

CATEGORY THE COMPETITIVE FORCE OF THE COUNTRY

The article focuses on the problems of redefinition the content of the term “international competitiveness of the country” and its relation to such categories as “international competitiveness of the goods”, “international competitiveness of the company”, “international competitiveness of the industry”. Differentiating of the international competitiveness category of micro and meso level from a macro level and introduction to the scientific circulation of the new term definition the “competitive force of the country” instead of the “international competitiveness of the country” is offered.

The study of participants in global competition necessitates a critical understanding of the achievements of the scientific community on the essence of the integrative and dynamic category of competitiveness of the country. There is no single definition of the competitiveness of the national economy in the international academic literature. Scientific discussions on this term are ongoing. Many scholars have analyzed the theoretical foundations of a country's competitiveness in economics or studied various criteria for evaluating it and formed rankings by which states were ranked. However, the theoretical incompleteness and inaccurate substantive definition of the country's competitiveness in the global economy require justification for the use of this term in the analysis of the distribution of global competitive power among the world economy and the need to introduce a qualitatively new definition of "competitive power" in the analysis of economic competitive relations. between states.

New signs of global competitiveness give grounds to consider it a phenomenon of the current stage of development of the world economy. A country's global competitive power is an economic multifaceted market category that reflects the process of competition in various forms of opposition and cooperation between countries, international integration unions and other actors in the global space for competitive positions and world competitive leadership.

Keywords: international competitiveness of the country, competitiveness of the industry, competitive advantage, productivity, competitive force of the country.