

# ON INTERPRETATIONS OF THE CONCEPT OF COMPETITIVENESS

Lilit Murad Muradyan

Mariam Vardan Poghosyan

Հոդվածը ստացվել է՝ 17.10.22, ուղարկվել է գրախոսման՝ 17.10.22., երաշխավորվել է տպագրության՝ 26.10.22

**Introduction.** In the economic literature, there is still no unified definition that will comprehensively characterize competitiveness as an economic term. Moreover, universal methods that will be comparable for different objects and subjects of economic competitiveness evaluation have not been developed yet. In general, many economists have referred to competitiveness in their analyses, trying to define and interpret it, and the characteristic is that in almost all analyzes the multi-content and multi-level of this term is preserved, which is due to the features of its economic nature. Originally, the word "competition" was derived from the theory of economics from the everyday, colloquial language, characterizing the behavior of a businessperson to compete, and for a long time it meant only independent competition between two or more people<sup>1</sup>.

Competitiveness itself is a dynamic phenomenon; it changes over time depending, for example, on the nature of the market, the life cycle of the subject of competitiveness, changes in the external and internal environment, as well as several other circumstances.

**The relevance of the article.** The role and importance of competitiveness has become so important today that it is impossible to imagine or describe the behavior of regions, countries, economies, organizations and even consumers without competitiveness. The role of competitiveness is growing and changing as fast as the world of science and technology develops and as the role of globalization increases. Just searching for the term "competitiveness" on search platforms yields more than 40 million results, covering all the possible elements that can explain and influence the competitiveness of a country or economy. Considering the above, it is more than relevant to refer to the analysis of the main indicators characterizing competitiveness.

With the change of time, the concept of competitiveness continues to change, while the main objective of its study remains unchanged. The main goal of achieving competitiveness is strengthening the nation's economy and its prosperity. As the world is undergoing rapid transformation, none of the existing models can be valid forever, but each model/theory can identify important factors in explaining a nation's success in the international economic arena.

**Purpose.** The purpose of this article is to study the origin of the idea of competitiveness, the stages of its development and modification, to distinguish the characteristic features, to reveal the connection and difference between the term's "competition" and "competitiveness".

---

<sup>1</sup> Стиглер Дж. Совершенная конкуренция: исторический ракурс // Вехи экономической мысли: теория фирмы: В 3 т. / под ред. В. М. Гальперина. СПб. Экон. шк, 2000. Т. 2. С. 300.

**Objectives.** To achieve the stated goal, it was necessary:

- To study the emergence of the term "competitiveness" in economic literature,
- Analyze genealogy, prototype, stages of development,
- Identify the main features,
- Consider the critical/determining factors of competitiveness

**Literature review.** For the first time, Adam Smith tried to clarify the definition of competition in his work "An Inquiry into the Wealth of Nations". He believed that competition among buyers would immediately begin if the supply decreased, which in turn would lead to an increase in prices. However, when the supply increases too much, the price will decrease to the extent that the competition between sellers will be strong or, depending on how quickly the given product will be sold out<sup>1</sup>.

The essence of competition, according to A. Smith, consists of a set of interconnected attempts by sellers to establish control over the long-term market. Many authors based on the essence and meaning of the concept of competition, give various definitions of competitiveness, mainly at the micro level, where different criteria of competitiveness and their manifestations are considered. For example, American economist, leading specialist in the field of competitive strategy, competitiveness M. Porter defines competitiveness as the ability of a product, service, or market relationship to perform on an equal footing with competing entities of similar products, services, or market relationships operating in the market<sup>2</sup>.

Russian economist, academician M. Gelvanovsky defines competitiveness as an economic feature that creates advantages for the object of competition<sup>3</sup>.

Competitiveness is defined as a concentrated expression of a country's economic, scientific, technical, manufacturing, organizational, managerial, marketing, and other capabilities, which are realized through products and services, and successfully confront competing analogues both in the domestic and foreign markets<sup>4</sup>.

Competitiveness is the ability to work successfully in a certain market or sales region in a unit period through the production and sale of competitive goods and services - this is how Russian researchers V. Khrutsky and I. Korneeva interpret<sup>5</sup>.

Competitiveness represents, on the one hand, the internal characteristics of the organization itself, which are determined by the level of use of scientific, technical, production, personnel potential, as well as the potential of marketing services, and on the other hand, external, it is socio-economic and organizational factors that allow the

---

<sup>1</sup> Смит А. Исследование о богатствах народов. М.: Ось-89, 1997. С. 58.

<sup>2</sup> Портер М. Международная конкуренция: конкурентные преимущества стран. Междунар. отношения, 1993. 896 с.

<sup>3</sup> Гельвановский М., Жуковская В., Трофимова И. Конкурентоспособность в микро-, мезо- и макроуровневом измерениях // Рос. экон. журн. 1998. № 3. С. 34

<sup>4</sup> Завьялов П. Конкурентоспособность и маркетинг // Рос. экон. журн. 1995. № 12. С. 25

<sup>5</sup> Хруцкий В., Корнеева И. Современный маркетинг: настольная книга по исследованию рынка. Финансы и статистика, 2005. 560 с

organization to create more attractive price and non-price characteristics of products compared to competitors, which are the main measure of the organization's efficiency<sup>1</sup>.

Among the characteristics of competitiveness is the need for its quantitative assessment, without which the maintenance and improvement of the competitiveness level is subjective. The competitiveness assessment process implies the existence of the subject of assessment, its subject and object, the goals (criteria) of competitiveness assessment. State authorities, organizations, investors, buyers, etc. can be the subject of competitiveness assessment. The evaluation objectives (criteria) can be the market position, development rates, ability to return borrowed funds, etc. Products (works, services) are traditionally considered among the objects of competitiveness. In a broader sense, the objects of competitiveness are products, normative acts, scientific-methodical documents, design-construction documents, technologies, production, personnel, securities, infrastructures, information<sup>2</sup>.

**Research methods.** The relevant studies of foreign economists were the basis for the solution of the problems presented in the article. Logical, statistical, and comparative analysis methods were applied during the research.

**Analysis.** Competitiveness is derived from the Latin word "Compete", meaning the involvement of markets in business competition. More briefly, it is the ability to compete. Competitiveness in the modern world has become a term that describes the economic power of a country or industry or organization in a global market economy over its competitors, where goods, services, people, skills, and ideas move freely across geographical boundaries.

Firm-level competitiveness can be defined as the firm's ability to design, produce, and/or market products that are superior to those offered by competitors, considering price and non-price qualities<sup>3</sup>.

To carry out the analysis, competitiveness was considered as a multifaceted concept, the understanding of which comes from the theory of economics, management, history, politics, and culture. Although the concept of competitiveness is an independent field of study that emerged in the recent past, its roots lie in the economic theories of the past, starting with A. From Smith's (1776) "theory of absolute advantage". Smith's theory projects a two-country, two-product model that emphasizes specialization of labor. Emphasis is placed on trade in the product where the nation has an absolute cost advantage. It is based on certain assumptions, the most prominent of which is labor as the sole factor of production<sup>4</sup>.

---

<sup>1</sup> Яшин Н. Конкурентоспособность промышленного предприятия: методология, оценка, регулирование. Саратов: СГЭА, 2004. 248 с.

<sup>2</sup> Фатхутдинов Р. Конкурентоспособность: экономика, стратегия, управление. М. Инфра-М 2000 312 с

<sup>3</sup> D'Cruz, J and A, Rugman, (1992) "New Concepts for Canadian Competitiveness", Kodak, Canada, pp 14-15

<sup>4</sup> Smith, A. (1776). The wealth of nations. London: Strahan and Cadell.

Later, when it was observed that countries such as Singapore and Hong Kong, which lacked natural resources, achieved great success in developing international trade, the concept of comparative advantage shifted to competitive advantage. However, it is a fact that Ricardo's theory of comparative advantage held sway for more than a century. Many analyzes provide a basis for concluding that comparative advantage and competitive advantage have been used interchangeably at the national level. Although these two concepts are interrelated, they are fundamentally different. As economies around the world progress, various other factors such as infrastructure, technology, etc. come into play to determine the competitiveness of nations. It is noteworthy to refer to the "diamond model" developed by Porter in the 1990s, after which the various models developed by his followers consider various new factors that contribute to the economic competitiveness of nations. The "Diamond Model" explains a country's global competitive advantage and success in a specific industry.

At the micro level, competitiveness is usually understood as the innovativeness of an organization to increase its output volume, market share and profits. In the framework of traditional economics theory, becoming more competitive meant making goods cheaper, for example by reducing labor costs. However, starting from the 30s of the 20th centuries, non-price factors also began to be considered as important determinants of competitiveness at the micro level.

The non-price factors are quite varied and include:

- The characteristics of human resources, such as the skills, qualifications, motivation of employees.
- Technological factors, such as scientific research and expert capabilities, the integrity of work aimed at acquiring new knowledge and their practical application to create a new product or technology, and the ability to master technologies.
- Management and organizational factors - the set of internal and external relationships of the organization with customers, suppliers, public and private institutions, research institutes and other organizations<sup>1</sup>.

The above-mentioned factors define the company's ability to maintain and advantageous position in the changing technological, economic, and social environment. In modern economics, the term "competitiveness" is used at different levels: products, organizations, industrial sectors, regions, and, finally, countries. The interrelationship of different levels of competitiveness is presented in Figure 1 below, which represents a unique "pyramid of competitiveness"<sup>2</sup>.

---

<sup>1</sup> Кулешова И., Конкурентоспособность И Инновации, Журнал Научных Гипотез И Успешных Бизнес-Решений, The World of New Economy – Журнал «Мир Новой Экономики». © Оригинал-макет ООО «Фининформсервис НИКА», с. 21

<sup>2</sup> Мокроносов, А. Г. М74 Конкуренция и конкурентоспособность/ А. Г. Мокроносов, И. Н. Маврина. – Екатеринбург : Изд-во Урал ун-та, 2014. – 194, [2] с. 43



*Figure 1: Description of the pyramid of competitiveness<sup>1</sup>.*

There are close relationships and interdependencies between different levels of competitiveness. In particular, the sectoral competitiveness of a country and an industry ultimately depends on the ability of producers of specific goods to produce competitive goods. But, on the other hand, the release of competitive products can be carried out in the case of favorable conditions created for the industry and the country's product producers in general, that is, the competitiveness of objects of each lower level is a factor of the competitiveness of objects of all higher levels. In other words, facilities at higher levels create conditions that ensure the competitiveness of facilities at lower levels. However, there are fundamental differences between the concepts of competitiveness at different levels. For example, the concepts of "country competitiveness" and "enterprise competitiveness" differ, first, in the unequal target functions of these objects. Next are the development targets of the countries, which may differ based on their historically established traditions and aspirations of the national population. The most remarkable thing is that all countries are very different in their location and borders, their role in the world economy, economic and geopolitical potential. This explains the difference between national-state interests, economic strategies, and the external economic segments of these strategies.

---

<sup>1</sup> Мокроносов, А. Г. М74 Конкуренция и конкурентоспособность/ А. Г. Мокроносов, И. Н. Маврина. – Екатеринбург : Изд-во Урал ун-та, 2014. – 194, [2] с. 43

Competitiveness is a universal indicator that can be applied to many industries. However, it is most often defined as an economic concept, and its application to economic objects is the most common.

The whole variety of competitive relations emerging in the economy can be conditionally divided into three levels:

1. Micro-level (specific types of products, industries, organizations), which reflects the actual quality and prices of products.
2. Medium or middle level (industries, business, and production associations) which ensures the sustainable improvement of the efficiency of the use of existing production resources in the industry.
3. Macro level (national economic complexes, countries, associations of countries, which reflects the general state of economic systems, their balance, and investment environment<sup>1</sup>.

At the macroeconomic level, the main conditions of the competitiveness of the entire economic system are determined. The average level of competitiveness shapes the development prospects of associations, industrial sectors or organizations included in groups of organizations.

At the micro level, competitiveness takes its final, finished form in the form of the competitiveness of the organization, the product, which is manifested, for example, in the price-quality ratio.

Competitiveness is a multidimensional concept. It is expressed, interpreted, and understood in different ways in different contexts and at different scientific levels. But to generalize all, competitiveness can be considered at three different but interrelated levels: country, industry, and organization<sup>2</sup>.

Many researchers and authors have repeatedly referred to and emphasized the importance of organizational level competitiveness. Organization-level competitiveness is of greatest interest among practitioners and has attracted the attention of researchers from the three levels of competitiveness: country, industry, and organization, because organizations compete in the global arena and face direct competition. Professor Porter says "organizations, not nations, compete in international markets."

Considering the multi-level nature and features of competitiveness, the hierarchy of concepts of competitiveness of market entities will have the form presented below:

---

<sup>1</sup> Гельвановский М., Журковская В., Трофимова И. Указ. соч. С. 35.

<sup>2</sup> Murths, TP et al (1998) "Country Capabilities and the Strategic State: How National Political Institutions Affect MNC Strategies", Strategic Management Journal, 15, pp 113-129.

Table 1

Hierarchy of concepts of competitiveness<sup>1</sup>

Hierarchy level	Concept of competitiveness
Competitiveness of the country	It is assessed as the country's ability to produce goods and provide services that meet the standards/requirements of world markets and create conditions for increasing public resources at a rate that allows for sustainable GDP growth and population living standards. Quality improvement at the level of global values.
Competitiveness of the region	It is evaluated as the ability of the region to produce goods and provide services that meet the requirements of the domestic and world markets, will create conditions for the increase of regional resources, will ensure the growth of the potential competitiveness of economic entities at a rate that will ensure sustainable GDP growth and the quality of life of the population of the region improvement at the level of global values.
Competitiveness of industrial sectors	It is evaluated as the ability of the industry to produce goods and provide services that meet the demands of global and domestic markets and create conditions for the growth of the competitiveness potential of the organizations of the sector, based on the main macro-technologies.
Competitiveness of the organization	It is considered as a relative characteristic that reflects the differences in the development of a given organization from the development of competing organizations in terms of the degree of satisfaction of people's needs with their products and the efficiency of production activities.
Product Competitiveness	Considered as a set of quality and cost characteristics of products that meet the specific needs of the buyer and are favorable to the buyer and distinguish them from similar competing products.

This ratio depends on the conditions formed at the previous two levels, the company's personnel, the ability to use its own resources, as well as the general economic and industrial advantages of the national comparison.

In recent years, the concept of cluster competitiveness has also emerged. A cluster is a group of neighboring, related organizations and their affiliates that work together for the benefit of creating a competitive final product. Therefore, the multi-level structure of the economic category "competitiveness", considering modern trends, can also be supplemented with cluster competitiveness.

<sup>1</sup> Комков Н., Лазарев А. Подходы к оценке экономической категории «конкурентоспособности» // Проблемы прогнозирования. 2007. № 4. С. 5–20.

**Scientific novelty.** The scientific novelty of the article lies in an attempt to develop a typology and classification that would allow to develop a scientifically grounded service and strategy, to create and develop common service strategy starting from product competitiveness, organization competitiveness and it will affect on competitiveness of industrial sectors, competitiveness of the region and finally to competitiveness of the country. All of which will include a perception of consumer values and norms governing consumption, a cross-correlation of the consumer needs.

From the definitions given by various researchers, it can be **concluded** that national competitiveness is the ability of a nation to provide a favorable environment for its organizations and hence industries to prosper. The objective is to help create value, generate profits, and simultaneously increase national prosperity. Competitiveness is a relative concept, which is revealed because of comparison with the subject being analyzed (object/subject) and the competing subject (object/subject). Comparison and matching must meet the requirements of completeness and certainty. Exceptions are rare cases of "absolute" nature of competitiveness. For example, a product that has unique characteristics and cannot be substituted by other products, or a monopolistic organization. Competitiveness has such important properties as the certainty of manifestation, that is, for the analyzed subject (object/subject), the conditions that are characteristic of the market of the given subject and for a certain period are determined first. Competitiveness is multi-level and has several characteristics and observation methods. In addition, competitiveness can also exhibit the property of inconsistency, which forces the interests of the consumer and the product producer to be aligned.

Based on the analysis of competitiveness, influencing/determining factors, multilevel and general characteristics of competitiveness, we conclude that competitiveness is a universal indicator that can be applied in many fields. The whole diversity of competitive relations arising in the economy, which can be divided into three levels: micro, medium or middle and macro levels, reflects the country's competitiveness, which depends on the general state of economic systems and their balance, and directly shapes the investment environment.

I **propose** to consider the state of the economy from the point of view of external and internal competitiveness, while considering the external competitiveness of the economy, one can also consider the share of industry in exports or the ability to sell goods and services in world markets and. availability of sufficient quantity in the structure of export. They are the goods and services that ensure the stability of the country's payment balance. One of the most important features of competitiveness is the ability to manage it as a key parameter of strategic development.

Therefore, being aimed at improving the factors affecting the competitiveness of the Republic of Armenia, I propose at the micro, middle and macro levels to form a concept of increasing the recognition of Armenian products in foreign markets, building confidence in quality and, based on the principles, to develop a state policy to increase the competitiveness of the Republic of Armenia, which will properly



represent the tendency to have competitive products and will contribute to increasing the export volumes to international markets.

### **References**

1. Стиглер Дж. Совершенная конкуренция: исторический ракурс. // Вехи экономической мысли: теория фирмы: В 3 т. / под ред. В. М. Гальперина. СПб.: Экон. шк., 2000. Т. 2. с. 300.
2. Смит А. Исследование о богатствах народов. М.: Ось-89, 1997. с. 58.
3. Портер М. Международная конкуренция: конкурентные преимущества стран. Междунар. отношения, 1993. с. 896.
4. Гельвановский М., Жуковская В., Трофимова И. Конкурентоспособность в микро-, мезо- и макроуровневом измерениях. // Рос экон. журн. 1998. № 3. с.34.
5. Завьялов П. Конкурентоспособность и маркетинг. // Рос экон. журн. 1995. № 12. с.25.
6. Хруцкий В., Корнеева И. Современный маркетинг: настольная книга по исследованию рынка. Финансы и статистика, 2005. с. 560.
7. Яшин Н. Конкурентоспособность промышленного предприятия: методология, оценка, регулирование. Саратов: СГЭА, 2004. с. 248.
8. Фатхутдинов Р. Конкурентоспособность: экономика, стратегия, управление. М. Инфра-М 2000 с. 312.
9. D'Cruz, J and A, Rugman, (1992) "New Concepts for Canadian Competitiveness", Kodak, Canada, pp 14-15.
10. Smith, A. (1776). The wealth of nations. London: Strahan and Cadell.
11. Кулешова И., Конкурентоспособность И Инновации, Журнал Научных Гипотез И Успешных Бизнес-Решений, The World of New Economy – Журнал «Мир Новой Экономики». © Оригинал-макет ООО «Фининформсервис НИКА», с. 21.
12. Мокроносов, А. Г. М74 Конкуренция и конкурентоспособность/ А. Г. Мокроносов, И. Н. Маврина. – Екатеринбург : Изд-во Урал ун-та, 2014. – 194, [2] с. 43.
13. Гельвановский М., Журковская В., Трофимова И. Указ. соч. с. 35.
14. Murths, TP et al (1998) "Country Capabilities and the Strategic State: How National Political Institutions Affect MNC Strategies", Strategic Management Journal, 15, pp 113-129.
15. Комков Н., Лазарев А. Подходы к оценке экономической категории «конкурентоспособности». // Проблемы прогнозирования. 2007. № 4. с. 5–20.

### **References**

1. Stigler Dzh. Sovershennaja konkurencija: istoricheskij rakurs. // Vehi jekonomicheskoj mysli: teorija firmy: V 3 t. / pod red. V. M. Gal'perina. SPb.: Jekon. shk., 2000. T. 2. с. 300.
2. Smit A. Issledovanie o bogatstvah narodov. M.: Os'-89, 1997. с. 58.
3. Porter M. Mezhdunarodnaja konkurencija: konkurentnye preimushhestva stran. Mezhdunar. otnoshenija, 1993. с. 896.

4. Gel'vanovskij M., Zhukovskaja V., Trofimova I. Konkurentosposobnost' v mikro-, mezo- i makrourovnevom izmerenijah. // Ros jekon. zhurn. 1998. # 3. c.34.
5. Zav'jalov P. Konkurentosposobnost' i marketing. // Ros jekon. zhurn. 1995. # 12. c.25.
6. Hruckij V., Korneeva I. Sovremennyy marketing: nastol'naja kniga po issledovaniju rynka. Finansy i statistika, 2005. c. 560.
7. Jashin N. Konkurentosposobnost' promyshlennogo predpriyatija: metodologija, oценка, regulirovanie. Saratov: SGJeA, 2004. c. 248.
8. Fathutdinov R. Konkurentosposobnost': jekonomika, strategija, upravlenie.M. Infra-M 2000 c. 312.
9. D'Cruz, J and A, Rugman, (1992) "New Concepts for Canadian Competitiveness", Kodak, Canada, pp 14-15.
10. Smith, A. (1776). The wealth of nations. London: Strahan and Cadell.
11. Kuleshova I., Konkurentosposobnost' I Innovacii, Zhurnal Nauchnyh Gipotez I Uspeshnyh Biznes-Reshenij, The World of New Economy – Zhurnal «Mir Novoj Jekonomiki». © Original-maket ООО «Fininformservis NIKA», s. 21.
12. Mokronosov, A. G. M74 Konkurencija i konkurentosposobnost'/ A. G. Mokronosov, I. N. Mavrina. – Ekaterinburg : Izd-vo Ural un-ta, 2014. – 194, [2] s. 43.
13. Gel'vanovskij M., Zhurkovskaja V., Trofimova I. Ukaz. soch. c. 35.
14. Murths, TP et al (1998) "Country Capabilities and the Strategic State: How National Political Institutions Affect MNC Strategies", Strategic Management Journal, 15, pp 113-129.
15. Komkov N., Lazarev A. Podhody k oцenke jekonomicheskoy kategorii «konkurento-sposobnosti». // Problemy prognozirovaniya. 2007. # 4. c. 5–20.

## **ՄՐՑՈՒՆԱԿՈՒԹՅԱՆ ԵԶՐՈՒՅԹԻ ՄԵԿՆՈՒԹՅՈՒՆՆԵՐԻ ՇՈՒՐՋ**

### **Լիլիթ Մուրադի Մուրադյան Մարիամ Վարդանի Պողոսյան**

**Համառոտագիր:** Մրցունակությունն ինքնին դինամիկ երևույթ է, այն փոխվում է ժամանակի ընթացքում՝ կախված լինելով, օրինակ, շուկայի բնույթից, մրցունակության առարկայի կյանքի ցիկլից, արտաքին և ներքին միջավայրի փոփոխություններից, ինչպես նաև մի շարք այլ հանգամանքներից:

**Արդիականություն:** Մրցունակության դերն ու նշանակությունն այսօր այնքան է կարևորվել, որ տարածաշրջանի, երկրների, տնտեսությունների, կազմակերպությունների և նույնիսկ սպառողների վարքագիծը առանց մրցունակության անհնար է պատկերացնել կամ նկարագրել: Մրցունակության դերը նույնքան արագ է աճում և ձևափոխվում, որքան արագ զարգանում է գիտատեխնիկական աշխարհը և որքան մեծանում է գլոբալացման դերը: Հաշվի առնելով վերոնշյալը առավել քան արդիական է անդրադառնալ մրցունակությունը բնութագրող հիմնական ցուցանիշների վերլուծությանը:

**Նպատակը:** Մրցունակության հասնելու հիմնական նպատակը ազգի տնտեսության ամրապնդումն ու նրա բարգավաճումն է: Քանի որ աշխարհը արագ տրանսֆորմացիայի է ենթարկվում, գոյություն ունեցող մոդելներից և ոչ մեկը չի կարող հավերժ պիտանի լինել, բայց յուրաքանչյուր մոդել/տեսություն կարող է բացահայտել կարևոր գործոնները:

Սույն հոդվածի նպատակն է ուսումնասիրել մրցունակության գաղափարի ծագումը, դրա զարգացման և ձևափոխման փուլերը, առանձնացնել բնորոշ հատկանիշները, բացահայտել կապը և տարբերությունը «մրցակցություն» և «մրցունակություն» եզրույթների միջև:

**Խնդիրները:** Նշված նպատակին հասնելու համար անհրաժեշտ է.

- Ուսումնասիրել «մրցունակություն» եզրույթի ի հայտ գալը տնտեսագիտական գրականության մեջ,
- Վերլուծել ծագումնաբանությունը, նախատիպը, զարգացման փուլերը,
- Բացահայտել հիմնական առանձնահատկությունները,
- Դիտարկել մրցունակության կարևոր/որոշիչ գործոնները:

**Մեթոդաբանություն:** Հոդվածում առաջադրված խնդիրների լուծման համար հիմք են հանդիսացել արտասահմանյան տնտեսագետների համապատասխան ուսումնասիրությունները: Հետազոտության ընթացքում կիրառվել են տրամաբանական, վիճակագրական և համեմատական վերլուծության մեթոդները:

**Ստացված հիմնական արդյունքները:** Տնտեսության մեջ առաջացող մրցակցային հարաբերությունների ողջ բազմազանությունը, որը համընդհանրացնելով կարելի է բաժանել երեք՝ միկրո, միջին և մակրոմակարդակների, երկրի մրցունակության արտացոլումն, որը ինչպես կախյալ է տնտեսական համակարգերի ընդհանուր վիճակից, դրանց հավասարակշռությունից, այնպես էլ ուղիղ կերպով ձևավորում է ներդրումային միջավայրը:

**Գիտական նորույթ:** Հոդվածի գիտական նորությունը կայանում է նրանում, որ փորձ է արվում մշակել տիպաբանություն և դասակարգում, որը թույլ կտա մշակել գիտականորեն հիմնավորված ռազմավարություն, ստեղծել և մշակել ընդհանուր սպասարկման տիպաբանություն՝ սկսած արտադրանքի մրցունակությունից, կազմակերպության մրցունակությունից, որոնք կազդեն արդյունաբերության մրցունակության վրա, ինչն էլ իր հերթին՝ տարածաշրջանի մրցունակության և վերջապես երկրի մրցունակության վրա: Այս ամենը ներառում է սպառողական արժեքների, սպառումը կարգավորող նորմերի ընկալում, սպառողների կարիքների խաչաձև փոխհարաբերություն:

**Ստացված արդյունքների կիրառման հնարավորությունը:** Միտված լինելով բարելավել Հայաստանի Հանրապետության մրցունակության վրա ազդող գործոնները, առաջարկում են միկրո, մեզո և մակրո մակարդակում ձևավորել արտաքին շուկաներում հայկական արտադրանքի նկատմամբ ճանաչելիության բարձրացման, որակի վստահության ձևավորման հայեցակարգ և դրաց հիման վրա մշակել ՀՀ մրցունակության բարձրացման պետական քաղաքականություն, ինչը պատշաճ կերպով կներկայացնի մրցունակ արտադրանք ունենալու միտումը:

և կնպաստի դեպի միջազգային շուկաներ արտահանման ծավալների ավելացմանը:

**Բանալի բառեր.** մրցակցային դիրք, ազդող գործոններ, բազմամակարդակ մրցակցություն, մրցունակության վրա ազդող գործոններ:

## О ТРАКТОВКАХ КОНКУРЕНТОСПОСОБНОСТИ

Лилит Мурадовна Мурадян

Мариам Вардановна Погосян

**Аннотация.** Конкурентоспособность сама по себе является динамичным явлением, она меняется с течением времени в зависимости, например, от характера рынка, жизненного цикла субъекта конкурентоспособности, изменений во внешней и внутренней среде, а также ряда других обстоятельств.

**Актуальность статьи.** Роль и значение конкурентоспособности сегодня стали настолько важными, что поведение регионов, стран, экономик, организаций и даже потребителей невозможно представить или описать без конкурентоспособности. Роль конкурентоспособности растет и меняется так же быстро, как развивается мир науки и техники и возрастает роль глобализации.

С течением времени концепция конкурентоспособности продолжает меняться, в то время как основная цель ее изучения остается неизменной. Главной целью достижения конкурентоспособности является укрепление национальной экономики и ее процветание. Поскольку мир претерпевает быстрые преобразования, ни одна из существующих моделей не может быть действительной вечно, но каждая модель / теория может определить важные факторы, объясняющие успех нации на международной экономической арене.

**Цель.** Целью данной статьи является изучение происхождения идеи конкурентоспособности, этапов ее развития и модификации, выделение характерных черт, выявление связи и различия между терминами "конкуренция" и "конкурентоспособность".

**Проблемы.** Для достижения заявленной цели было необходимо:

- Изучить появление термина "конкурентоспособность" в экономической литературе,
- Анализ генеалогии, прототипа, этапов разработки,
- Определите основные характеристики,
- Рассмотреть критические/определяющие факторы конкурентоспособности

**Методология.** Соответствующие исследования зарубежных экономистов легли в основу решения проблем, представленных в статье. В ходе исследования были применены методы логического, статистического и сравнительного анализа.

**Основные результаты.** Все многообразие конкурентных отношений, возникающих в экономике, которые можно разделить на три уровня: микро, средний и

макроуровни, отражает конкурентоспособность страны, которая зависит от общего состояния экономических систем и их сбалансированности, и непосредственно формирует инвестиционную среду.

**Научная новизна.** Научная новизна статьи заключается в попытке разработать типологию и классификацию, которые позволили бы разработать научно обоснованную стратегию, создать и развить типологию общих услуг, исходя из конкурентоспособности продукции, конкурентоспособности организации, что повлияет на конкурентоспособность отрасли, что, в свою очередь, повлияет на конкурентоспособность региона, и, наконец, на конкурентоспособность страны. Все это включает восприятие потребительских ценностей, норм, регулирующих потребление, взаимосвязь потребительских потребностей.

**Возможность применения полученных результатов.** Будучи нацеленным на улучшение факторов, влияющих на конкурентоспособность Республики Армения, я предлагаю на микро-, среднем и макроуровнях сформировать концепцию повышения узнаваемости армянской продукции на внешних рынках, укрепления доверия к качеству и, основываясь на принципах, разработать государственную политику по повышению конкурентоспособности Республики Армения, которая должным образом отразит тенденцию к выпуску конкурентоспособной продукции и будет способствовать увеличению объемов экспорта на международные рынки.

**Ключевые слова:** Конкурентная позиция, Влияющие факторы, Многоуровневая конкуренция, достижение конкурентоспособности, укрепление национальной экономики, факторы влияющих на конкурентоспособность.

## ON INTERPRETATIONS OF THE CONCEPT OF COMPETITIVENESS

Lilit Murad Muradyan  
Mariam Vardan Poghosyan

**Abstract.** Competitiveness itself is a dynamic phenomenon, it changes over time depending, for example, on the nature of the market, the life cycle of the subject of competitiveness, changes in the external and internal environment, as well as several other circumstances.

**The relevance of the article.** The role and importance of competitiveness has become so important today that it is impossible to imagine or describe the behavior of regions, countries, economies, organizations and even consumers without competitiveness. With the change of time, the concept of competitiveness continues to change, while the main objective of its study remains unchanged. The main goal of achieving competitiveness is strengthening the nation's economy and its prosperity. As the world is undergoing rapid transformation, none of the existing models can be valid forever, but each model/theory can identify important factors in explaining a nation's success in the international economic arena.

**Purpose.** The purpose of this article is to study the origin of the idea of competitiveness, the stages of its development and modification, to distinguish the characteristic features, to reveal the connection and difference between the term's "competition" and "competitiveness".

**Objectives.** To achieve the stated goal, it was necessary:

- To study the emergence of the term "competitiveness" in economic literature,
- Analyze genealogy, prototype, stages of development,
- Identify the main features,
- Consider the critical/determining factors of competitiveness

**Research methods.** The relevant studies of foreign economists were the basis for the solution of the problems presented in the article. Logical, statistical, and comparative analysis methods were applied during the research.

**The main results.** The whole diversity of competitive relations arising in the economy, which can be divided into three levels: micro, medium or middle and macro levels, reflects the country's competitiveness, which depends on the general state of economic systems and their balance, and directly shapes the investment environment.

**Scientific novelty.** The scientific novelty of the article lies to develop a typology and classification that would allow to develop a scientifically grounded service and strategy, to create and develop common service strategy starting from product competitiveness, organization competitiveness and it will affect on competitiveness of industrial sectors, competitiveness of the region and finally to competitiveness of the country. All of which will include a perception of consumer values and norms governing consumption, a cross-correlation of the consumer needs.

**Possibility of the results' application.** Therefore, being aimed at improving the factors affecting the competitiveness of the Republic of Armenia, I propose at the micro, middle and macro levels to form a concept of increasing the recognition of Armenian products in foreign markets, building confidence in quality and, based on the principles, to develop a state policy to increase the competitiveness of the Republic of Armenia, which will properly represent the tendency to have competitive products and will contribute to increasing the export volumes to international markets.

**Keywords:** Competitive Position, Influencing Factors, Multi-Level Competition, achieving competitiveness, strengthening the nation's economy, factors affecting competitiveness.