

Oleksii Yeremeiev

Higher Educational Institution "University "Ukraine"

ORCID ID: <https://orcid.org/0009-0005-9700-0123>

ORGANIZATIONAL AND ECONOMIC MECHANISM FOR INCREASING THE COMPETITIVENESS OF THE MACHINERY INDUSTRY OF UKRAINE

The presented material substantiates a descriptive model of an effective mechanism for ensuring the competitiveness of the industry, taking into account the existing competitive advantages of the industry's enterprises, its potential and the need for structural transformation of the industry into investment-attractive subsectors. The author provides a thorough summary of the main pressing problems of the machine-building industry and the reasons that formed them. First of all, in addition to the challenges and consequences of a full-scale invasion, this is the lack of a strategic document on the development of the industry, a high level of depreciation of fixed assets, a low level of competitiveness of the industry's products and a lack of own and investment financial resources.

The author has carried out a theoretical and practical generalization of the system of measures with their substantive characteristics to increase the level of competitiveness of the machine-building industry at the macro and micro levels. Among others, the specified system includes the need to: develop and adopt a strategic document on the development of the industry, as well as adjust the Action Plan for the Post-War Recovery and Development of Ukraine (2022, Lugano); ensure state support for the industry and attract foreign investment; improve the system of state orders and procurement; restore the logistics infrastructure; simplify regulatory requirements and reduce the number of inspections at industry enterprises during the war; ensure product competitiveness and increase the innovative component; expand sales markets; diversify production; improve personnel skills; form an effective marketing strategy and implement digital tools; further internationalize industry business through the creation of joint ventures, etc.

Forecast trends in the development of the machine-building industry have been determined, provided that a generalized system of measures is implemented, which are divided into the following categories: restoration and renewal; reorientation to new markets; development of the defense sub-industry; integration into global supply chains; greening and sustainable development; strengthening of human resources.

Keywords: competitiveness, machine-building industry, organizational and economic mechanism, strategic management, competitive advantages, system of measures.