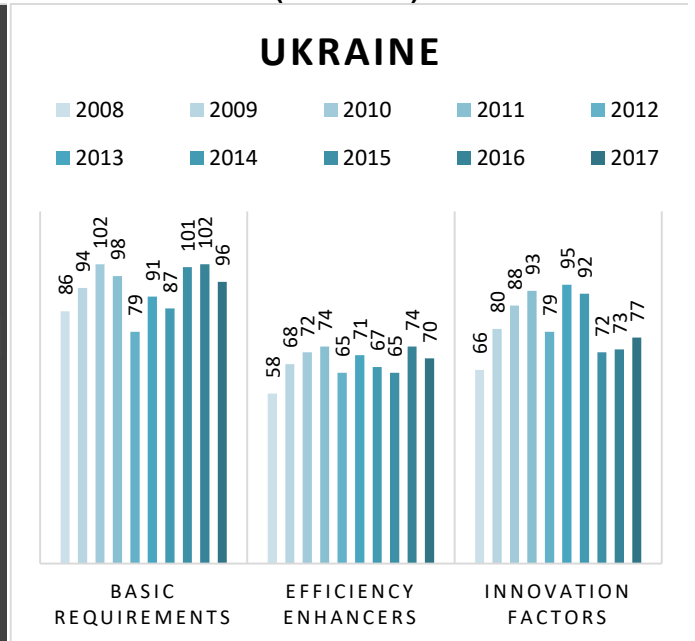
The last (but not the most important) studied state is Ukraine, which is the only country that tends to worsen its performance during the survey period (fig.10.1). At the beginning, the state ranks 72th, and in its end it is in the 83rd position. This, however, is not its worst performance, and 2011 when the state ranks 98th. This is also the state with which there are serious opportunities to be used for its future development, but also the challenges it should face. Despite the 2010 and 2011, Ukraine is positioned in stage 2 – efficiency-driven country (fig.10.2.).

As a result of the study, it can be concluded that the post-socialist countries today have a positive tendency in the area of competitiveness.

Figure 10.1. Competitiveness index of Ukraine (2008-2018)



Figure 10.2. Performance of Ukraine in sub-indexes (2008-2017)



Different countries (quite understandable) achieve their development at different rates, depending on the advantages they have for achieving competitiveness.

Список використаних джерел

1. Банкова Й. *Национална конкурентоспособност. Съвременни концепции и измерители*, ИК УНСС, София, 2017.
2. Иванов, Хр. *Клъстерна политика и клъстерни инициативи в Европейския съюз*, списание *Бизнес посоки* бр.1/2017, Бургас, 2017, 14-21.
3. Портър, М. *Конкурентното предимство на нациите*, изд. *Класика и стил*, София, 2004.
4. Bankova, Y. *National Competitiveness Levers: How it Looks in Bulgaria*, *Economic Alternatives*, Issue 1, 2013, pp. 66-80
5. *Competitiveness Advisory Group*, 1995. URL: <http://aei.pitt.edu/2866/1/2866.pdf>
6. *Global Competitiveness Report (2008÷2018)*. URL: <https://www.weforum.org/reports>
7. Donchev, N. *Energy Dependency and Competitiveness*, *Economic Alternatives*, issue 4, UNWE, 2014, pp.78-91.
8. Donchev, N. *Integration of the Bulgarian economy into the European Union – achievements and problems; International Scientific Conference, The Global Economic Crisis and the Future of European Integration; Faculty of Economics, University of Nis, 18 October, 2013*, pp. 529-541.
9. *World Economic Forum*, 1996. URL: <https://www.weforum.org/>

References

1. Bankova Y. (2017) *National Competitiveness. Modern concepts and measures*, UNWE, Sofia, pp.39. [in Bulgarian].
2. Ivanov, Christo (2017) *Cluster policy and cluster initiatives in the European Union*, journal *Business directions*, 1, Burgas, 14-21. [in Bulgarian]
3. Porter, M. (2004) *Competitive advantages of nations, Classic and style*, Sofia. [in Bulgarian]
4. Bankova, Y. (2013) *National Competitiveness Levers: How it Looks in Bulgaria*, *Economic Alternatives*, 1, pp. 66-80.
5. *Competitiveness Advisory Group*, 1995. URL: <http://aei.pitt.edu/2866/1/2866.pdf>
6. *Global Competitiveness Report (2008÷2018)*. URL: <https://www.weforum.org/reports>
7. Donchev, N. (2014) *Energy Dependency and Competitiveness*, *Economic Alternatives*, 4, UNWE, 78-91.
8. Donchev, N. (2013) *Integration of the Bulgarian economy into the European Union – achievements and problems; International Scientific Conference, The Global Economic Crisis and the Future of European Integration; Faculty of Economics, University of Nis, 18 October*, pp. 529-541.
9. *World Economic Forum*, 1996. URL: <https://www.weforum.org/>

ДАНИ ПРО АВТОРА

Сабрина Калинкова, кандидат економичних наук, асистент кафедри «Маркетинг і стратегічне планування», Університет національної і світової економіки, м. Софія, Болгарія
e-mail: s.kalinkova@abv.bg

ИНФОРМАЦИЯ ОБ АВТОРЕ

Сабрина Калинкова, кандидат економических наук, ассистент кафедры «Маркетинг и стратегическое планирование», Университет национальной и мировой экономики, г. София, Болгария
e-mail: s.kalinkova@abv.bg

INFORMATION ABOUT THE AUTHOR

Sabrina Kalinkova, Ph.D., Assistant Professor at the Department of «Marketing and Strategic Planning» at the University of National and World Economy, Sofia, Bulgaria
e-mail: s.kalinkova@abv.bg

Подано до редакції 15.03.2019

Прийнято до друку 27.03.2019

УДК 33.012.8-045.45:502.131.1:630*28

<https://doi.org/10.31470/2306-546X-2019-41-98-106>

ІНТЕГРОВАНЕ УПРАВЛІННЯ ЛІСОКОРИСТУВАННЯМ

**Сакаль О. В.,
Третяк Н. А.,
Штогрин Г. С.**

Актуальність теми дослідження. Реалізація в Україні Стратегії сталого розвитку «Україна – 2020», що визначає мету, вектори руху, дорожню карту, першочергові пріоритети та індикатори, зокрема, соціально-економічних, організаційних і політико-правових умов становлення та розвитку України, прямо й опосередковано обумовлює необхідність реформування лісового господарства.

Постановка проблеми. Зростання ролі усього спектру функцій лісів обумовлює необхідність нових підходів до управління, зокрема щодо лісокористування, з метою охорони потенціалу продуктивності лісів у контексті сталого розвитку.