

*I. NOVIK, T. POHORIELOVA***ANALYSIS OF INTERNATIONAL COMPETITIVENESS AND THE IMPACT OF GLOBALIZATION**

This article examines in detail the key role of the globalization process in international economic relations, how the globalization process affects the level of international competition, the current significance and challenges faced by international competitiveness in a dynamic global business environment. The study emphasizes the need to analyze the impact of the globalization process on the level of international competition of countries in international economic relations. Globalization and all processes associated with it form a completely new global market environment, which requires completely new approaches to functioning in it. As of today, such a process is crucial for the formation of a country's competitiveness in the global market.

In modern conditions, the level of international competitiveness and ways to increase it are the main economic direction of activity of any democratic country in the world. This is due to the complex globalization and integration processes taking place in the international market. Such phenomena imply an increase in international competition, which in turn affects the world ranking of countries. At the current stage of globalization, the international competitiveness of countries is an indicator of the state and prospects for the development of their economic systems, determines the nature of participation in the international division of labor and becomes a guarantor of political and economic stability under the influence of factors of the external and internal environment.

The article discusses the issue of different levels of ranking of leading countries, namely, the prosperity index was analyzed. The main positive and negative consequences of globalization were systematized. A rather important issue of this article is determining the competitiveness of Ukraine in the conditions of globalization of world markets in international economic relations. This analysis was conducted on the basis of the index method and the SWOT analysis method.

The global competitiveness index of countries around the world and Ukraine in this rating was systematized and analyzed. Modern trends in the formation of countries' competitiveness were considered. International competitiveness strategies were developed in accordance with the countries of the world. The main types of international competitiveness and methods of its implementation were identified. A set of optimization measures and methods was developed, which are aimed at increasing the level of international competitiveness in the context of globalization.

Keywords: competitiveness; international competitiveness; analysis; essence; globalization; trends; principles; methods; approaches

*I.O. NOVIK, T.O. POGORIELOVA***ВПЛИВ ПРОЦЕСУ ГЛОБАЛІЗАЦІЇ НА РІВЕНЬ МІЖНАРОДНОЇ КОНКУРЕНЦІЇ КРАЇН СВІТУ У МІЖНАРОДНИХ ЕКОНОМІЧНИХ ВІДНОСИНАХ**

У даній статті детально досліджується ключова роль процесу глобалізації в міжнародних економічних відносинах, яким чином процес глобалізації впливає на рівень міжнародної конкуренції, сучасне значення та виклики, з якими стикається міжнародна конкурентоспроможність в динамічному глобальному бізнес-середовищі. Дослідження наголошує на необхідності аналізу впливу процесу глобалізації на рівень міжнародної конкуренції країн світу у міжнародних економічних відносинах. Глобалізація та всі процеси, які з нею пов'язані формують абсолютно нове світове ринкове середовище, яке вимагає абсолютно нових підходів щодо функціонування в ньому. Станом на сьогодні такий процес є вирішальним для формування конкурентоспроможності країни на світовому ринку.

В умовах сучасності рівень міжнародної конкурентоспроможності та способи її підвищення – це основний економічний напрямок діяльності будь-якої демократичної країни світу. Це обумовлюється складними глобалізаційними та інтегральними процесами, які відбуваються на міжнародному ринку. Такі явища передбачають збільшення міжнародної конкуренції, що в свою чергу впливає на світовий рейтинг країн. На нинішньому етапі глобалізації міжнародна конкурентоспроможність країн є показником стану та перспектив розвитку їхніх господарських систем, визначає характер участі в міжнародному поділі праці та стає гарантом політичної й економічної стабільності під дією впливу факторів зовнішнього і внутрішнього середовища.

Стаття обговорює питання різного рівня рейтингу країн-лідерів, а саме проаналізовано індекс процвітання. Було систематизовано основні позитивні і негативні наслідки глобалізації. Досить важливим питанням даної статті є визначення конкурентоспроможності України в умовах глобалізації світових ринків у міжнародних економічних відносинах. Даний аналіз було проведено на основі індексного методу та методу SWOT аналізу.

Було систематизовано та проаналізовано індекс глобальної конкурентоспроможності країн світу та України в цьому рейтингу. Було розглянуто сучасні тенденції формування конкурентоспроможності країн. Було розроблено стратегії міжнародної конкурентоспроможності у відповідності до країн світу. Визначено основні види міжнародної конкурентоспроможності та способи її реалізації. Розроблено комплекс оптимізаційних заходів і методів, які спрямовані на підвищення рівня міжнародної конкурентоспроможності в умовах глобалізації.

Ключові слова: конкурентоспроможність; міжнародна конкурентоспроможність; аналіз; сутність; глобалізація; тенденції; принципи; методи; підходи

Introduction. In modern conditions, the level of international competitiveness and ways to increase it are the main economic direction of activity of any democratic country in the world. This is due to the complex globalization and integration processes taking place in the international market. Such phenomena imply an increase in international competition, which in turn affects the world ranking of countries. At the current stage of globalization, the international competitiveness of countries is an indicator of the state and prospects for the development of their economic systems, determines the nature of participation in the international division of labor and becomes a guarantor of political and economic stability under the influence of factors of the external and internal

environment.

Actuality. The modern world market is characterized by complex globalization processes. In the context of market transformation, the concept of competitiveness is gaining increasing relevance and importance. Since it is one of the key properties that determines the level and conditions of the effectiveness of the functioning of all socio-political, economic, cultural and other spheres of the country. Educational and scientific practice includes a large number of methods and approaches to managing this process in real market conditions. Despite this, as of today there are a large number of problematic and controversial aspects that require additional regulation.

As of today, the whole world is in a crisis caused by the

coronavirus pandemic and the exacerbation of military conflicts in certain countries. This situation leads to the emergence of a number of factors, both external and internal, that affect the level of competitiveness of countries. Their presence negatively affects the development of economic stability in the world, which in turn affects the level of competitiveness of a certain category of countries.

At the current stage of economic development, there is an urgent need for a comprehensive analysis of the competitiveness of countries around the world in order to identify the potential and possible ways to overcome the global economic crisis.

Literature analysis. Educational and methodological literature includes a large number of textbooks, monographs, educational and methodological manuals, publications, articles, which actively explore modern problems of competitiveness analysis. The authors of such scientific works are domestic economists. The following authors can be included in the list: N. V. Popova, A. V. Kataev, L. V. Bazaliev, O. I. Kononov, T. A. Mukha, I. V. Korol, O. I. Zorina, O. V. Syvolovska, T. V. Neskuba, E. V. Romat, O. I. Zorina, O. V. Syvolovska, T. V. Neskuba, V. I. Nesterenko and many other talented representatives of science. In their scientific works and publications, they investigated the current problems of the process of analyzing the competitiveness of countries, creating a kind of scientific and theoretical basis for increasing its effectiveness.

Problem statement. The international competitiveness of a country is a key indicator that indicates the country's ability to function effectively in the foreign market. There is a fairly large number of studies in the field of competitiveness, but the issue of the impact of the globalization process on the level of international competition of countries in international economic relations, as well as the development of a set of optimization measures and methods for increasing the level of international competition under the influence of the globalization process, has not been sufficiently considered.

Main part. Every year, globalization and related processes penetrate all spheres of life of any country in the world. In the economic educational and methodological literature, there is a large number of studies that analyze the essence of globalization and its impact on various processes. The high level of relevance determines the presence of a large number of approaches to interpreting the essence of this concept. Having analyzed which, the following can be distinguished[1]:

Globalization is a complex, economic, political, socio-cultural phenomenon that includes all aspects of industries and spheres of life of any country in the world. As a result, in practice, all approaches are used comprehensively to more clearly and accessibly explain the economic essence of this phenomenon [2].

According to the specified definition of globalization, we can talk about the competitiveness of countries according to the Prosperity Index of Countries (Legatum Institute), the indicators of which echo the indicators defined above and demonstrate globalization processes in different countries, which undoubtedly affect their competitiveness (see Table 1).

Table 1 – Ranking of leading countries according to the Legatum Institute Prosperity Index in 2023

Ranks	Countries	Security	Personal freedom	Governance	Social capital	environment	conditions	Infrastructure	Economy	Living conditions	Healthcare	Educatio	Environment
1	Denmark	6	2	3	1	8	8	9	7	2	16	5	5
2	Sweden	10	4	7	4	6	15	7	8	3	9	8	1
3	Norway	3	1	2	3	9	14	20	5	4	7	10	9
4	Finland	15	3	1	7	2	12	10	20	7	15	2	2
5	Switzerland	2	12	4	12	12	1	11	2	5	10	4	6
6	Netherlands	9	5	5	8	3	9	3	10	1	11	6	39
7	Luxembourg	1	6	8	18	20	4	6	6	6	12	36	10
8	Iceland	8	7	10	5	19	20	19	21	10	8	11	13
9	Germany	19	9	9	20	21	6	5	11	8	13	19	12
10	New Zealand	32	11	6	2	7	21	23	22	30	25	18	11

As we can see, nine out of ten leading countries are EU members. The Legatum Prosperity Index 2023 shows that global prosperity is at its highest level: more than 150 countries have a higher level of well-being than 10 years ago. Ukraine ranked 74th out of 167 in this ranking [3].

The level of globalization of countries in the world is an important indicator that characterizes the state of their international integration according to certain criteria (indicators), in particular, economic, social, political, etc. Countries with a high level of globalization can occupy high competitive positions at the general level or according to individual indicators [4]. The level is characterized by both positive and negative aspects. Among the main positive consequences of globalization are:

- rapid development of scientific and technological progress, which affects the increase in the level of development and functioning of all spheres of human life;
- formation and practical use of a completely new production approach, which is based on the use of the principles of resource-saving technologies;
- concentration on global problems of humanity and development of possible ways and methods of overcoming and preventing them;
- and others.

Despite the positive consequences, globalization is also characterized by negative aspects. The list of such should include the following:

- uneven economic, political, socio-cultural and environmental development of the countries of the world;
- imposition of their will by strong countries, irrational economic structure, political and economic independence.

The proposed list is not exhaustive, so it can be continued. But the presence of such influential aspects indicates that globalization is a key factor in the development of the competitiveness of countries in the world market in today's conditions.

Analysis of the competitiveness of a country in the world market is a complex and dynamic process that requires a large amount of knowledge. In the process of analysis, it is necessary to be guided by certain rules and principles so that the results obtained are reliable and accurate. A comprehensive analysis of the international

competitiveness of individual countries of the world will be conducted. Particular attention will be paid to the competitiveness and its level of Ukraine in the context of globalization of world markets. The analysis will be conducted based on the index method, as well as the SWOT analysis method [5].

The main indicator that reflects the level of competitiveness of countries at the international level is the global competitiveness index. Table 2 shows the global competitiveness index of countries in the world for 2023-2024.

Table 2 – Global Competitiveness Index of Countries for 2023-2024

Country	Global Competitiveness Index				Fluctuations in 2024 compared to 2023,+/-	
	2023 p.		2024 p.			
	plac e in the inde x ranki ng	index value	plac e in the inde x ranki ng	inde x valu e	plac e in the inde x ranki ng	inde x valu e
Switzerland	1	5,8	1	5,9	0	0,1
Singapore	2	5,7	3	5,7	1	0,0
United States	3	5,7	2	5,9	−1	0,2
America	4	5,6	4	5,7	0	0,1
Netherlands	5	5,6	5	5,7	0	0,1
Germany	6	5,5	7	5,5	1	0,0
Sweden	7	5,5	8	5,5	1	0,0
Great Britain	8	5,5	9	5,5	1	0,0
Japan	9	5,5	6	5,5	−3	0,0
Hong Kong	10	5,4	10	5,5	0	0,1
Finland	11	5,4	11	5,4	0	0,0
Norway	12	5,3	12	5,4	0	0,1
Denmark	13	5,3	13	5,4	0	0,1
New Zealand	14	5,3	15	5,3	1	0,0
Taiwan	15	5,3	14	5,3	−1	0,0
Canada	16	5,3	17	5,3	1	0,0
United Arab Emirates	17	5,3	20	5,2	3	−0,1
Belgium	18	5,2	25	5,1	7	−0,1
Qatar	19	5,2	18	5,2	−1	0,0
Austria	20	5,2	19	5,2	−1	0,0
Luxembourg	23	5,2	24	5,2	1	0,0
Ireland	25	5,2	23	5,2	−2	0,0
Malaysia	26	5,0	26	5,1	0	0,1
South Korea	28	5,0	27	5,0	−1	0,0
China	30	4,8	29	4,8	−1	0,0
Estonia	31	4,7	31	4,8	0	0,1
Czech Republic	35	4,6	41	4,6	6	0,0
Lithuania	36	4,6	39	4,6	3	0,0
Poland	43	4,5	38	4,6	−5	0,1
Russia	49	4,4	54	4,4	5	0,0
Latvia	53	4,4	57	4,3	4	−0,1
Kazakhstan	55	4,4	53	4,4	−2	0,0
Turkey	54	4,0	81	4,1	−4	0,1

Source: [developed by the author based on 3]

From the table of contents, it can be seen that countries with a high level of globalization have better competitiveness indicators. Singapore, which rose from 4th to 1st place, demonstrated the positive impact of globalization on its economy due to its effective integration into world trade. Switzerland remained stable in high positions due to its resilience and innovative approaches, while Denmark dropped from 1st to 3rd place, but still maintains a high level of competitiveness.

Countries such as China and South Korea demonstrated positive dynamics of rising in the ranking, which indicates effective adaptation to global economic trends. At the same time, some European countries, such as Belgium and Germany, decreased in the ranking, which indicates certain challenges in the context of globalization that they could not successfully overcome. In general, globalization continues to significantly affect the positions of countries in the competitiveness ranking, stimulating them to develop and adapt to global trends. As for Ukraine, its place in the ranking improved every year until 2024. The dynamics are shown in Figure.



Fig. – Ukraine's place in the Global Competitiveness Index

Source: [developed by the author based on 3]

The dynamics shown in the figure above depend on a number of internal and external factors. As of today, namely in 2024, the indicator has deteriorated significantly, which was influenced by the hostilities in Ukraine. There are no official statistics from IMD World Competitiveness for 2022-2024, because the publication considers it incorrect to make calculations due to the current situation.

The level of competitiveness is also indicated by the index of the complexity of starting a business. Table 3 shows the ranking of leaders.

Table 3 – Global Difficulty of Doing Business Index for 2023-2024

Country	2023 Location	2024 Location
France	1	2
Greece	2	1
Brazil	3	6
Mexico	4	4
Colombia	5	3
Turkey	6	5
Peru	7	8
Italy	8	7
Bolivia	9	5
Argentina	10	12
Indonesia	11	16
Poland	12	18
Belgium	13	17
Chile	14	21
China	15	22
South Korea	16	19
Ukraine	17	23
Dominican Republic	18	26
Paraguay	19	28
Croatia	20	17

Source: [developed by the author based on 7]

From the contents of Table 3, we see that the ranking of some countries changed during 2023-2024. This change occurred due to the influence of various factors, as well as as a result of increased globalization in the world market. It can be seen that Greece rose to first place in 2024, ahead of France, which dropped to second position. This indicates a significant improvement in the conditions for doing business in Greece, as well as certain complications in France.

Colombia showed positive dynamics, rising from fifth to third place, while Brazil, on the contrary, lost its positions and dropped from third to sixth place. It is noticeable that Italy and Turkey maintain stable positions within the top ten, demonstrating a certain level of business stability.

Some countries, such as Ukraine, have experienced a significant deterioration in their positions, falling from 17th place in 2023 to 23rd in 2024, which may indicate an increase in the complexity of doing business or external factors that have affected the index.

In order to assess the level of international competitiveness, we will use the SWOT analysis method. This method will identify the strengths and weaknesses of the country, with the help of which they can actively compete in the global market, as well as analyze possible threats and obstacles. In the process of analysis, two countries will be examined - the United States of America and Ukraine [6].

Table 4 presents the SWOT analysis of Ukraine's international competitiveness.

Based on the analysis conducted, we can draw the following conclusions. As of today, Ukraine is characterized by an inadequate level of international competitiveness. The proposed SWOT analysis confirms Ukraine's place in various economic and social ratings. This trend is due, first of all, to corruption processes and military actions.

Table 4 SWOT – analysis of Ukraine's international competitiveness

Ukraine's strengths	Ukraine's weaknesses
Favorable geographical location of the country; Developed labor market; Scientific potential; Highly qualified personnel; Natural resources.	Corruption; Political sphere; Demographic situation; Socio-cultural problems; Economic instability.
Ukraine's Opportunities	Ukraine's Threats
Participation and active interaction in the international market; Foreign economic activity; Scientific and technological development.	Geopolitical conflicts; Military actions; World economic situation: inflationary processes.

Source: [developed by the author]

For comparison, it is proposed to develop a SWOT analysis of the international competitiveness of the United States of America (see Table 5).

Table 5 SWOT – analysis of the international competitiveness of the United States

Strengths of the US	Weaknesses of the US
Stable and sustainable economic development; Leading position in technological and innovativeness; Broad consumer market; High quality of higher education; Qualification of personnel; Legislation; Development of defense and the army;	Socio-cultural problems; High crime rate.
US Opportunities	US Threats
Development of science and technology; Demographic situation; Trade and economic agreements; International investments.	Climate change; Geopolitical conflicts.

Source: [developed by the author]

In the process of analysis, it was found that the United States of America has a number of strengths that allow it to actively compete in the world market, occupying leading positions.

So, based on the conducted scientific analysis of the competitiveness of the countries of the world in the international market, the following conclusions can be drawn. Every year the positions of some countries change. This trend occurs due to the influence of various factors, including external and internal. Such factors primarily include globalization processes. In order to maintain competitive positions, countries of the world must adapt to new conditions of existence and develop possible ways to optimize and improve competitiveness in the world market.

In the current conditions of globalization of the world economy, innovative development is becoming one of the key factors determining the level of competitiveness of countries. Economies that actively introduce innovations are able to adapt faster to changes in global markets, stimulate productivity growth and increase the level of well-being of the population. Innovation is the driver that allows countries to occupy leading positions in the world

economy, create new products and services, and ensure sustainable development.

The importance of innovation for increasing competitiveness becomes especially noticeable in periods of economic instability and crises. In recent years, against the background of the global economic crisis caused by the COVID-19 pandemic, many countries have begun to invest more intensively in new technologies, in particular in the field of healthcare, information technologies and "green" solutions.

In particular, countries that lead the world competitiveness rankings, such as Switzerland, Sweden, Singapore, constantly invest in research and development (R&D), support for startups and the development of technological infrastructure. For example, according to the Global Innovation Index for 2023, Switzerland consistently ranks first due to high investments in research, support for innovative entrepreneurship and active cooperation between scientific institutions and the private sector [20]. Ukraine is no exception and is trying to activate its innovative potential, although it faces many challenges. Innovative development is a key way to increase competitiveness, as it contributes to the creation of new industries and markets. For example, the introduction of new technologies in agriculture allows countries to achieve higher yields at lower costs, which increases their competitiveness in the global agricultural market. Precision farming technologies, the use of autonomous devices for monitoring fields, as well as biotechnological innovations create new opportunities for increasing productivity. Thus, countries that invest in innovation in traditional sectors can reap significant economic benefits.

Another important component of innovative development is digitalization. The introduction of digital technologies allows countries to modernize production, optimize logistics processes and improve resource management. In this context, countries that actively invest in the development of digital infrastructure, such as South Korea, China and Germany, increase their competitiveness by increasing efficiency and creating new business models. For example, South Korea is a world leader in digital technologies such as 5G, which allows it to be at the forefront of technological development, artificial intelligence and automation of production. Innovation also contributes to increasing competitiveness through increased labor productivity. In developed countries such as Germany and the United States, the widespread introduction of automation and robotization allows enterprises to reduce costs and increase production efficiency. This is especially true in industries such as the automotive industry and electronics. For example, German automobile corporations actively use automated production process management systems, which allows them to maintain high competitiveness in global markets even during periods of economic crises.

In addition, innovative development allows countries to solve global problems, such as climate change, which becomes an additional factor for strengthening competitive positions. Green energy and technologies aimed at reducing carbon emissions are becoming a key element of state strategies of many countries. EU

governments are actively investing in the development of renewable energy sources, such as solar and wind power plants, which allows EU member states to increase their energy independence and at the same time meet modern environmental requirements. In particular, Denmark occupies a leading position in the development of wind energy, which allows it not only to reduce the cost of energy, but also to export technologies and equipment to other countries, strengthening its competitiveness in the world market.

Another important aspect of innovative development is the development of human resources. Education and training of highly qualified personnel are becoming the basis for the introduction of new technologies and ensuring sustainable economic growth. Countries that invest in the development of their scientific institutions and support of talents gain significant competitive advantages. The USA and the UK traditionally occupy leading positions in world rankings in terms of the level of innovation activity due to their powerful universities and research centers. Such countries actively attract talented specialists from all over the world, creating innovative ecosystems that generate new ideas and technologies.

State support also plays an important role in stimulating innovative development. Governments of many countries develop and implement strategies aimed at stimulating scientific research and innovation activities. The European Union, through its Horizon Europe program, finances projects in the field of innovation and research, which allows EU member states to actively develop their scientific and research capabilities and increase their competitiveness on the global stage [7].

Thus, innovative development is the main way to increase the competitiveness of countries in the modern world. Countries that actively invest in the latest technologies, scientific and research activities and the development of human capital have significant competitive advantages in global markets. Innovation allows not only to increase productivity and efficiency, but also to create new opportunities for long-term economic growth.

With the intensification of globalization processes in the world, the interest of scientists in the problems of international competition and competitiveness is growing. As noted above, there are a large number of factors that affect the level of competitiveness of a country at the international level. Such an impact is ambiguous, and usually has negative consequences. Such consequences reduce the level, which implies the loss of a country's competitive positions in the world arena. Accordingly, modern approaches to improving the level of competitiveness of countries at the international level are being developed in the scientific and methodological literature. Analysis of world experience shows that for countries that are developing most rapidly, the main factor of competitiveness is precisely competition based on innovations. Competition can be based on factors of production, investments, innovations, or at the expense of wealth. Next, we will summarize in the form of a table the information on which countries adhere to which strategy

and what they place greater emphasis on in raising their own competitive positions (see Table 6).

Table 6 – The kinds of strategies connected with different countries

Strategy	Factor-based competition	Investment-based competition	Competition based on innovation	Competition based on wealth
Countries	Singapore, Korea, Italy, Japan	Korea, Japan, Denmark, Sweden, Switzerland	Italy, Japan, Germany, Switzerland, USA	Switzerland, Great Britain

Source: [developed by the author]

Now, having analyzed the main competitiveness strategies of countries, we can conclude that in order to achieve leading positions on the world stage, each country must develop and implement appropriate approaches. Having considered these strategies, we will determine how they are implemented (see Table 7).

Table 7 – Methods of implementation the strategies

Strategy	Competition based on factors of production	Investment-based competition	Competition based on innovation	Competition based on wealth
Method of implementation	Acquisition of competitors;	Sales stability; Profit stability; Maintaining stability	Reversal strategy; Separation strategy; Elimination strategy	Intensification; Diversification; Integration; Cost savings; Technical and technological development

Source: [developed by the author]

In their development, countries should direct their efforts to increase performance and focus on internal and external directions of product sales, finding profitable markets for partnership and cooperation.

Having analyzed the content of some information sources, as well as the practice of leading countries in the world, which are considered leaders, a set of optimization measures and methods was developed, which are aimed at increasing the level of international competitiveness. The list of such measures includes the following:

Development of the country's infrastructure. Infrastructure is a key factor in the country's competitiveness under any conditions. It plays a decisive role in investment attractiveness. Also, the development and optimization of the country's transport, energy, and telecommunications infrastructure affects the level of development of its industry;

Level of education and training. Education and training serve as the basis for the formation and functioning of any spheres of the country's life. The result of the activity depends on the level of knowledge of people involved in the process. That is why highly qualified personnel ensure the effective functioning of all

sectors of the country, which positively affects the level of international competitiveness of the country as a whole;

Development of foreign economic activity. The country should focus not only on the domestic market. The development of the country's export potential positively affects its business image, which in the future forms the level of competitiveness in the international market;

Application of the latest technologies in the process of functioning of any spheres and industries. The scientific and technical process surprises humanity every day. That is why it is necessary to constantly monitor changes and innovations in the world in order to remain competitive in the market. An example of such innovations can be green technologies. Their relevance in the modern world is due to the high degree of environmental problems and disasters. The transition to the use of green technologies will positively affect the level of environmental pollution, which in turn will strengthen the country's competitive position at the international level;

Management. The use of modern techniques, tools, methods and management techniques allows for effective management of processes in any areas or sectors of the country. This, in turn, affects the corruption and bureaucratization of society. Overcoming such phenomena has a positive effect on the international competitiveness of the country;

Legislation. The formation of effective legislation leads to compliance with the norms and rules of society. The proper functioning of all sectors of the country strengthens its competitiveness on the world stage.

The proposed list of optimization measures is not exhaustive and can be supplemented depending on the situation and conditions of the state's existence.

All of the above emphasizes the need for the right choice of institutions, policies and factors that will enable the productivity of countries to ensure sustainable prosperity.

Reducing the gap in global competitiveness requires differentiated strategies taking into account the comparative and competitive advantages of countries. In general, closing the investment gap in important intangible assets such as ICT, research and development, public and private sector development programmes and schemes to develop the skills of workers needed for a knowledge-intensive economy are essential to strengthening countries' competitiveness. These investments need to be combined with policies that create an enabling environment for business, innovation and entrepreneurship. Against this background, institutional capacity and effective governance mechanisms to monitor and implement change are key success factors, as is the need to build shared commitments from economic stakeholders.

Conclusion. The international competitiveness of a country is a key indicator that indicates the country's ability to function effectively in the foreign market. The study confirms that the competitiveness of countries is becoming a determining aspect in the context of globalization. The level of competitiveness determines the

success of a country in the world market and its impact on the global economic landscape.

It was also found that various factors influence the international competitiveness of countries. In the educational and methodological literature, a large number of criteria are identified, on the basis of which their classification is carried out. The most common division is into external and internal factors. Their impact can have both negative and positive consequences for the level of competitiveness of a country in the international market. In order to adapt to the existing factors of influence, it is necessary to use certain rules and principles.

The growth of global and integration processes significantly affects the level of competitiveness of countries. This leads to the strengthening of international competition and changes in the world ranking of countries. SWOT analysis and the index method have proven to be effective tools for measuring competitiveness. The use of these methods allows for objective and systematic assessments, which is the basis for developing improvement strategies.

Globalization and all the processes associated with it form a completely new world market environment, which requires completely new approaches to functioning in it. As of today, such a process is crucial for the formation of a country's competitiveness in the world market.

Based on the indexed method and the SWOT analysis method, the level of competitiveness of some countries in the world was analyzed. Among the main leaders of the world market are: Singapore, the United States of America, Canada, Germany, Sweden, Switzerland and many other countries, which are characterized by a high level of economic stability and sustainable development. Ukraine is characterized by an insufficient level of competitiveness as of today. This is influenced by various

internal and external factors, among which the decisive one is war and hostilities on the territory of Ukraine.

The presence of a large number of problems that affect the level of competitiveness of countries in the international market requires the immediate development of measures and methods for optimizing this process. Overall, the study emphasizes the importance of constant monitoring and adaptation of strategies in the face of changes in the global environment to ensure stable and effective competitiveness of countries.

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Відомості про авторів / About the Authors

Новік Ірина Олексіївна (Novik Iryna) – кандидат економічних наук, доцент, Національний технічний університет «Харківський політехнічний інститут», доцент кафедри економіки бізнесу і міжнародних економічних відносин; м. Харків, Україна; ORCID:0000-0003-1912-8576; e-mail: iryna.novik@khp.edu.ua

Погорелова Тетяна Олексіївна (Pohorielova Tetiana) – Національний технічний університет «Харківський політехнічний інститут», доцент кафедри економіки бізнесу і міжнародних економічних відносин, м. Харків, Україна; ORCID: <http://orcid.org/0000-0002-8246-7135>; e-mail: tetiana.pohorielova@khp.edu.ua