

Akhanova Zh.S., Dabyлтаeva N.E.

Development of international competitiveness and foreign economic activity of enterprises

The competitiveness of the enterprise – is the real potential and the ability of companies, as well as availability for to them to have opportunity to design, produce and market products that are on the price non-price characteristics of the complex more attractive to the consumer than competitor products. The possibility of the country takes its rightful place in the global economy and depends on the ability of its companies to retain worthy place on the world markets. Therefore, in the modern world, achieving and maintaining competitiveness on foreign markets is a necessary condition to enhance national competitiveness. It is necessary to take into account the trends of global development and in accordance with them to pursue policies aimed not only at reducing the cost of production and sales of products, but also at the need to comprehensively improve the effectiveness and the internal and external factors for the competitiveness of the company.

Key words: competitiveness, international competitiveness, competitive advantage.

Аханова Ж.С., Дабылтаева Н.Е.

Халықаралық бәсекеге қабілеттілік және кәсіпорындардың сыртқы экономикалық қызметті дамытуы

Мемлекеттің жаһандық экономикада лайықты орынға ие болуы оның фирмаларының әлемдік нарықта лайықты орындарды сақтап қалуына байланысты. Соңдықтан, заманауи дәуірде сыртқы нарықтағы кәсіпорындардың бәсекеге қабілеттілігін арттыру мен нығайту – ұлттық бәсекеге қабілеттілікті арттырудың қажет шарты болып табылады. Сонымен қатар, әлемдік даму тенденцияларды ескере отырып, қажет саясат жүргізілу тиіс. Ол өндіріс пен өнімді өткізу шығындарын азайту ғана емес, оған қоса, фирманың бәсекеге қабілеттілігін қамтамасыз ететін сыртқы және ішкі факторларының әсерін кешенді жоғарылату қажет. Экономиканың бәсекелестігі – бұл нарықтық бәсеке, яғни товар өндірушілер арасындағы қызығушылығының сәйкестігі, товарды өткізу барысындағы сатып алушылардың бір болып кемуі жеке өнімді өткізуден неғұрлым көп пайда немесе табыс табу болып табылады. Көрсетілген анықтамаға қарай отырып келесідей шешім қабылдауға болады, яғни нарық жағдайында әрбір кәсіпорынның өмір сүруі үшін тұтынушыға деген күрес жүргізуі қажет. Тәжірибе көрсеткендей, бәсеке кәсіпкерлердің әрқашанда өнім түрлерін, ұсынысын жаңартып отыруы қажет, өнім сапасын жоғары, бірақ бағасын қанағаттандыратындай етіп, тұтынушыларына ұнамды етіп отыруларына мәжбүрлейді, ресурстарды тиімді қолдануға өтініш туындайды.

Түйін сөздер: бәсекеге қабілеттілік, халықаралық бәсекеге қабілеттілік, бәсекелік артықшылық.

Аханова Ж.С., Дабылтаева Н.Е.

Развитие международной конкурентоспособности и внешнеэкономической деятельности предприятий

Конкурентоспособность предприятия – это реальная и потенциальная способность компаний, а также имеющиеся у них для этого возможности проектировать, изготавливать и сбывать товары, которые по ценовым и неценовым характеристикам в комплексе более привлекательны для потребителя, чем товары конкурента. Возможность страны занять достойное место в глобальной экономике зависит от возможностей ее фирм удерживать достойные места на мировых рынках. Поэтому в современном мире достижение и поддержание конкурентоспособности предприятий на внешних рынках является необходимым условием повышения национальной конкурентоспособности. При этом необходимо учитывать тенденции мирового развития и в соответствии с ними проводить политику, направленную не только на снижение затрат на производство и реализацию продукции, но также комплексно повышать эффективность и внутренних и внешних факторов, обеспечивающих конкурентоспособность фирмы.

Ключевые слова: конкурентоспособность, международная конкурентоспособность, конкурентное преимущество.

**DEVELOPMENT OF
INTERNATIONAL
COMPETITIVENESS
AND FOREIGN
ECONOMIC ACTIVITY
OF ENTERPRISES**

Competitiveness is one of the major categories of market economy that characterizes the ability and effectiveness of the adaptation of enterprises to market competition Wednesday. Improving the competitiveness of the firm is the keystone of increase of competitiveness of the country. The concept of competitiveness of the Organization embeds its capability to produce competitive products in the market, its advantage relative to other firms in the industry within a country or abroad [1, p. 9].

The concept of international competitiveness is for the world and Kazakhstan economy new, so there is no universally accepted definition of its content and understanding, no sustainable competitiveness of business entities and their products remains one of the most difficult challenges in the global economy. The decision in Russia is hampered by the fact that experience in this sphere is low. The task of ensuring the competitiveness of Kazakhstani enterprises prior to the beginning of 90-ies. The 20th century stood just in front of the individual organizations, export-oriented and only after radical economic reforms in Kazakhstan's competitiveness study science gained theoretical and practical significance. At present, domestic and foreign solutions to the problem of competitiveness is poorly reflect the changes in the world economy associated with the process and globalization, as well as the growing international rivalry, made in different ways, using different methods and different levels of international competitiveness of the economy, it is an essential characteristic of the goods quality, integrated, business entities, their structural changes compared with the comparable counterparts of other countries. New conditions for increasing competition and limited material and financial resources necessitated qualitative breakthroughs in competitiveness and outpacing competitors. In the modern firm competitiveness on the international market are important benefits of resource-saving technologies, development of human resources and a comprehensive examination of the information on the market, concerning the possibility of increasing the competitiveness of enterprises. Competitiveness of firms on the international market depends on many factors: economic, institutional, political, cultural, human and educational. These factors can be divided into internal and external.

According to the theory of M. Porter, competitive success in international competition can define the inputs themselves not so much, how many, where and how they are used productively. Therefore, among the internal factors is essential to the quality level of the management of the company, i.e. the level of training managers the ability to properly conduct business operations under conditions of constant changes in the market. The internal factors include: the level of productivity, technological factor, i.e. the technical level of production and production technology options. These factors determine the level of production and marketing costs. However, for the purposes of determine the competitiveness of the company must take into account only a relative indicator, that is, the ratio of costs of production and marketing of the company to the level of costs of production and marketing of the company-a competitor. Panel of external factors are: macroeconomic stability and predictability of economic policies; the level of the internationalization of the economy, that is, participation in international trade and investment; CFA degree public policy consistency with the requirements of competition; the efficient functioning of capital markets and quality financial services; the level of development of the newest infrastructure; the development of scientific and technological capacity, etc. all these indicators are used only as a relative. Thus, the competitiveness of firms in the world markets is determined not only by their competitive advantage, but also the whole complex of factors at all levels defining the benefits of the country's goods on the world market. However, the definition of competitiveness on the principles only «positions and benefits» are unacceptable competitive advantages. In theory, M. Porter neglected microeconomics enterprises, which created and competitive advantages, and possible impact on the economy, industries and countries [2].

Competitiveness refers to multilevel, multidimensional concept that characterizes the dynamic managed object property evaluation, which is determined by the combination of competitive advantages and weaknesses and expressed in the ability to withstand competition in the system of market relations in the period under review [3, p. 29]. It is necessary to distinguish two main things- competition products and competition of enterprises. However, the company is subject to competition, provides competitive activities and participates in the competition of products and competitive enterprises. Enterprise competitiveness in the international market is its ability and the possibility of including those assets that

may become a competitive advantage. Competitive advantage is created along the whole chain of production values, ranging from product development to after-sales service. International competitiveness has to be defined as relatively (leading competitors and markets) and system information obtained that was generated and optimal inside stable ability of producers to systematically integrated build their own competitive advantages for the rapid and cost-effective secure international excellence and smooth lead leaders of the world market for more fully meet (in the framework of legal, ethical and environmental standards) of material and social needs (employees, consumers, investors, owners) [4, p. 193].

World competitiveness here means better systems support international competitive advantage and sustainable successful competitive abilities in any country in the world based on international standards as the original borders of continuous quality improvement and competitiveness of production management and work organization. Contribution to productive resources in strengthening the competitive advantages of the producers and the country is not so much their stocks, volumes, cost, availability, how their structure, quality and efficiency of use, speed of their creation, improvement and adaptation to the needs of national and world economy.

The role of resource-saving technologies in ensuring international competitiveness is increased, since there has been a downward trend in energy, capital, and material intensity of production in the global economy in the face of declining stocks of irreplaceable natural resources. Most industrialized countries rely heavily on resource-saving technologies, which contrast with the resource-intensive technologies in Kazakhstan and reduce the competitiveness of Kazakhstani enterprises in world markets. According to estimates by the Expert of the Institute for economic restructuring on a modern technological basis over the next 20 years will require more than 2 trillion USD investments, which Kazakhstan hasn't [5]. While large-scale removal of funds from Kazakhstan, even in the form of direct investment, impede the speedy upgrading of domestic industries. With the shortcomings of the process of exportation national capital abroad, must be combated by economic means-prohibitions and restrictions in this area are ineffective and may worsen the international competitiveness of Kazakhstani companies, as will prevent them to take advantage of globalization. In order to enhance their competitiveness in the international market. There is a need to identify and develop the best in the world of theory

and practice that will increase the capacity of reducing the amount of time and resources. So, for example, producing some Kazakh companies transferred to countries with low-cost labor, raw materials, etc. (for example, the average salary for employees in 2005 to the level of wages in Kazakhstan amounted to 45.2%, 39%, in the Kirgizstan 214.2% 34.5% in Moldova, Tajikistan, 8.8%) [6, p. 51], and marketing and sales are concentrated around consumer products. As a result of Kazakhstani companies use the competitive advantages of multiple countries, thereby increasing their competitiveness in the global market. However, only the efficient utilization of resources already and shortcomings exactly to ensure competitiveness on the international market. The decisive factor at present is the skill level of the managerial personnel. This is what competitive advantage of firm, defines support innovation, encourage initiative, ability to correctly assess the situation on the market signals readiness to attract talented people and comprehensively assess information conducive to enhancing the competitiveness of firms.

XXI. The words of the Austrian economist F. Haeka are especially relevant: «practically every individual has a certain advantage over all other in the sense that it has unique information, which you can find profitable use.» [7, p. 26]. In his view, the market contributes to the concentration of knowledge and skills, which are scattered in society, and can be used for the production of goods. Thus, the market is the focal points in finding information, so leaders of international business is profitable and continuously introduce new means of improving competitiveness. While in the market, it is important to examine not only the particular success of direct competitors, but also solutions to similar problems in other sectors on inside them and international's markets.

Achievement and cost-effective maintenance of it is world-class competitiveness characterizes not only socio-economic maturity, but also maximize its profitability and influence in international business. For example, the ability to survive (the lowest level of competitiveness) is characterized by passive adaptation to the market without significant internal reasoning; active response on competition (intermediate level) has been accompanied by increasing the quality and effectiveness of the measures; to ensure superiority (the highest level) is much more profitable and efficient. Therefore, long-term, stable, large economic advantages in international business can only be created by the permanent and systemic superiority over competitor and MI. Competitiveness of the enterprise on the international market in the 21st century has taken on special significance, because globalization is a defining feature of the world economy, and all the more enhanced by the dependence of national economies from foreign markets, so the export share has reached 25% of the GNP of all the countries of the world [8, s. 357]. Thus, the development of global competition necessitates the formulation of economic strategies aimed at enhancing the competitiveness of firms on the international market.

Currently for achieving competitiveness requires not only minimize costs but also have complete information on the activities of competitors, innovations, innovations. In addition the role of qualified managerial staff, as flexible organizational and managerial relationships begins to dominate the global economy. Even m. Porter pointed out that Government to provide adequate positive impact on the competitiveness of countries should promote changes that facilitate internal competition to stimulate innovation.

Литература

- 1 Фатхутдинов Р.А. Управление конкурентоспособностью организации: учебник. – 2-е изд., испр. и доп. – М.: Изд-во Эксмо, 2005. – 544 с.
- 2 Портер М. Конкурентная стратегия: Методика анализа отраслей и конкурентов / Майкл Портер; пер. с англ. – 4-е изд. – М.: Альпина Паблишер, 2011. – 453 с.
- 3 Савельева, Н. А. Формирование конкурентоспособности на мезоуровне: монография / Н.А. Савельева; Под ред. В.С. Золотарева. – Ростов н/Д: Изд-во РГЭУ РИНХ, 2004. – 122 с.
- 4 Мировая экономика и международный бизнес: учебник / кол-в авторов; под общ. ред. д-ра экон. наук, проф. В.В. Полякова и д-ра экон. наук, проф. Р.К. Щенина. – 5-е изд., стер. – М.: КНОРУС, 2008. – 688 с.
- 5 Аколова Е.С. Инновационная глобализация и российская конкурентоспособность через призму «Алмаза» М. Портера // Финансы и кредит. – 2004. – № 23.
- 6 Цветков В.А. Международная экспансия российских компаний: благо или вред? // ЭКО. Всероссийский экономический журнал. – 2008. – № 11.
- 7 Овчинников В.В. Глобальная конкуренция. – М.: Институт экономических стратегий, 2007. – 360 с.

8 Конкурентоспособность регионов: теоретико-прикладные аспекты: [Монография] / [Н.Я. Калужнова, Ж.А. Мингалева, Т. В. Калашникова и др.]; под ред. Ю. К. Перского, Н. Я. Калужной. – М.: ТЕИС, 2003 (ППП Тип. Наука). – 472 с.

References

- 1 Fathutdinov R.A. Upravlenie konkurentosposobnost'ju organizacii. Ucheb. nik. – 2-e izd., ispr. i dop. – М.: Izd-vo Jeksmo, 2005. – 544 s.
- 2 Porter M. Konkurentnaja strategija: Metodika analiza otraslej i konkurentov / Majkl Porter; Per. s angl. – 4-e izd. – М.: Al'pina Publisher, 2011. – 453 s.
- 3 Savel'eva, N. A. Formirovanie konkurentosposobnosti na mezourovne: monografija / N. A. Savel'eva; Pod red. V.S. Zolotareva. – Rostov n/D: Izd-vo RGJeU RINH, 2004. – 122 s.
- 4 Mirovaja jekonomika i mezhdunarodnyj biznes: uchebnik /kol.M64 avtorov; pod obshh. red. d-ra jekon. nauk, prof. V.V. Poljakova i d-ra jekon. nauk, prof. R.K. Shhenina. – 5-e izd., ster. – М.: KNORUS,2008. – 688 s.
- 5 Akopova E.S. Innovacionnaja globalizacija i rossijskaja konkurento sposobnost' cherez prizmu «Almaza» M. Portera // Finansy i kredit, 2004. № 23.
- 6 Cvetkov V.A. Mezhdunarodnaja jekspansija rossijskih kompanij: blago ili vred? // JeKO. Vserossijskij jekonomicheskij zhurnal, 2008. № 11.
- 7 Ovchinnikov V.V. Global'naja konkurencija. – М., М.: Institut jekonomicheskijh strategij, 2007. – 360 s.
- 8 Konkurentosposobnost' regionov: teoretiko-prikladnye aspekty: [Monografija] / [N. Ja. kaljuzhnova, Zh. A. Mingaleva, T. V. Kalashnikova i dr.]; Pod red. Ju. K. Perskogo, N. Ja. Kaljuzhnoj. – М.: TEIS, 2003 (PPP Tip. Nauka). – 472 s.