UDC 339.137. 2: 338. 242

**G I. Frolova**

**S.R.Karpenko**

**T.V.Chepur**

**Increasing the competitiveness of Ukraine as a factor in the crisis**

Actuality of theme. Summarizing existing approaches to determining the competitiveness of a national economy, it can be argued that this is an economic category that characterizes the state of public relations in the country in order to ensure a stable increase in the efficiency of national production, adapted to changes in world market conditions and domestic demand, based on the disclosure of the national competitive advantages of achieving the best than competitors, social and economic parameters.

The purpose and tasks of the study. The purpose of the article is to study the method of assessing the level of competitiveness of the national economy, analyze its competitive positions and determine the priority directions of socio-economic development of Ukraine.

Presenting main material. Ukraine has chosen the eurointegration vector of development and a course on radical economic reforms for economic growth and welfare improvement. This fact determines the intention of the country to integrate into the global economy, to increase the level of competitiveness. There is a need to develop competitive advantages for the preservation and sustainable development of the state in a dynamic, rigid competitive environment.

But the current level of national competitiveness does not meet the requirements of the world and domestic markets.

The World Economic Forum unveiled the results of the annual Global Competitiveness Rating. Ukraine ranked 83th among 140 ranking members (57 points out of a possible 100). Earlier, in 2017, Ukraine ranked 89th among 135 participants.

Ukraine scored the most points for such components as Skills (45th place), Market Size (47 months), Infrastructure (57 months) and Innovative Capacity (58th place).

Ukraine has even managed to rank first in terms of the "Level of Electrification" indicator. Nevertheless, this is the first place Ukraine has shared with 66 participants in the rating.

The components that pull Ukraine down were "Macroeconomic Stability" (131st place), "Financial System" (117th place) and "Institutions" (110th place) (Table 2).

Among the indicators that provided Ukraine with low scores, in particular, are the following: the impact of organized crime on the cost of doing business, the level of inflation (average for 2016-2017 years), the dynamics of debt taking into account the country's credit rating, the level of terrorism, the independence of the judicial system, the protection of rights ownership, quality of roads, the impact of taxes and subsidies on competition, flexible wage setting, financing of small and medium-sized businesses, bank reliability, the share of problem loans, the rate of growth of innovative companies. In the ranking of global competitiveness of the World Economic Forum, Ukraine rallies between 73 and 89 places with varying success in 2012-2018, being stably located among countries characterized by high political and economic instability, investment attractiveness, high risks in economic activity, associated with the first inefficiency of markets and institutions, insecurity of property rights, high level of corruption.

Increasing the competitiveness of the national economy and its exit from the crisis is possible. To do this, it is necessary: ​​to develop institutions for the protection of private property and rights of hired workers, to regulate prices and tariffs on products of enterprises, to fight unfair competition in the market of goods and services, the possibility of obtaining financial and information resources for business, development of the infrastructure of the corresponding support Implementation of these steps will enable an increase in the level of institutionalization of the competitive environment.

The next step is to stimulate innovation. This, in turn, requires large investment funds for the creation and implementation of high technologies, the development of an innovative model of economy and knowledge economy. To do this, we need action to shun the economy, legalize shadow capital, use the IMF loan only for the innovation and investment development of the Ukrainian economy. It is necessary to create a national innovation system that will combine fundamental and applied science, technology, production and management of innovation processes, which will contribute to the establishment and expansion of the domestic innovation market.

In addition, economic development requires the restructuring of economic entities capable of producing competitive products.

A separate issue remains the privatization of state property, including land. On the one hand, investors are in no hurry to invest in Ukraine, and on the other hand, in the context of the economic and financial crisis, there are risks of selling state property for nothing. This, in turn, will not contribute to the development of the national economy and increase its competitiveness in world markets. At the same time, the state must create conditions for the organization and development of large industrial and financial groups, but to control their price behavior and to prevent the latent monopolization of privatized strategic enterprises, export sectors, mediation.

Conclusions Consequently, the analysis of the indicators of the level of global competitiveness of Ukraine showed that our state, under most macroeconomic factors, has a low level of competitiveness, remaining within stable and low positions over the last seven years, namely between the 73rd and the 89th place. The most significant macroeconomic factors that create such a situation are macroeconomic stability, weak financial system, ineffective work of institutions. Such a situation does not allow for a long-term growth of the economy and an increase in the welfare of the population.

Therefore, the measures proposed in the article need to be implemented within the framework of economic development programs that will contribute to raising the level of competitiveness of the national economy and its emergence from the crisis.