

Fundamentals of Competitiveness of the National Economy in the Context of Information Globalization

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Abstract: Effective economic development, improving the quality of life of the country's population necessitates the development of a strategy for the long-term competitiveness of the economy, which is determined by the ability to constantly develop competitive advantages, attracting and retaining consumers, both at the micro level and globally. In modern conditions, there is a powerful influence of globalization processes on the development of national economies. The driving basis of economic and information globalization is information and communication technologies (ICT), which ensure the creation, transfer, use and processing of information that has become a strategic economic resource.

Key words: competitiveness of an enterprise, competing entities, analysis of the market situation, analysis of the competitiveness of an enterprise, economic essence of competition, financial stability of an enterprise, increasing the competitiveness of an enterprise.

Relevance of the topic: The globalization of the information space contributes to the expansion of information exchange and the development of international cooperation. There is a globalization of science, technology and information. The information integration of the planet, far ahead of economic, political and cultural, is a kind of locomotive of globalization. This allows us to talk about the formation of the initial stage of the global information society as a new phase of world civilizational development.

The processes of information globalization significantly affect the competitiveness of national economies, transforming traditional and generating new factors that determine it, change the mechanism of market functioning and competition.

Purpose of the study: on the basis of theoretical and methodological analysis of competitiveness as an economic category, to identify the mechanism of the influence of information globalization on the competitiveness of the national economy.

In accordance with the goal of the work, the following tasks are solved that determine the structure of the work:

- based on the analysis of existing approaches to the category of "competitiveness" to give a clarifying author's definition;
- analyze the evolution of views on the category of "competition" and show the modern interpretation of this category;
- to give the author's classification of competitiveness factors at various levels in industrial and post-industrial economies;
- to study the mechanism of influence of information globalization on competitiveness;
- to investigate the mechanism of functioning of hypercompetition and clarify it as an economic category;

- show the role of the information and communication technology sector in improving the competitiveness of the Russian economy;
- on the basis of the analysis carried out, develop recommendations for improving the management of the competitiveness of the Russian economy in the context of information globalization and determine the possible effects of their implementation.

The object of research is the national economy.

The subject of the study is the theoretical problems of the competitiveness of the national economy in the context of information globalization.

The methodological basis of the study is the categorical apparatus of general systems theory, comparative analysis, economic and statistical techniques, modeling method, principles of dialectics and formal logic.

The theoretical basis of the study was the works of the classics of economic science, the results of fundamental and applied research of modern leading domestic and foreign scientists devoted to the study of the problems of the competitiveness of the economy in the context of information globalization.

Scientific novelty lies in the following main results of the study:

1. The concept of studying competitiveness as a multi-level category is proposed, which made it possible to define it as the ability to create the potential for success in competition at the micro-, meso-, macro- and mega levels, which are interconnected and increasingly complement each other as part and whole.
2. A classification of factors of competitiveness at various levels has been developed, which is used to study the mechanism of the influence of information globalization on the transformation of industrial and the formation of post-industrial factors.
3. An analysis of the factors of competitiveness in the context of information globalization contributed to the identification at the mega level of a trend towards a simultaneous increase in competition and cooperation, which made it possible to define the category of hyper-competition as rivalry between global hyper-competitive corporations in a mega-oligopolistic market.
4. In the course of the study of hyper-competition, the category “innovative-information-technological competitive advantage” was put into circulation, the essence of which is to ensure a synergistic effect through the integrated use of information and communication technologies, information and scientific and educational, resource-technological, financial and economic, organizational and managerial innovations.
5. The mechanism for managing competitiveness in the context of information globalization at the micro-, meso-, macro- and mega levels has been clarified, recommendations have been developed for its improvement and possible effects from the implementation of the proposed measures in relation to the Uzbek economy have been shown.

The theoretical significance of the study lies in the fact that the results of the study contribute to the further development of the theory of competitiveness in the context of information globalization.

The practical significance of the study: the main provisions, conclusions and recommendations of the study can be used in the development of a competitive strategy at various levels of the national economy.

Issues of competitiveness, competitive advantages and competition have long attracted the attention of scientists. The founders of the theory of competitiveness are: A. Smith - the author of the principle of "invisible hand"; D. Ricardo - the theory of comparative advantages. Later, their ideas were developed in the works of F. Edgeworth, A. Marshall, A. Cournot. The theoretical problems of competitiveness are outlined in the works of modern foreign economists: E.

Chamberlin and J. Robinson (monopolistic competition as a form of imperfect competition), J. Schumpeter and J. Galbraith (analysis of oligopolies that promote scientific and technical progress) and others. Of great importance in modern conditions is the theory of the mechanism and sources of obtaining competitive advantages by M. Porter; the idea of synthesis of competition and monopoly M. Kirtsner. Various aspects of competitiveness and competition are studied in the works of W. Deming, K. Ketels, P. Krugman, K.K. Prahlada, J.Yu. Stiglitz, G. Hamel and others.

Studies of the theoretical foundations of competitiveness are presented by the works of Russian economists: G.L. Azoeva, V.D. Andrianova, V.A. Bykov, M.I. Gelvanovsky, V.A. Gordeeva, A. A. Dynkina, A. Yu. Prikhacha, Yu.B. Rubina, N.Z. Safiullina, A. 3. Selezneva, R. A. Fatkhutdinova, T.G. Filosofova, N. S. Yashin and others.

A great contribution to the development of the problems of the formation of the information economy and information globalization was made by foreign scientists: D. Bell, H.R. Varian, P. Drucker, M. Castells, N. J. Kapp, F. Machlup, D. Moschella, M. Porat, J. Sapir, E. Toffler, K. Shapiro, T. Schauer, K. Arrow, Y. Fama and others, as well as Russian economists: V.I. Drozhzhinov, V.L. Inozemtsev, B.V. Korneichuk, I.A. Lazarev, L.G. Melnik, P.M. Nizhegorodtsev, T.P. Nikolaeva, E.H. Pashin, A.A. Porokhovskiy, I.A. Sagittarius, T.L. Sudova, G.S. Khizha and others.

Economists devoted their studies to various aspects of the influence of informatization on the structure of national economies and its competitiveness: N.V. Beketov, L.G. Belova, N.P. Vashchekin, D.V. Gurtov, S.A. Dyatlov, T.A. Selishcheva, A.A. Strizhenko, O. Sukharev, A.D. Ursul, R.I. Tsvylev, O. Yun, A.A. Shtrik and others.

The countries involved in information globalization are characterized by universal interdependence, which goes hand in hand with intensifying rivalry. Participation in the international division of labor takes the form of expansion, accompanied by a rapid separation of developed countries that actively use ICT from developing ones.

The former perform initial and final knowledge-intensive operations with high added value, the latter are engaged in industrial production that does not provide high incomes and does not increase the level of well-being and competitiveness. This is due to the use of the “catch-up development” model by developing countries. At the same time, developed countries are developing and implementing advanced technologies, attracting other rich countries to cooperate, while using cheap material resources and human capital of poor countries.

Conclusion.

Competitiveness is a multi-level category that includes micro, meso, macro and mega levels. Each new level lays the potential of the next, while together they complement each other and act as part and whole. This relationship indicates that the competitiveness of each subject cannot be achieved without ensuring the competitiveness of others. At the same time, the micro level is of fundamental importance, and in the light of all-encompassing globalization and informatization, the toughest competition is observed at the mega level, where the processes of rivalry and interaction are closely intertwined.

Competitiveness at the micro level is the ability of companies, predicting their future, to dynamically produce and sell competitive goods and services at the moment in order to obtain high profits and return on invested capital. Competitiveness at the mesolevel is the ability of enterprises in a region/industry to use the potential of the latter to satisfy consumers, ensuring a high standard of living for the population and withstanding competitive pressure from both domestic and foreign manufacturers. Competitiveness at the macro level is the ability of the national economy to produce goods and services, interacting with other national economies in certain market environments, both external and internal, with the greatest economic effects, based on the priorities of national interests, in particular, ensuring a high standard of living for the population. Competitiveness at the mega level is the ability to create the potential for global

interaction, interpenetration and rivalry of countries represented by large multinational alliances, global hyper-competitive corporations, TNCs, whose activities depend on the availability of an appropriate global information and communication infrastructure.

The assessment of competitiveness includes: at the micro level - the qualitative and cost characteristics of goods and services, as well as the parameters of the functioning of the company: structural, resource, technical, managerial, market, financial and economic; at the mesolevel - GRP per capita, income per capita, quality of life, investment, labor productivity; at the macro level - GDP per capita, factor productivity, indicators proposed by the World Economic Forum (WEF) and the Institute of Management (IIR); at the mega level - market share (scale), analysis of the financial and economic activities of multinational corporations.

The concepts of "competitiveness" and "competition" are related, but they are not identical. Competitiveness is the ability to compete, given by competitive advantages, the absence of which indicates an inability to participate in rivalry. Achieving competitive advantages depends on how timely and effectively the subject of competition uses the factors of competitiveness. It turns out the following logical chain: factors of competitiveness → competitive advantages → competitiveness → competition.

Factors of competitiveness in the industrial economy are formed at the micro level, but as the levels rise, new ones appear, building a four-level model. Factors of lower levels are also used at higher levels. At the same time, in some cases, the interaction of factors is important, which creates new competitive advantages used at several levels.

Under the conditions of information globalization, under the influence of ICT technologies that form a single information space, the competitiveness factors of the industrial economy are being transformed and replenished with new ones. Factors of competitiveness in the information economy are also built on the principle of a four-level model. The micro level retains its fundamental basis, but the mega level, which implies competition in the global information space, acquires the leading role here.

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