

Soboleva Iryna Volodymyrivna

INSTRUMENTAL SUPPORT FOR THE IMPLEMENTATION OF THE STATE ANTIMONOPOLY POLICY

The role and importance of state antimonopoly policy in the system of state regulation of the economy are determined. The characteristics and possibilities of using the instruments of implementation of the state antimonopoly policy are generalized. The principles of development and implementation of the state antimonopoly policy are considered. Approaches are proposed to justify the choice of instruments to ensure the implementation of the state antimonopoly policy.

State antitrust policy is a coherent set of regulations that together determine the institutional structure of the mechanism of regulatory influence of the state on the processes of distribution and exercise of market power (as the ability of market participants to individually or collectively influence the terms of agreements on production, circulation and consumption of goods and services) within individual segments and national markets as a whole. The object of regulatory influence of the state in the implementation of antitrust policy should be not only specific actions of market participants, which can (assessment of the integrity of competitive strategies of economic entities is also part of the regulatory mechanism) be defined as anticompetitive, but also an extensive set of characteristics and properties that are able to form the ability and capacity (individual or even group) of these participants to effectively implement this type of behavior. To justify the choice of tools for antitrust regulation, an approach is proposed that involves comparing (within the general provisions of antitrust policy, which set priorities and targets of the state in the field of influence on economic and economic processes) characteristics of the factors that determine the dynamics and trends of a market. , namely: competitiveness of market relations, sales growth rates, average level of profitability of operations.

Further research within the framework of the proposed approach requires methodological provisions on the coordination and balancing of measures for the use of antitrust regulation tools in the development of a comprehensive state antitrust policy.

Keywords: antimonopoly policy, antitrust regulation, competitive relations, tools.