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METHODS FOR ASSESSING THE COMPETITIVENESS OF THE NATIONAL ECONOMY

Competitiveness means the ability to compete and is one of the main features of a market economy. The ability to compete is the main condition for self-realization in various spheres of the socio-economic system of the country's economy through the development and creation of new competitive goods and services. The competitiveness of the country's economy is one of the main indicators reflecting the state of the economy and the prospects for its development. And for our country, the President in his Message poses the task of creating a new model of economic growth that will ensure the country's global competitiveness. The purpose of this article is to analyze various methods for assessing the level of competitiveness of the economy and choosing the most appropriate methodology for Kazakhstan. The study examined the definitions of competitiveness from different points of view, studied the methods for assessing the World Economic Forum and the Institute for Management Development, identified the advantages and disadvantages of each of them, and carried out a comparative analysis of the methodologies for their main characteristics. As a result of the study, the evaluation methodology proposed by the World Economic Forum was chosen to assess the economy of Kazakhstan and to determine further development prospects.

Key words: competitiveness, index, national economy, rating.

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Ұлттық экономиканың бәсекеге қабілеттілігін бағалау әдістері

Бәсекеге қабілеттілік бәсекеге түсе алу деген мағына береді және нарықтық экономиканың негізгі ерекшеліктерінің бірі болып табылады. Бәсекеге қабілеттілік – жаңатауарлармен қызметтерді қалыптастырып, оларды дамыту арқылы мемлекет экономикасының әлеуметтік-экономикалық жүйесінің әр түрлі салаларын дамытудың бірден бір шарты. Мемлекет экономикасының бәсекеге қабілеттілігі экономика жағдайын, оның даму перспективаларын көрсететін негізгі көрсеткіштердің бірі. Біздің мемлекет үшін де Елбасымыз халыққа Жолдауында өз алдына мақсат етіп мемлекеттің жаһандық бәсекеге қабілеттілігін қамтамасыз ететін экономикалық өсудің жаңа үлгісін қалыптастыруды қойды. Осы мақаланың мақсаты – экономиканың бәсекеге қабілеттілік деңгейін бағалайтын әр түрлі әдістерін талдау және Қазақстан үшін ең тиімдісін таңдау. Зерттеу барысында бәсекеге қабілеттілікке деген әр түрлі көзқарастар мен анықтамалар, сонымен қатар Бүкіләлемдік экономикалық форум және Менеджмент даму институтының бағалау әдістері зерттеліп, әр әдістің артықшылықтары мен кемшіліктері анықталып, салыстырмалы талдау жасалды. Зерттеу нәтижесінде Қазақстан экономикасын бағалап, оның даму перспективасын анықтау үшін Бүкіләлемдік экономикалық форум ұсынған әдіс таңдалды.

Түйін сөздер: бәсекеге қабілеттілік, индекс, ұлттық экономика, рейтинг.

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Методы оценки конкурентоспособности национальной экономики

Конкурентоспособность означает способность конкурировать и является одной из основных особенностей рыночной экономики. Способность конкурировать является основным условием самореализации в различных сферах социально-экономической системы экономики страны путем развития и создания новых конкурентоспособных товаров и услуг. Конкурентоспособность экономики страны является одним из основных показателей, отражающих состояние экономики и перспективы ее развития. И для нашей страны Президент в своем Послании ставит задачу создать новую модель экономического роста, которая обеспечит глобальную конкурентоспособность страны. Целью данной статьи является анализ различных методов оценки уровня конкурентоспособности экономики и выбор наиболее подходящей методологии для Казахстана. В ходе исследований были изучены определения конкурентоспособности с разных точек зрения, изучены методы оценки Всемирного экономического форума и Института развития менеджмента, определены преимущества и недостатки каждого из них и проведен сравнительный анализ методологий и их основных характеристик. В результате исследования для оценки экономики Казахстана и для определения дальнейших перспектив развития была выбрана методология оценки, предложенная Всемирным экономическим форумом.

Ключевые слова: конкурентоспособность, индекс, национальная экономика, рейтинг.

Introduction

Kazakhstan is aimed at becoming one of the thirty developed countries of the world by 2050 through increasing the competitiveness of the economy to a qualitatively new level. This process requires special measurement and evaluation measures to objectively assess and monitor the state and the level of competitiveness of the economy achieved.

The solution of the important problem of sustainable development of Kazakhstan's economy takes place in the conditions of growing international economic competition. It is impossible to resist this threat, the only answer to this challenge of globalization can only be to increase the competitiveness of Kazakhstan's economy, which is one of the urgent and top-priority tasks in the state policy of our country.

In modern conditions, competitiveness is an indicator of the extent to which a country effectively produces, distributes and sells goods in comparison with other countries, and also uses its export advantages effectively to increase its economic potential.

Competitiveness has become one of the key priorities for governments and regional authorities around the world. Obviously, competitiveness affects the development and state of the economy.

Materials and methods

There are several authoritative organizations that calculate indicators that in one way or another claim

to be a single synthetic indicator characterizing, first, the country's competitiveness in the world economy and, secondly, the prospects for achieving sustainable economic growth.

Among the most common methodological approaches to assessing the level of competitiveness of the country are the methods of the World Bank, the World Economic Forum.

The World Economic Forum, 1986, assesses for 8 groups of aggregated factors (381 indicators):

- Internal economic potential;
- Foreign economic relations;
- state regulation;
- credit and financial system;
- infrastructure;
- control system;
- scientific and technical potential;
- labor resources.

Indicators for assessing the stage of development of the country's competitiveness:

- characterizing the level of development of the economy and the rate of its growth;
- characterizing labor resources (the share of the active population, the level of labor productivity, wages, personal income);
- expenditure on R & D, % of GDP (growth rates of expenditures, education costs, number of patents);
- characterizing exports (the country's share in world exports, the rate of export growth, the share of labor-consuming and raw materials industries,

capital-intensive industries, high-tech industries, the share of services in GDP);

– investments (share of domestic investment, % of GDP: investments abroad, % of GDP: foreign investment, % of total investment, share of taxes in GDP).

However, this rating is subject to considerable criticism and quite subjectively assesses the world economic table of ranks. Also one of the indicators of the economic state of the country is GDP per capita. Table 4 lists the leading countries for this indicator.

Table 1 – Global competitiveness rating according to the World Economic Forum

Country	2012		2013		2014		2015		2016		2017	
	Index	Rating	Index	Rating	Index	Rating	Index	Rating	Index	Rating	Index	Rating
Switzerland	5,74	1	5,72	1	5,67	1	5,7	1	5,76	1	5,81	1
Singapore	5,63	2	5,67	2	5,61	2	5,6	2	5,68	2	5,72	2
USA	5,43	5	5,47	7	5,48	5	5,5	3	5,61	3	5,70	3
Finland	5,47	4	5,55	3	5,54	3	5,5	4	5,45	8	5,44	10
Germany	5,41	6	5,48	6	5,51	4	5,5	5	5,53	4	5,57	5
Japan	5,4	9	5,4	10	5,4	9	5,5	6	5,47	6	5,48	8
Hong Kong	5,36	11	5,41	9	5,47	7	5,5	7	5,46	7	5,48	9
Netherlands	5,41	7	5,5	5	5,42	8	5,5	8	5,5	5	5,57	4
United Kingdom	5,39	10	5,45	8	5,37	10	5,4	9	5,43	10	5,49	7
Sweden	5,61	3	5,53	4	5,48	6	5,4	10	5,43	9	5,53	6
...
Kazakhstan	4,18	72	4,38	51	4,41	50	4,4	50	4,48	42	4,41	53
Russia	4,21	66	4,2	67	4,25	64	4,4	53	4,44	45	4,51	43

Note: the table is based on sources (Global Competitiveness Reports for 2011-2012, 2012-2013, 2013-2014, 2014-2015, 2015-2016, 2016-2017)

Table 2 – List of countries by GDP (nominal expression) per capita in US dollars:

#	Country	2015	2016	Place in the rating
1	Luxembourg	101 994	104 359	1
2	Switzerland	80 675	78 179	2
3	Qatar	76 576	66 265	3
4	Norway	74 822	69 711	4
5	USA	55 805	57 220	5
6	Singapore	52 887	52 755	6
7	Denmark	52 114	53 104	7
8	Ireland	51 350	54 464	8
9	Australia	50 961	49 144	9
10	Iceland	50 854	56 113	10
...
11	Kazakhstan	9795	6471	61
12	Russia	9054	7742	66

Note – based on the source (World Economic Forum: Global Competitiveness Rating)

If we compare these two ratings, then only the top three countries (Switzerland, Singapore and the USA) are among the top ten in the WEF rating among the leading countries in terms of GDP per capita. This means that both rankings do not show true potential.

Together with the WEF globally significant importance in the evaluation of competitiveness is IMD ranking, which has been working in this direction since 1989, publishing the results of the evaluation annually in the form of the World Competitiveness Yearbook report. This rating includes countries that are more successful in implementing social and economic reforms.

A distinctive feature of the IMD methodology is the chain of aggregation of indicators. So, first we get standardized values for indicators, then they form the ranking of countries, after which groups of factors and subfactors are aggregated, which will constitute a composite rating of the country's competitiveness. At the same time, the investment attractiveness of the country is determined, thus it is estimated in which country the location of production is more profitable (Toksanova, 2008).

Kazakhstan is included in the reports on the competitiveness of the World Economic Forum since 2005, the Institute for Management Development since 2007 (The National Analytical Center, 2015).

The methodology for assessing the competitiveness of these institutions is distinguished by a set of factors that determine competitiveness. According to the Institute for Management Development, the competitiveness index is a composite indicator of competitiveness. The World Economic Forum, using the calculated competitiveness index, is trying to reveal the productivity of the economy, as well as the dynamics of economic development (Dorogov, 2007).

Literature review

Although the term «competitiveness» is widely used by scientists and policy practitioners, the concept itself is rather complex and not easily understood (Porter, 2003). The problem with determining competitiveness is similar to the definition of globalization. These terms have become very general concepts, widely used, but not exactly defined (Budd, 2004). There are a number of studies concerning competitiveness, but there is no generally accepted definition in the literature.

In the European Union Competitiveness Report (European competitiveness Report, 2006), competitiveness is understood as «a steady increase

in the standard of living of a nation or region and the lowest level of involuntary unemployment,» while according to Dunning et al.: «Competitiveness is a way of discussing relative effectiveness economy in the sense of comparative analysis. This can help identify areas of the economy that are lagging behind, but not the cause of these lags» (Dunning, 1998).

According to the representatives of the World Economic Forum, «problems of competitiveness are being adapted to state economic institutions and economic structures in order to produce visible growth on an international scale. The national economy is internationally competitive if its institutions and policies are able to support a fast and stable economic growth». The report on global competitiveness provided by the World Economic Forum ranks countries on some key characteristics that influence the increase of national competitiveness. The WEF identifies 12 factors that make the country competitive. The three most important fundamentals of competitiveness were built in order to provide a shorter and less complex version of the global competitiveness index, namely the competitiveness growth index. This index consists of indices grouped according to: technology and innovation, institutions and macroeconomic structures. According to WEF representatives, they are the most important factors of the national economy, which define a broad concept of competitiveness (WEF, 2004).

A more concise definition of competitiveness is provided by the Organization for Economic Cooperation and Development (OECD). The OECD defines competitiveness as follows: «The degree to which a country can produce goods and services that meet the requirements of international markets under free and fair market conditions while preserving and expanding the real incomes of its population in the long term».

The competitive area is defined as «an area where optimal structural relationships between production factors, under changing conditions, are used to improve the living standards of residents, attract new investors and encourage multi-purpose development of the region» (Kitson, 2004). There are a number of studies on competitiveness in literature, for example, the definition given by Robert Huggins Associates. They describe competitiveness as «the ability of the economy to attract and support firms with stable or growing night stakes in activities, while maintaining a stable or improving standard of living for those who participate in it» (Huggins, 2004).

Competitiveness can be viewed in two perspectives: one of them takes into account the potential level of competitiveness of countries or regions, and this so-called ex-ante approach, and there is also a second method that relies on the detected effect of competitiveness. The importance of the competitiveness phenomenon has been consolidated within the framework of economic policy both at the national and regional levels. That is why the measurement and analysis of competitiveness becomes an inherent factor in improving the economic performance of countries and regions.

The general definition of competitiveness adopted by the OECD is that competitiveness is the ability of companies, industries, regions and nations to create a relatively high level of income and wages, while remaining open to international competition. A similar opinion is shared by well-known American scientists D. Dollar and E. Wolf, who argue that a competitive country is a combination of prosperity in international trade based on high technology and productivity with high incomes and wages (Dollar, 2003).

For the first time, M. Dunn drew attention to the dynamic aspect of competition, according to which the most important property of competitiveness is its change in time (Dunn, 1990). Under competitiveness, he understands the flexibility with which the national economy is able to anticipate structural changes and adapt to them.

Russian scientists supplement the existing interpretations of the country's competitiveness with the presence of political and military power. They believe that: «Macro-competitiveness is the ability of a geopolitical subject to independent development and successful economic competition with other countries» (Gelvanovsky, 1998). It is also noted here that national competitiveness is an unequal category that characterizes its dependence on a combination of factors, for example, on the presence of external and internal political stability and security.

The group of Russian researchers Kurenkov Y., Popov Zh. offer the concept of national competitiveness in the market system and define it «as the ability of the national economy to produce and consume goods and services in a competitive environment with goods and services produced in other countries, the growth of living standards of the population in compliance with international environmental standards. This approach is relevant in modern conditions, since the ultimate goal of any activities at the macro level is the level and quality of life» (Kurenkov, 2001).

The definition of competitiveness for countries with a transit economy has its own characteristics. Kazakhstani scientists studying the problems of increasing the competitiveness of the country note the need to develop a theory of national competitiveness, based on taking into account the specifics of the country's development. Features of the development of transit socio-economic systems are determined by many factors, including:

- low level and underdeveloped structure of effective demand;
- a continuing gap between domestic and world prices for similar products;
- other export and import duties than in WTO member countries;
- lower quality of competitive economic environment at macro and micro levels, etc. (Sabden, 2007).

Also, examining the issues of competitiveness, domestic specialists focus on the environmental component of this problem. For example, academician Baymuratov U.K. said «The competitiveness of the national economy means the ability of the economic system to meet the people's reasonable material and spiritual needs in a competitive environment on the domestic and foreign markets for goods and services in compliance with international environmental standards. Competitiveness is not an end in itself, but only a means of improving the quality of life. The ability of the economy to produce and consume goods and services harmful to human health do not belong to the concept of competitiveness in its humanistic interpretation» (Baymuratov, 2008).

A lot of work of Kazakhstani scientists has been devoted to the study of various aspects of the problems of increasing the competitiveness of the country, in particular, determining the factors of the competitiveness of the economy of the Republic of Kazakhstan, the role of innovations, technologies, infrastructure, clusters, state regulation in ensuring the competitiveness of the national economic system (Nurmukhametov, 2008; Sagadiev, 2003).

The research presents different points of view on the definition of mechanisms for ensuring competitiveness at various levels of management. The mechanism is represented by a more complex definition, which includes not only technical characteristics, but also a socio-economic, organizational component. Thus, the mechanism of ensuring competitiveness can be understood as a set of interrelated legislative or other legal acts, programs, organizational forms, economic methods and instruments, a self-regulating system for organizing productive forces and clusters aimed at

achieving the competitive advantages of producers and satisfying the needs of consumers.

The concepts of the competitiveness of the national economy based on clustering are also proposed, and studies have been conducted to determine and assess indicators of the level of competitiveness of the country's economy and industries (Nurmuhanova, 2008).

As we see, in almost all definitions, the high level of life and productivity of using available factors of production are an indispensable characteristic of the country's competitiveness.

Research results and discussion

The main differences between the two methods are shown in Table 3.

The methods of both the Institute for Management Development and the World Economic Forum make it possible to assess the level of the country's development and the economic situation, to move purposefully from one level of economic development to the next. An index method is used that aggregates selected indicators to calculate a composite index.

Table 3 – Comparison table of IMD and WEF methodologies

Characteristics of the methodology	WEF	IMD
The concept of competitiveness	National competitiveness ensuring high and stable GDP growth per capita	The ability of a country to produce an added value, thereby increasing the level of national wealth
Number of countries in the rating	140	61
Number of indicators	35 – 90	329
Indicator structure	1/3 – statistical data; 2/3 – the data of the expert survey.	2/3 – statistical data; 1/3 – the survey data.
The main factors	- Basic needs - Factors of efficiency - Innovative fakery	- Economic activity - Government efficiency - Business efficiency - Infrastructure
Result (annual report on competitiveness)	«The Global Competitiveness Report», World Economic Forum, Geneva, Switzerland	«Results of the IMD World Competitiveness Yearbook», Losanne, Switzerland
Date of issue of the first report	1971	1989
Methodology	Index method: to compare countries, a composite index is used, calculated by aggregating indicators	Derivation of the final rating on the basis of standardized values, construction of subsequent criterial, factor ratings, final modeling of the country's competitiveness

The advantage of the WEF method is that its methodical basis is made up of three stages (stages) of the economic development of the countries of the world (Bayzakov, 2007).

At the initial stage, the state, as a rule, is shown by economic growth due to labor and natural resources. Basically, these are countries with a population income of up to two thousand US dollars per capita. According to the WEF, the main priority of the countries included in this group is to maximize the use of raw materials and cheap labor, which is more characteristic of extensively developing countries.

The logical continuation of development is the transition to growth, based on the efficiency of the use of labor and raw materials, to the so-called. intensive development. The threshold signaling this transition, the WEF is set at a level of three thousand US dollars per capita. The top limit of the group of countries of the second stage is nine thousand US dollars per capita.

The latest level of the country's development is growth, based on innovative methods of using resources. Quantitatively, one can include countries in this group, if the per capita income

exceeds 17 thousand US dollars. The transition stage between the second and third stages, which includes countries with income from 9 to 17 thousand US dollars per capita, is provisionally distinguished. This phase of the WEF also calls

the phase of industrial-innovative development. The above-mentioned graduation of the stages of the development of countries gives the states the opportunity to determine benchmarks and assess their position in the ranking.

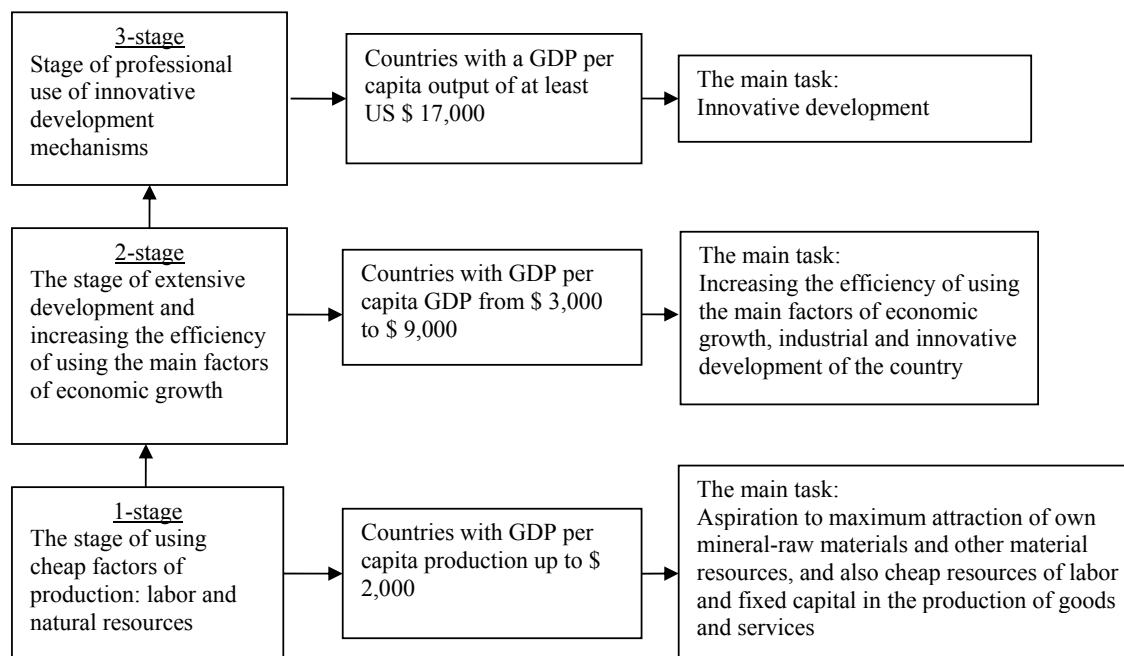


Figure 1 – Stages of the economic development of the countries of the world

Conclusion

As a result of the comparative analysis of international ratings of the competitiveness of countries, evaluation should be based on the data of the WEF Global Competitiveness Report. First, this rating is more known (more than 10,700,000 search results on Google). Secondly, it is distributed free of charge through the structures of the widely known and very popular among politicians and businessmen of the World Economic Forum in Davos. It is also freely available on the Internet, while the World Competitiveness Yearbook can only be purchased for \$ 400, and access to it on the Internet is limited.

This index of competitiveness assesses the ability of countries to ensure a high level of well-being of their citizens. Which primarily depends on how effectively the country uses the resources that it has. At the same time, to maintain a standard of living in a free market, it is usually necessary to constantly improve labor productivity and quality of goods/services. Kazakhstan is aimed at becoming one of the thirty developed countries of the world by 2050 through increasing the competitiveness of the economy to a qualitatively new level. This process requires special measurement and evaluation measures to objectively assess and monitor the state and the level of competitiveness of the economy achieved.

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