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## THE IMPACT OF THE WORLD ECONOMIC CRISIS ON THE COMPETITIVENESS OF NATIONS

**Summary.** The competitiveness of nations depends on many factors related to general governance, effectiveness of markets, social development and business perspective. But the global economic crisis revealed underground forces for sustainable development of nations. Changes of the competitiveness of nations under the global crisis help better understand what the key factors for the nation's development in the long run.

**Key word:** global competitiveness, economic development, macroeconomic policy, innovation development, world economy.

**Problem definition.** Current level of development of the world economy, characterized by universal integration and globalization, high technology and knowledge-intensive production, has led to increased interdependence of national economies, to their mutual penetration, a blurring of the national market and, consequently, to reduce the level of protection of national producers. Position in the modern world is increasingly dependent on hard-defined and difficult to provide feature, called competitiveness. Since the mid 70s the concept of "competitiveness" is becoming one of the central problems in the assessment of global economic position of the country, "the criteria of competitiveness" and "priority competitiveness" put forward as important landmarks of development.

Among the factors determining the competitiveness at the macro level the increasing emphasis is put on a variety of non-traditional competitive advantages: the level of technology, quality, innovation systems, optimization of the institutional and social environment, as well as corporate strategies, effective use of human capital, etc. The level of competitiveness is seen as the result of the national system as a whole. This increases the importance of political, legal and sociological parameters. Today, the manufacturer of any country must confront competitor, regardless of their home country. And national producers do not even have to leave the domestic market, since politics of free trade turned the world economy into a common market with uniform competitive conditions for all manufacturers of similar products.

**Analysis of the latest research and publications.** National competitiveness – the main indicator of the state of the economy and its development prospects. In modern conditions of large-scale cross-border movement of capital, the globalization of markets and production of competitive goods, and state enterprises are increasingly determined by the ability of the national economy to generate and implement new technologies. Before considering the competitiveness of countries, companies and people need to make some significant observations. First, the category of "competitiveness" in relation to countries and firms - highly aggregate concept. Many of its components are far beyond the control of the company or just manage the country's leader.

Second, we must remember that the opinion of the quality of this indicator form other people who work in different information, values and target field. They often use the technique of evaluation. So, the government can arbitrarily long time to convince investors that the country's competitive tax system, the overall investment climate, and ratings reputable organizations, and listen to which investors will be talking about something completely different.

Third, the success or failure of a project must always be judged, based on your goals, you put yourself before its implementation, and not from some hypothetical optimal or utopian design, implementation of which originally was unreal (no resources time, money, knowledge).

**The purpose of the article.** The article aims to reveal underlying factors of the competitiveness of a national economy, which become apparent due to the global economic crisis.

**The text.** The World Economic Forum (WEF) to prepare an annual report and the global competitiveness ranking - The Global Competitiveness Report. The main means of generalized competitiveness ranking is the Global Competitiveness Index (GCI). Global Competitiveness Index (GCI) ranking is based on 12 pillars of competitiveness. Rating (The Global Competitiveness Index), an analytical group of the World Economic Forum (WEF), based on a combination of publicly available data and the results of a survey of business executives, a comprehensive annual survey

conducted by the World Economic Forum together with its network of partner organizations [11, p. 28].

In addition, the analytical group questionnaire, survey, which covers a wide range of factors that influence the development of business and forming business climate, business environment, business culture, etc. The rankings and analysis of the competitiveness of countries expert group especially taken into account and address the factors that facilitate or impede the development of such important areas of the national economy as "Macroeconomic stability", "Innovation", "Investments", "Higher education and training", etc.

According to the analysis of economic indicators WEF analytical group prepared a detailed report. The report provides an overview of the strengths and weaknesses of countries, making it possible to identify priority areas for policy development and economic reforms in the key term. "Given the high uncertainty of the global financial environment that is more important than ever to develop the basic fundamentals of economic growth and development. World Economic Forum for many years played a catalytic role in this process by publishing a detailed assessment of the capacity of countries to create value. Klaus Schwab, founder and executive director of the WEF, said: "The Global Competitiveness Report is an important tool that politicians and business leaders can use to formulate an improved economic policies and institutional reforms" [14, p. 45].

The report provides detailed descriptions of the country and the national economy with detailed outcomes on a common position in the ranking and most prominent competitive advantages and disadvantages that have been identified on the basis of analysis used to calculate the index. Included detailed statistical tables section rankings on more than 110 indicators. The report includes descriptions of selected countries, including Germany, Malaysia, Mexico and the United Arab Emirates, where the detailed study of the factors influencing a nation's competitiveness. In addition, the list of countries included in the ranking was significantly expanded. More than 11,000 business leaders from 131 countries were surveyed.

Analysis of the key factors of competitiveness of countries is advisable to start with observations on countries to take first place in the ranking according to their score and the accompanying analysis of specific economic indicators. In accordance with rating 2007-2008 first ten countries in the following order: the United States, Switzerland, Denmark, Sweden, Germany, Finland, Singapore, Japan, Britain and the Netherlands. So, three countries show stable results, four countries have improved their ratings of economic performance and competitiveness, one country (Sweden) showed a sharp jump in the growth

and competitiveness, respectively, two countries have showed their performance to deteriorate. The example of ten countries surveyed, we can conclude some basic trends of economic development in a relatively quiet pre-crisis period. Only three countries have not changed their position in the ranking: United States, Denmark and Finland, which indicates the stability of their economic situation. Seven countries out of ten countries listed in the ranking, has changed their position. Switzerland from the fourth place moved to the second, Germany - from the seventh to the fifth, Singapore – from the eighth to the seventh, Netherlands - from the eleventh to the tenth, and thus entered the top ten countries with the highest competitiveness. The position for Sweden has changed significantly, which greatly improved its position and demonstrated thus increase competitiveness, after taking the ninth place in the previous ranking it moves to the fourth place. The two countries have significantly worsened their performance has shifted to a lower place, although they remained in the top ten: Japan moved from the fifth to the eighth, and Britain - with the second to the ninth.

The example of some countries with a substantial change in their position in the ranking, we turn to the full-scale analysis of the key factors particularly important and significant within identifying their competitive potential and economic prospects.

In 2007-2008 ranking leadership was retained by the United States, because, according to experts, the U.S. remains the most competitive country. The first place of the country caused by a "winning combination of innovative and highly competitive companies that operate in markets with of efficiency". [37] In a detailed report confirms the status of the U.S. as the most competitive economy in the world. The United States also ranks the first in part of "Innovation", with research institutes of world-class (2nd place), large business investment in research and development (2nd place), and the close cooperation between business and education sectors in the field of research (1st place).

The high level of competitiveness of the U.S. economy, as key factors are effective markets, the competitiveness of companies, an impressive ability to technological innovation, based on the first-class system of universities and research centers. Nevertheless, "some weaknesses" were marked, especially those related to macroeconomic imbalances, which represent risks not only for the overall capacity of the country's competitiveness, but also for the entire global economy.. Experts pointed out that "in the U.S. over the past year have accumulated large macroeconomic imbalances, with repeated budget deficit leads to an increase in public debt" [17, p. 139]. Thus, by one of the key factors "Macroeconomic

stability" the country occupies the 75th place. Some experts predicted that these problems the U.S. may affect their rating in the future. Referring to the findings of the latest rankings of competitiveness 2009-2010, one could argue that their predictions were confirmed.

At the second place there is Switzerland, which continues to occupy one of the highest places in the ranking, climbing two places compared to 2006. Experts note high level of innovation and highly developed business culture, which occupies the 1st place on the components of "innovation and development." Like the United States, Switzerland offers high-quality research institutes and a lot of spending on research. Innovative activity is characterized by a high level of patenting in the country, for which Switzerland got the 6th place of per capita. Switzerland also developed institutional environment, which is considered one of the most effective and transparent in the world (4th place). Competitiveness is also supported by excellent infrastructure and labor markets, which are among the most flexible in the world (4th and 3rd place). In terms of "macroeconomic environment" Switzerland ranked fairly high the 22th place due to a balanced budget, a high level of national savings and one of the lowest inflation rates in the world.

Nordic countries continue to hold privileged positions. Denmark ranks the 3rd, behind followed by Sweden (the 4th place) and Finland (the 6th place). These countries have the highest scores for the development of the macroeconomic environment, as they have reached a budget surplus and low public debt. Finland and Denmark are the most effective institutions in the world (the 1st and the 2nd place, respectively), followed by Sweden (6th place). Finland, Denmark and Sweden occupy the top three positions in the field of "Higher Education and Training". These countries have paid much attention to higher education over the past decade, which is supported by excellent training programs on the job. Such programs provide opportunities for staff to acquire skills that help them to adapt quickly to a changing environment, and build the foundation for a high level of modern technology. All three countries have demonstrated a high degree of technological adoption (Sweden is here on the 1st place), especially in the field of information and communication technologies.

Germany and the United Kingdom of Great Britain and Northern Ireland remain among the most competitive countries in the ranking taking the 5th and the 9th positions respectively. When comparing these two ratings is obvious that Germany improved its performance, moving from the seventh place on the previous ranking higher - to the fifth, but the United Kingdom of Great Britain and Northern

Ireland worsened its performance, once after a high second place on the 9th.

Key factors contributing to increasing the competitiveness of these countries have become innovation and competitiveness of business (business competitiveness of Germany took the 1st place among 131 countries), the quality of infrastructure (both countries have received excellent marks for the quality of infrastructure, Germany won the 1st place in this parameter). The effectiveness of their product and financial markets has become another favorable factor for the development of these economies. United Kingdom takes the high second place. On the other hand, a flexible labor market of the United Kingdom (the 10th) opposed Germany's the labor market (the 115th), where the determination of wages and the cost of dismissal became a major obstacle to job creation.

Positive assessment of the German economy is based on high-level government institutions that for many years are in the top ten, a prosperous business sector, which is considered the most advanced and developed in the world and one of the most innovative among existing business environments. German companies carry out complex operations, and their products take the top of the value chain, advanced manufacturing processes, effective marketing and distribution control are some of the competitive advantages of German companies. Germany continues to be one of the most innovative economies. It takes 7th place in part of "Innovation" Index and the number of patents for utility models occupies a leading position. The country already has the basic elements of this success: property rights, in particular intellectual property rights, are very well protected, there is close cooperation between business and universities, qualified scientists and engineers are available. In this environment, many companies are investing in research and their innovative potential is estimated as the best in the world [7, p. 182]. Taken together, these features make Germany Exportweltmeister - the country with the largest volume of exports (till the recent years).

Analytical group draws attention to the key factors contributing to the sustainability of economic recovery in Germany: the rigidity of the labor market, weaknesses of the education system, and excessive regulation of certain goods and services markets. Labor market needs vital liberalization and greater flexibility. Impediments to economic development in Germany and the United Kingdom relates to the macroeconomic environment (the 60th and the 46th place, respectively), where, as in the U.S., there are deficits in the public sector, increasing public debt and current cost overruns over the accumulation to meet tomorrow's growing obligations.

Estonia ranks the 27th place and remains the most competitive economy among the 12 countries that joined the EU in 2004. That is due to efficiency of state institutions in Estonia (the 22th place), high quality of public financial management, and vigorous development of new technologies (the 19th place). Poland from 45th place in 2006 moved to the 51st because of the institutional environment and weak confidence in politicians against weak and deteriorating public finance sector.

Italy (the 46th place), improved its position compared to the previous year, mainly due to more efficient operation of businesses and development of new technologies to improve performance. Nevertheless, the overall competitiveness of the country hampered some structural weaknesses in the economy. Among the most problematic areas identified weakness of public finances and an extremely high level of public debt (the 118th place on this indicator), inefficient use of public resources and weak institutional environment (the 71th place), characterized by a low level of responsibility, transparency and a perceived lack of independence proceedings.

Turkey (the 53rd place) significantly improved its performance compared with the previous year (the 58th place). Turkey benefits the larger market, which is characterized by relatively complex business transactions (the 41 th place) and relatively efficient distribution of goods in the economy (the 43th place ). Nevertheless, one should pay attention to some basic questions, such as improving the quality of infrastructure (especially ports and electricity), improved base workforce by improving the quality of primary education and health (the 77th ) and tackle the growing inefficiency of the labor market (the 126 place).

In the ranking of 2007-2008 Russia occupies the 58th place and ahead of all CIS countries. This two places above last year's result, and in 2005 Russia was only the 75th place. The next year, these advantages have positively impacted the Russian economy - "Macroeconomic stability", "Higher education and training", "Labor market efficiency", "Size of the domestic market", according to these parameters Russia is leading in compared with many other countries, as well as "Innovation potential." Among the weaknesses which threat Russia are institutional quality, the quality of public services, access to foreign markets, the efficiency of the financial sector and the protection of property rights, the national business climate. Here the country falls into the 25% of poor performers. It is noteworthy that, the road system took the 106th place. According to the level of corporate ethics Russia is even lower – at the 120th place. Few Russian companies focused on creating unique products and services - say the

authors of the report. "Weak" performance indicators called Russian experts in the field of "health and primary education of the nation."

"Significant natural resources in Russia and skillful macroeconomic management open prospects for the country to maintain a relatively high level of prosperity in the near future. However, by themselves, these factors are insufficient, if a country has the intention to be a serious player in the global economy: Russia urgently needs to be developed at the level of competitiveness of enterprises to fully exploit its resource potential and create a more diversified and dynamic economy", - believes one of the compilers of the report Professor Michael Porter [8, p. 94]. "Many countries have made progress, when get opened to the world economy, stabilizing macroeconomic policies and removing internal barriers competition. The results of these studies indicate a need for a framework for competitiveness at the micro level in order to achieve these turned into sustained prosperity. According to Professor M. Porter "without improving the business climate and the development of enterprises, which often require significant changes in the economy and at the level of individual firms, countries are faced with a reduction in competitiveness and influenced by economic and social risks " [8, p. 108].

Thus, the analysis of indicators of competitiveness rankings for 2007-2008 and beyond in relation to the competitiveness rankings of countries for 2006-2007 materials and global competitiveness report submitted analytical group WEF can draw some conclusions regarding the key factors as the most important, defining and influencing the level of competitiveness of the country as a whole. The rankings 2007-2008 attention has been drawn to such components as "Competitiveness of companies", "Macroeconomic Stability", "Innovation", "Investments", "Infrastructure", " Institutional environment ", "Higher education and training" and etc.

The key factor behind the US global competitiveness is "highly competitive and innovative companies that operate in markets with a high coefficient of efficiency", innovative potential, while noting willingness and ability to technological innovation, etc. Among the factors that hinder growth of the U.S. economy the macroeconomic stability risks and macroeconomic imbalances were identified. These factors represent risks not only for the overall capacity of the country's competitiveness, but also for the entire global economy.

For Switzerland, showing stable economic growth and, accordingly, the increased level of competitiveness, the key factors affecting the country's place in the ranking, is innovation, high level of implementation and development of the business culture.

For the Nordic countries (Denmark, Sweden, Finland) – representatives of the most competitive economies in the world – take traditionally strong position in the ranking due to favorable factors contributing to development primarily through the macroeconomic environment, as well as the highest rates in higher education and training.

Key factors contributing to increasing the competitiveness of Germany and the UK have also become innovation and business competitiveness, quality of infrastructure. Another favorable factor for the development of these economies has become the effectiveness of their product and financial markets. On the other hand, factors hindering economic development in Germany and the United Kingdom were classified macroeconomic environment in which there are deficits in the public sector, increasing public debt. Russia's competitive advantages were due to factors that have a positive impact on macroeconomic stability, higher education and training, labor market efficiency and innovation. The factors hindering economic growth in Russia include: the quality of institutions, the quality of public services, and access to foreign markets, the effectiveness of the financial sector and the protection of property rights, the national business climate [2, p. 45]. Thus, summing up the above, it can be argued that in a relatively quiet, pre-crisis economic development the key factors determining the economic potential and growth opportunities were attributed factors contributing to favorable (unfavorable) position to ensure macroeconomic stability, macroeconomic environment and forming innovative potential for companies' competitiveness and business development.

Rating of 2009-2010 is reflecting the impact of the global economic crisis on the economy of various countries. The first ten countries are: Switzerland, USA, Singapore, Sweden, Denmark, Finland, Germany, Japan, Canada, the Netherlands. Based on the performance in the first ten countries, it is already possible to confirm the thesis of significant changes that have occurred. Significant is the fact that only 4 of the 10 countries mentioned have not changed their places in the ranking: Sweden (the fourth place), Japan (the 8th place), the Netherlands (the 10th), Finland (the 6th place). Changes in ranking shows U.S. position changed to the second place, Switzerland – to the first place, Denmark – from the 3rd to the 5th place, Germany – from the 5th to the 7th. Singapore changed its rank significantly (from 7th for third place). The ten most competitive countries included Canada, and dropped out of the top ten UK.

Most uncompetitive economies in Europe are Bulgaria, Romania and Italy. Among the countries wishing to join the EU the most competitive economy

is Montenegro. European countries continue to dominate the top ten: a number of these countries are Finland, Germany and the Netherlands. Britain, still showing very competitive, nevertheless continued its fall in the rankings. Compared to last year the country has gone down by one position and moved up to the 13th place, mainly due to the weakening of the financial markets. Poland moved up 7 positions and occupies the 46th place. Thanks to an efficient education system, the large size of the market, as well as significant improvements in public institutions has been improved competitiveness. However, part of macroeconomic stability was falling from the 50th to the 74th place.

Several countries in Asia have a strong position in the ranking: the first twenty includes Japan, Hong Kong, South Korea, Taiwan. First among the largest developing countries, the 29th overall, China is rising on one step. Thus, the PRC continues to lead among major developing economies. Japan continues to have a high level of competitiveness in business development and innovation – the 1st and 4th places, respectively. India is located at the 49th place, while Brazil occupies the 56th position, which indicates an improvement in their economic performance and a more competitive as a whole. The experts noted that Russia - the only one of the BRIC countries, whose competitiveness has deteriorated over the past year. Russia went down immediately by 12 positions - from the 51th to the 63th place. Now the country is in a table ranking between Montenegro and Romania.

According to experts the WEF, the analysis of the competitiveness of Russia revealed relatively high levels of which are related to its macroeconomic stability (5.2 points on a seven-point system), health and primary education (5.6 points) and the market volume (5.8 points). In this case the factors hindering the growth of competitiveness, attributed indicators that show the effectiveness of government (the 110th), independence of the judiciary (the 116th place), the right of ownership (the 119th). Significant disadvantages of Russia, according to experts the WEF are also low level of corporate ethics in Russian companies (the 110th), weak commodity efficiency (the 108th) and financial (the 119th) markets.

Among the major factors hindering the development of business in the Russian Federation, the WEF survey participants identified corruption, poor access to financing, inefficient state apparatus and the tax system, high crime rates and inflation. The biggest drawbacks Russian named low guarantees of ownership rights and tax regulation. As the main reason for the low competitiveness of the Russian economy, as well as factors that impede its consolidation, experts noted: lack of stable legislation and its imperfection, bureaucracy and corruption;

raw-orientated economy? underdeveloped institutional system for investment; unbalanced export-import structure; weakness of the banking and financial infrastructure and insufficient ability to innovate; lack of quality of the national innovation system (NIS), the weakness of the information infrastructure, insufficient funding for education and science, etc.

It is noteworthy that Russia's competitive advantages in the global arena rankings is the relatively low level of public debt and budget deficits, large market size and high level of innovation. In addition, the competitive opportunities of the Russian Federation, according to experts, positively influence the development of infrastructure, health, education and the labor market.

According to the rating 2009 Ukraine worsened its position as it dropped by 10 positions, moving from the 72th place in the ranking of competitiveness to the 82th place, fitted between Gambia (81) and Algeria (83). Downward sliding of the Ukraine's position allows analysts to assert that "Ukraine is losing competitiveness" and the economic policy pursued by the government in recent years, was initially wrong, inherently regressive, and is rapidly approaching the Ukraine to the group of the "third world" [12, p. 156].

According to the authors of the Report of WEF, Ukraine in the near future will face serious problems due to the sharp fall in demand for exports, currency devaluation and destruction of the financial system. The report particularly noted the key factors unfavorable to Ukraine are weakening domestic economy. Worst of all, according to experts, Ukraine is the case a poor institutional environment. This category consists of government effectiveness, the presence of a solid legislative framework, an independent judiciary, the institution of private property. In general, the economy needs to be reformed in such areas as institutional environment (in this indicator, the country ranks the 120th out of 133), strengthening financial markets (the 106th out of 133), increasing the efficiency of commodity markets (the 109th of 133). Although Ukrainian experts believe that Ukraine is estimated by foreign colleagues in terms of civilized standards and without many specifics aspects of economic development, it must be assumed that the recommendations of the analytical group to reform the economy and analysis of key factors are timely and appropriate.

With regard to the former Soviet republics, the best rank belongs to Estonia – the 35th place. Azerbaijan ranked the 51th, Lithuania – the 53th, Kazakhstan – the 67th, Latvia – the 68th. Georgia ranks the 90th, Armenia – the 97th, Tajikistan – the 122th, Kyrgyzstan – the 123th. Moldova was not included in the current rating due to the lack of statistical data.

Klaus Schwab, Founder and Executive Director of the World Economic Forum commented: "The strong interdependence of world economies makes the current crisis truly global economic crisis in every sense. State leaders are now trying to cope with the new economic challenges while preparing their economies to function in a future economic landscape that will be characterized by growing uncertainty. In a difficult global economic environment are more important than ever, will lay a solid foundation, supporting economic growth and development" [16, p. 26].

Xavier Sala-i-Martin, Professor of Economics at Columbia University in the U.S., co-editor of the Competitiveness Report, stopping long-term competitiveness and competitive economy in the world economic crisis, commented: "In a crisis, it is essential that leaders do not lose sight of the long-term competitive basis, solving short-term problems today. Competitive economy - these are economies that have factors contributing to their productivity, on which to build their present and future prosperity. Economic environment that supports the competitiveness of countries, can help national economies to withstand the downturn in the business cycle and to provide mechanisms that will facilitate the efficient functioning of the economy in the future" [17, p. 37].

Thus, the benchmarking of the countries' competitiveness rankings allows you to make some observations about the trends of economic development in the context of the global economic crisis. These trends are both positive and negative, and that was reflected in the final table of global competitiveness. As a result of the comparative analysis of performance ratings competitiveness of countries in 2007-2008 and the 2009-2010 reflecting the impact of the global economic crisis on the global competitiveness of countries, we can draw the following conclusions. The global economic crisis had an impact on the economies of different countries, made adjustments and made significant changes in the balance of competitiveness. Countries remaining on the previous positions demonstrate and prove their sustainable and stable economic development, the countries that have changed their position in the ranking in the direction of improvement or deterioration in comparison, are of interest for the study of the key factors contributing to or hindering economic growth.

Rating changes affected the group's leading countries with traditionally high competitive potential. So, the leader in global competitiveness rankings for quite a long time, the United States first moved to the second position, which is explained by the key in the study of economic potential and competitiveness of U.S. factors indicate a weakening of the U.S. financial markets and macroeconomic

stability. Switzerland, in turn, lead the ranking of global competitiveness 2009-2010, demonstrated competitive advantage primarily in ensuring stability in the economy and a stable macroeconomic situation. In this case the key factors, with particularly positive impact on the Swiss economy and to define its place in the ranking, are innovation and business development.

Unlike Switzerland, the U.S. shows unstable macroeconomic situation, although the country's economy as a whole, according to the expert committee, continues to be highly competitive. In the context of the global crisis, Singapore's economy continued to show growth, which is favored by such factors as industrial vector of economic development and the expansion of investment opportunities [6, p. 165]. Sweden, Denmark and Finland confirmed its status as the most competitive country in the world. In the study by the World Economic Forum (WEF), these countries are marked as the most competitive. The key factors in providing these countries, economic growth and stability, economic development, recognized macroeconomic stability, high national savings rate, low level of public debt, high quality and higher education institutions.

Important for the Swedish economy determinants of its development are deep informatization of population, openness of the economy and financial infrastructure. Finland is the most innovative economy, on the other hand, adverse factor is the lack of openness of its economy. A key factor for the UK recognized the attenuation factor of the financial markets. [3, p. 45]

Thus, in times of crisis, stable macroeconomic conditions and ensuring macroeconomic stability is a prerequisite of economic development and improve its position in the ranking. With the global economic crisis component of macroeconomic stability has been a key and those countries that have been able to improve or maintain their level of competitiveness on the part of the strengthened our position in the global ranking, the rest of the country lost their rankings.

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### Грінченко Ю.Л. Вплив світової економічної кризи на конкурентоспроможність країн.

**Анотація:** Конкурентоспроможність національної економіки залежить від багатьох факторів, що пов'язані із якістю державного управління, ефективністю ринків, соціальним розвитком та перспективами розвитку бізнесу. Однак глобальна економічна криза викрила глибинні сили, що стоять за сталим розвитком національних економік. Зміни в оцінці конкурентоспроможності країн в умовах кризи допомагають краще зрозуміти фактори розвитку країни у довгостроковій перспективі.

**Ключові слова:** глобальна конкурентоспроможність, економічний розвиток, макроекономічна політика, інноваційний розвиток, світова економіка.

### Гринченко Ю.Л. Влияние мирового экономического кризиса на конкурентоспособность стран.

**Аннотация.** Конкурентоспособность национальной экономики зависит от многих факторов, связанных с качеством государственного управления, эффективности рынков, социальным развитием и перспективами развития бизнеса. Однако глобальный экономический кризис разоблачила глубинные силы, стоящие за устойчивым развитием национальных экономик. Изменения в оценке конкурентоспособности стран в условиях кризиса помогают лучше понять факторы развития страны в долгосрочной перспективе.

**Ключевые слова:** глобальная конкурентоспособность, экономическое развитие, макроекономическая политика, инновационное развитие, мировая экономика.