

*MUNASSAR MAHDI HAMAD BALHARITH*, student, NTU «KhPI»

## **GLOBALIZATION OF ECONOMIC PROCESSES AS A FACTOR OF COMPETITIVENESS**

The competitiveness of the industry is an intermediate stage between the success of the enterprise and the prosperity of the country. Thanks to the integrity and development of the industry (existing both due to objective and historical prerequisites and due to the purposeful policy of the state), companies get the opportunity to enter the world market and act in accordance with a global strategy, which is based on a unique competitive position. Companies have the greatest chances of success in international competition in those industries where they really have unique advantages. At the same time, the presence of competitive enterprises and industries creates a basis for the country's competitiveness and improving the quality of life of its population.

The competitiveness of the industry is the position of the industry and its individual producers on the domestic and foreign markets determined by economic, social, political and other factors; is based, first of all, on the competitiveness of industry products and on the ability of its business entities to participate in competition with real or potential competitors for the consumer in the industry market segment.

The competitiveness of the industry is determined by the presence of competitive organizations: only a competitive organization can make a competitive product. In order to maintain the competitiveness of the industry, a continuous process of accumulation of advantages is necessary, especially where the basic factors were initially in an advantageous position. A high level of competitiveness can be achieved if the country has a dominant position in some determinants or is actively developing it. A competitive industry should have a high export potential, should not be capital-intensive and a closed enclave. The main factor in increasing the competitiveness of the industry is the development and implementation of innovative processes.

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