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COMPETITIVENESS OF IT -MARKET IN THE CONDITIONS OF EURO INTEGRATION

The concept of competitiveness has a universal value and can be used, both for the product, and for enterprises, industries and the economy as a whole. Competitiveness - the ability of a particular object or entity to surpass competitors in the given conditions [1]. Objects that have a competitive ability can be divided into types: country, industry, enterprise, goods. [2]. Consider the objectivity of competitiveness and their interdependence.

The competitiveness of the country is estimated as the level of quality of life, and is calculated - the Global Competitiveness Index (GCI). The rating of the World Economic Forum, calculated on the basis of 100 positions (infrastructure development, currency status, stock market indicators, education level, employment rates, business activity, state apparatus, judicial system). In 2015, the ranking of this ranking were 140 countries. According to the rating, Ukraine ranked 79th with a total score of 4 on a seven-point scale (the sphere of education received the highest score of 6.1, macroeconomic stability and the development of state institutions - 3.1 points) [3].

For economic objects (industry, enterprise, products) different approaches to the definition of competitiveness in terms of competition between the necessary resources and markets (sales markets or consumers) are possible.

Competitiveness of the industry is determined by the availability of technical, economic and organizational conditions for the creation, production and distribution (with costs less than international) of high quality products, which satisfies the requirements of specific groups of consumers. [1]

Analyzing the potential of Ukraine, the structure of the economy, foreign economic activity, the IT sector was identified for further research.

Potential of the sector: by 2020, the state will receive 36 billion UAH from the tax revenues, and the contribution of the industry to GDP will reach 5.7%, which indicates a growth of 6 years by 3.8%. According to an analysis by the Indian association NASSCOM, one new programmer will create up to 4 additional jobs in related industries, which in total will create 400 thousand jobs [5].

The global ranking of countries for the outsourcing attractiveness of the Global Services Location Index (GSLI) has identified Ukraine as the 24th place.

The factors of competitiveness are also determined:

1. Readiness of the state to cooperate with the IT industry. In October 2015, at the Ukrainian-German Economic Forum, the IT industry of Ukraine was represented as one of the key and budget-forming industries;
2. Quality of education of Ukrainian IT specialists;
3. The presence of IT companies in the international market, namely TOP-5 Ukrainian companies (EPAM, SoftServe, Luxoft, GlobalLogic, Ciklum), of which Luxoft and EPAM are public and traded on the largest stock exchange in the world [4].

There is a correlation between the concepts of "competitiveness" and "innovation": the higher the degree of innovation, the higher the degree of competitiveness of the economy. New product quality, which is more in demand with lower costs.

1. [Інтернет ресурс]: [https://uk.wikipedia.org/wiki/ Конкуренетоспроможність](https://uk.wikipedia.org/wiki/Конкуренетоспроможність) [Інтернет ресурс]: http://pidruchniki.com/1578101253554/ekonomika/diagnostika_konkurentospromozhnosti_galuzi_pidpriyemstv_produktivni.

2. [Інтернет ресурс]: <http://itukraine.org.ua/news/ukrayinska-it-galuz-v-cyfrach-industriya-staye-klyuchovoyu-dlya-ekonomiky-ukrayiny>

3. [Інтернет ресурс]: <http://forbes.net.ua/ua/opinions/1409139-chomu-ukrayina-pidnyalasya-v-rejtingu-autsors-privablivosti>

4. [Інтернет ресурс]: <http://itukraine.org.ua/news/ukrayinska-it-galuz-v-cyfrach-industriya-staye-klyuchovoyu-dlya-ekonomiky-ukrayiny>

5. [Інтернет ресурс]: <http://itukraine.org.ua/news/ukrayinska-it-galuz-v-cyfrach-industriya-staye-klyuchovoyu-dlya-ekonomiky-ukrayiny>.

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ОЦІНКА РЕНТАБЕЛЬНОСТІ ОПЕРАЦІЙНОЇ ДІЯЛЬНОСТІ ПІДПРИЄМСТВ УКРАЇНИ ЗА 2014-2018 РОКИ

Показник рентабельності підприємства дає змогу оцінити ефективність роботи підприємства, а також привабливість бізнесу в даній сфері. Аналіз рентабельності підприємств дає змогу розробити заходи щодо вдосконалення виробництва та підвищення потенціалу підприємства.