

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL AVIATION UNIVERSITY
FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION
DEPARTMENT OF BUSINESS ANALYTICS AND DIGITAL ECONOMY**

ADMIT TO DEFENSE

Head of the Department of Business
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“ _____ ” _____ 2023

QUALIFICATION PAPER

(EXPLANATORY NOTE)

OF BACHELOR ACADEMIC DEGREE SEEKER
SPECIALTY 051 "ECONOMICS"
EDUCATIONAL AND PROFESSIONAL PROGRAM "INTERNATIONAL
ECONOMY"

Topic: «Modern strategies of international competition in the world economy»

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NATIONAL AVIATION UNIVERSITY

Faculty of Economics and Business Administration
Department of Business Analytics and Digital Economy
Specialty 051 "Economics"
Educational and Professional Program "International Economy"

APPROVED
Head of the Department of Business
Analytics and Digital Economy

_____ Nataliia KASYANOVA
“ _____ ” _____ 2023

TASK FOR QUALIFICATION PAPER

Student: Alyona BOBOSHKO

TOPIC: «Modern strategies of international competition in the world economy»

approved by decree of the Rector from 13.04.2023 № 506/st

1. The deadline for the student to submit the completed work to the department: 06/16/2023.
2. Initial work data: statistical data, legal framework, electronic information sources, materials of periodicals.
3. Content of the study: introduction; theoretical overview of competitive strategies in the world economy; research of modern strategies of international competition in the world economy; conclusions.
4. List of mandatory demonstration materials: 13 slides.

5. Calendar schedule

№	Name of the stages of the qualification work	Deadline	Supervisor's marks on tasks completion
1.	Obtaining an assignment for a qualification work	13.03.2023	<i>completed</i>
2.	Review of literature on the topic	20.03.2023	<i>completed</i>
3.	Concept and essence of international competition	27.03.2023	<i>completed</i>
4.	The essence and types of international competitive strategies	03.04.2023	<i>completed</i>
5.	Theoretical approaches to the formation of a strategy for increasing the competitiveness of the organization	10.04.2023	<i>completed</i>
6.	The global dimension of international competition	17.04.2023	<i>completed</i>
7.	The strategies of international competition in Ukrainian companies	24.04.2023	<i>completed</i>
8.	A study of the use of competitive strategies in the world market on the example of Apple Inc	01.05.2023	<i>completed</i>
9.	Analysis of the obtained results	08.05.2023	<i>completed</i>
10.	Developing slides and writing a report	15.05.2023	<i>completed</i>
11.	Adjustment of work based on the results of preliminary protection	22.05.2023	<i>completed</i>
12.	Final design of qualification work and slides	29.05.2023	<i>completed</i>
13.	Signing feedback and reviews	13.06.2023	<i>completed</i>
14.	Protection of qualification work at the DEC	19.06.2023	<i>completed</i>

6. Date of : the task issue: 13.04.2023

Supervisor of Qualification Paper _____ Anastasiia SIMAKHOVA

Task accepted to perform _____ Alyona BOBOSHKO

ABSTRACT

Alyona Boboshko. Modern strategies of international competition in the world economy – Qualification work on specialty 051 "Economics", OPP "International Economy". National Aviation University of the Ministry of Education and Science of Ukraine, Kyiv, 2023.

The qualification work contains 85 pages, 12 tables, 5 figures, a list of used sources with 50 titles.

The object of the research is competitive relations arising in the world economy.

The subject of the Qualification Paper: a set of theoretical approaches and practical methods of forming competitive advantages of the enterprise on the international market in modern conditions.

The purpose is to study the essence, types and main characteristics of modern strategies of international competition in the world economy.

Research methods were used when writing the paper: theoretical: analysis, content analysis, synthesis, generalization, comparison, classification; empirical: observations, SWOT analysis.

Keywords: *strategies, competition, competitiveness, innovations, competitive policy, international market*

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INTRODUCTION

One of the most important features of the current globalized economy is international rivalry. Businesses must compete in the global market to obtain an advantage and remain competitive in a world where boundaries are dissolving and limitations are easing. Understanding the idea, substance, and many sorts of international competition is critical for entrepreneurs, managers, and academics who want to succeed in this complicated environment.

The issue of managing the competitiveness of international companies occupies an important place and remains relevant, as there is a constant competitive struggle for survival on the market and for obtaining leading positions in all spheres of social life. Competitiveness determines the ability of an international company to survive in conditions of high competition. A company can be competitive on the national market and at the same time not competitive enough on the international market. Managing the competitiveness of an international company is an aspect of management that forms its competitive advantages and ensures effective operations. Many scientists interpret the concept of "competitiveness" in different ways.

Foreign scientists such as M. Porter, N. Yacheistova, A. Kuznetsov, K. Konrad, I. Spiridonov, Ch. Gill, and domestic scientists - O. Kuzmin, N. Horbal, I. Piddubny, I. Dolzhansky and others. In their works, they considered the issue of strategic management of international business in modern conditions, analyzed the prerequisites and conditions of the firm's effective work in the foreign market based on the creation and development of competitive advantages, theoretical and practical aspects of the development and implementation of the firm's international strategies in conditions of international competition, concepts and types strategies of international competitiveness, global strategies of enterprises, etc.

The aim of the diploma work is to study the essence, types and main characteristics of modern strategies of international competition in the world economy.

The object of the research is the competitive relations that arise in the world economy.

The subject of the study is the implementation of the strategy of international competition in the world economy.

To achieve the set goal, the work provides for solving the following tasks:

- to study of the economic meaning of competition and the concept competitiveness;
- studying the essence and classification of competitive strategies;
- to highlight the theoretical approaches to the formation of a strategy for increasing the competitiveness of the organization;
- conducting the global dimension of international competition;
- to analyze of the level of competition among Ukrainian enterprises;
- to study the use of competitive strategies in the world market on the example of Apple Inc.

Research methods were used when writing the paper: theoretical: analysis, content analysis, synthesis, generalization, comparison, classification; empirical: observations, SWOT analysis.

The information base of the work is the analysis of periodical thematic publications, factual materials of domestic and international statistical sites and reference publications.

The general scope of this work includes the investigation of theoretical aspects of international competition, the investigation of the application of international competitive strategies on the examples of modern international companies, and the prospects of modern international competitive strategies and their improvement in the Ukrainian context.

CONCLUSIONS

The theoretical features of international competition were studied in this paper, as were the applications of international competitive strategies using examples of current corporations, and the potential for enhancing the competitiveness strategy of Ukrainian enterprises. The results reached based on the research allow for a better understanding of significant issues and trends in international competition, as well as recommendations for strengthening the competitiveness of Ukrainian firms.

The first chapter examined the notion and core of international competitiveness. It was discovered that international competition is a complicated and dynamic process that involves enterprises competing for benefits on the global market. Globalization, greater competition, technological developments, and customer demand were among the major factors influencing international rivalry.

A study of the use of international competitive strategies on the examples of current multinational enterprises was undertaken in the second chapter. It was shown that corporations employ several techniques to maintain their competitiveness in the worldwide market. Differentiation methods, low-cost strategies, focus strategies, and innovation strategies were all explored. The study of Apple Inc. demonstrated how the successful execution of competitive strategies may bring to high competitiveness and market leadership.

Directions for strengthening Ukrainian firms' competitiveness strategies were also given. The key advice is to increase inventive activities and incorporate cutting-edge technology in manufacturing and management. Furthermore, a key direction is the enhancement of product and service quality, market adaptation, and ongoing improvement of company processes. Human capital development, which includes enhancing employees' credentials and establishing suitable conditions for the growth of their creativity and creative potential, is also a significant component.

As a consequence of the study's findings, international competition is a complicated and dynamic process, and it is critical for businesses to adopt effective competitive strategies to secure their worldwide market competitiveness. Globalization, increased competitiveness, technical advancement, and consumer needs all have a significant impact on international competition.

The study discovered that organizations may retain their competitiveness in the global market by employing several competitive strategies such as differentiation, low cost strategies, focus strategies, and innovation strategies. A research conducted by Apple Inc., for example, demonstrated how successful execution of competitive strategies may lead to high competitiveness and market leadership.

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