

нансовой и денежной политики, налогового законодательства, правовой базы и государственного контроля).

Китай реализует конкретные меры по стимулированию притока иностранных инвестиций: снижение ставки подоходного налога, предоставление таможенных льгот, низкопроцентного или субсидированного кредита. Решению этой задачи способствует значительный потенциал внутреннего рынка в Китае.

Благодаря стабильной политической ситуации, быстрому развитию китайской экономики, высокому качеству и низкой стоимости рабочей силы (среднегодовая заработная плата в 2013 г. составила 8302 дол. США), Китай стал привлекателен для многих иностранных фирм, в том числе для крупных международных компаний, таких как «Моторола», «Интернейшнл бизнес мэшинс компани», «Дженерал электрик», «Дюпон», «Херокс», «Эксон петролеум компани», «Макдоналдс» из США, «Мацусита», «Мицубиси», «Мицуи буссан» из Японии, немецких фирм «Сименс», «Фольксваген», «Люфтганза» и «Даймлер-Бенц», итальянской «TPC», швейцарских «Шиндлер» и «Сибя-Гейгс», французской «Ситроен», канадской «Норе телекоммуникэйшн», «Филипс» из Голландии, сингапурской фирмы «Саньдэ», английской «Шелл», «Чатай» из Таиланда и т.д.

Приток иностранных инвестиций в Китай устойчиво растет, достигнув в 2014 г. около 120 млрд дол. США. Китайская экономика впервые демонстрирует больший объем инвестиций, чем американская. Приток иностранных инвестиций в США достиг пика в 2011 г., составив 180 млрд дол. В настоящее время основными инвесторами в китайскую экономику являются Гонконг, Тайвань, Япония, США и Корея.

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THE MODERN CONCEPT OF COMPETITIVENESS AND COMPETITION

Науке известно множество определений конкурентоспособности. В целом, конкурентоспособность можно описать как процесс производства продукции высокого качества либо же оказания услуг лучше, чем у своих конкурентов, и реализации на рынке по относительно низкой цене. Относительно низкой цены можно добиться при помощи разных инструментов (например, сокращение себестоимости, изменение курса национальной валюты и т.д.). Успешная реализация данных мер может приносить стране высокие дивиденды, а также сделать ее лидером в определенном сегменте на мировом рынке товаров и услуг.

There are many definitions of competitiveness exist. In general, competitiveness can describe produce well than others, sell it at low price and you are the first. Competitiveness of a country is attractiveness of produced goods and services. Industrial competitiveness is attractiveness of country acting in that sector. It is a concept referring to relative positions. An illustration of the complexity of the concept is found in the following statement:

«The problem of international competitiveness has been defined in highly diverse ways. These definitions (and the proposed solutions to the problem) are partially inconsistent, and thoroughly confusing to most academics, politicians, policy-makers, and business managers. There is good reason for this confusion. The collection of problems alluded to, as «competitiveness» is genuinely complex. Disagreements frequently occur not only at the level of empirical effects and of policies, but also in the very definition of the problem. Well-intentioned and reasonable people find themselves talking at cross purposes; sometimes it almost seems they are addressing different subjects» [Spence and Hazard: International Competitiveness].

There are two concepts: *the technical level of production and quality of products as a broader concept.*

Product quality could be expressed mathematically by the level of quality. Level of product quality — the relative characteristics of the product, based on a comparison of the values of the indicators characterizing the technical, aesthetic and ergonomic perfection complex reliability and safety of the products evaluated the baseline values of indicators. Baseline values of quality indicators has a basic model for which is to be adopted domestic or foreign analogue of the highest quality at a given time.

Assessing the level of product quality — a set of operations, including the selection of the estimated range of quality indicators of products, the values determination of these indicators in assessing the quality of products.

There are two concepts: «the company's competitiveness» and «competitiveness of the goods». The competitiveness of the enterprise is the ability of businesses to produce competitive products due to its ability of effectively use the financial, industrial and employment potential. The competitiveness of goods means, the totality of its quality and cost characteristics, which provides meet the specific needs of the buyer and is beneficial for the buyer differs from similar products of competitors.

The technical level of production is a base of price competition in the market; meanwhile the quality of products is base for non-price competition. Price competition includes many factors. Among them production costs, exchange rate and delivery costs. Differences in exchange rate could make product relatively cheaper. Non-price competition rather difficult to measure. It selects items from the same series make it more attractive. It includes quality, design and innovations.

The Five Forces model of Michael Porter (1980), which is based on the industrial organization theory, is strategically oriented. Porter's diamond focuses on competition between countries within a macro-economic context (Porter, 1990). Its foundations are based on the causes for differences in productivity of companies. Porter's approach recognizes quantitative as well as qualitative variables. In practice, many qualitative variables are poorly available or insufficiently comparable between countries.

The five forces determine industry profitability because they influence the prices, costs, and required investment of firms in an industry — the elements of return on investment. Buyer power influences the prices that firms can charge. The bargaining power of suppliers determines the cost of raw materials and other inputs. The intensity of rivalry influences prices as well as the cost of competing in areas such as plant, product development, advertising, and sales force. The threat of entry places a limit on prices, and shapes the investment required to deter entrants. The strength of each of five competitive forces is a function of industry structure, or the underlying economic and technical characteristics of an industry [Michael E Porter: Competitive advantage — Creating and Sustaining Superior Performance].

BCG founder Bruce Henderson generalized observation as the Rule of Three and Four: a stable market will not have more than three significant competitors, and the largest competitor will have no more than four times the market share of the smallest. If this rule is true, it implies that:

- if there is a larger number of competitors, a shakeout is inevitable;
- surviving rivals will have to grow faster than the market;
- eventual losers will have a negative cash flow if they attempt to grow;
- all except the two largest rivals will be losers;
- the definition of what constitutes the «market» is strategically important.

Barriers to entry arise from several sources:

1. Government creates barriers.
2. Patents and proprietary knowledge serve to restrict entry into an industry.
3. Asset specificity inhibits entry into an industry.
4. Organizational (Internal) Economies of Scale.

The existence of such an economy of scale creates a barrier to entry. The greater the difference between industry MES and entry unit costs, the greater the barrier to entry. So industries with high MES deter entry of small, start-up businesses. To operate at less than MES there must be a consideration that permits the firm to sell at a premium price — such as product differentiation or local monopoly [Michael E Porter: Competitive advantage — Creating and Sustaining Superior Performance].

Barriers to exit work similarly to barriers to entry. Exit barriers limit the ability of a firm to leave the market and can exacerbate rivalry — unable to leave the industry a firm must compete. Some of an industry's entry and exit barriers summarized as it shown in table.

Barriers to enter and to exit the market

Easy to Enter if there is: <ul style="list-style-type: none">• Common technology• Little brand franchise• Access to distribution channels• Low scale threshold	Difficult to Enter if there is: <ul style="list-style-type: none">• Patented or proprietary know-how• Difficulty in brand switching• Restricted distribution channels• High scale threshold
Easy to Exit if there are: <ul style="list-style-type: none">• Saleable assets• Low exit costs• Independent businesses	Difficult to Exit if there are: <ul style="list-style-type: none">• Specialized assets• High exit costs• Interrelated businesses

Source: Porter, E Michael. Competitive advantage — Creating and Sustaining Superior Performance.

A company considered as competitive if it can gain in competition at different level: region level, state level (or national) and global level. In addition to this, we could include competition in the market of neighbouring countries and main trade partners. This two could be the same country or different one. In means, that neighbouring country is/is not main trade partner. It should produce better than other players in an industry, be innovative and chose strategy with long run perspective. It is rather difficult task. A company should choose instruments of competition according to its resources for the given period.

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BUEN VIVIR: КОНЦЕПЦИЯ ЭКОНОМИЧЕСКОГО РАЗВИТИЯ В БОЛИВИИ И ЭКВАДОРЕ

В Эквадоре и Боливии приобрела популярность концепция развития Buen Vivir («хорошая жизнь») — целостная философия жизни, истоки которой лежат в культурных традициях андских индейцев. Следует отметить, что в данных странах коренное население составляет значительную часть: в Боливии — 55 %, в Эквадоре — 35 %. Buen Vivir отличается от западного чисто материалистического стремления к богатству и накоплению посредством любых разрешенных законом действий. Согласно Buen Vivir, следует достичь материального, социального и духовного удовлетворения всех членов общества, но не за счет благосостояния других и природных ресурсов. Действует принцип «живи хорошо, но не лучше (других)». Концепция предполагает не накопление и рост, а состояние равновесия. Buen Vivir рассматривается как