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**THE DEVELOPMENT OF UKRAINE'S EXPORT POTENTIAL OF
SPHERE OF KNOWLEDGE-INTENSIVE SERVICES IN THE CONTEXT OF
GLOBAL ECONOMIC INTEGRATION**

SUMMARY

There was considered the methodological bases of research of sphere of knowledge-intensive services in the context of global economic integration. There was investigated the status and trends of knowledge-intensive services in Ukraine. International approaches of estimation of competitiveness of national economies are considered. The basic factors of forming of export potential of knowledge-intensive services of national economy are investigated. The intercommunication of factors of forming of Ukraine's export potential of knowledge-intensive services and competitiveness of national economies are grounded.

Keywords: knowledge intensive services, classification of knowledge intensive services, evaluation indexes of the national economy, realization of export potential of knowledge intensive services, factors of export potential of knowledge intensive services, economic and mathematical model of the export potential of knowledge intensive services of the EU, the export potential of Ukraine knowledge intensive services, knowledge intensive services in Ukraine coordinates indices of global competition.

Background. The deepening global economic integration and increased international competition on the world market gives urgency to the problem of export potential. The most rapidly growing sector of the global economy is knowledge intensive services. In scientific sources the development of individual market knowledge intensive services are considered, but not are considered factors of export potential of knowledge intensive services and their relationship with the competitiveness of national economies.

Analysis of recent research and publications. The study of the formation and implementation of export potential scientists involved in the following: Kozmenko S.M., Shelest E.O., Miller T. and others. The study of general market trends knowledge intensive services involved Ukrainian and Russian scientists such as Smal V.V., Doroshenko M.E., Salikhova O.B., Fedulova L.I., Meshko N.P., Ivanova N.I. With a contribution of foreign scholars in the study of this issue have M. Kautonen, J. Roberts, R. Werner, E. Muller, B. Hermelin, B. Lovendahl, P. Hertoh, E. Skohli, T. Mary and other scientists. In view of the results of research, the work remains to be studying factors of export potential of knowledge intensive services in Ukraine, which determines the relevance of this work.

Objective: To examine methodological bases of research in knowledge intensive services, to determine the nature of the export potential of the national economy in knowledge intensive services, international approaches to consider assessing the competitiveness of national economies, to investigate the main factors of knowledge intensive services export potential of the national economy of Ukraine and to prove the relationship of these factors of competitiveness national economies.

Leading role in the rapid development of the global services market is occupied by knowledge intensive services are the most science-intensive technology-intensive sectors of the world economy. This is due to the increasing importance of knowledge and turning them into independent factor of production, which began to directly

influence the competitiveness of the national economy and increase their productivity. Thus, to date knowledge intensive services is an important factor in the development of the world economy during the global economic integration and integral part of the economy based on knowledge.

Intensive market development of high technology products and services in the EU necessitates the study of factors affecting the use of export potential in the context of integration trends Ukraine. Formation of European high-tech market is in a growing competition between EU countries and innovators, characterized by intensive development of the national economy.

In terms of global processes of formation and transformation of post-industrial service sector in priority sectors its role in the reproduction of the Nation's economy, increasing economic efficiency, increasing the final social product is significantly strengthening. Over the years of independence in Ukraine it's formed the export-oriented economic model, which serves as a means of increasing export of economic development and inst of stimulation in a twinkle in improving existing competitive of the country in terms of global economic integration. This problem of effective integration of Ukraine into the modern world economy has become the key to further development of the national economy.

According to the UN Conference on Trade and Development (UNCTAD) annual export of Ukrainian market of high-technology services in 2013 y. was approximately 14 billion dollars, Representing 0,41 % of world exports and 0,98 % of the exports of the EU-28. Such small values of Ukraine's exports to the international community do not match existing human, scientific and technical potential of national economy. The scope of high-tech services with the most intensive usage of knowledge is about 5,2 billion dollars or 0,31 % of world exports and high-tech services with less intensive usage with knowledge – 8,8 billion dollars or 0,51 % of world exports (Fig. 1) [1, 2, 3].

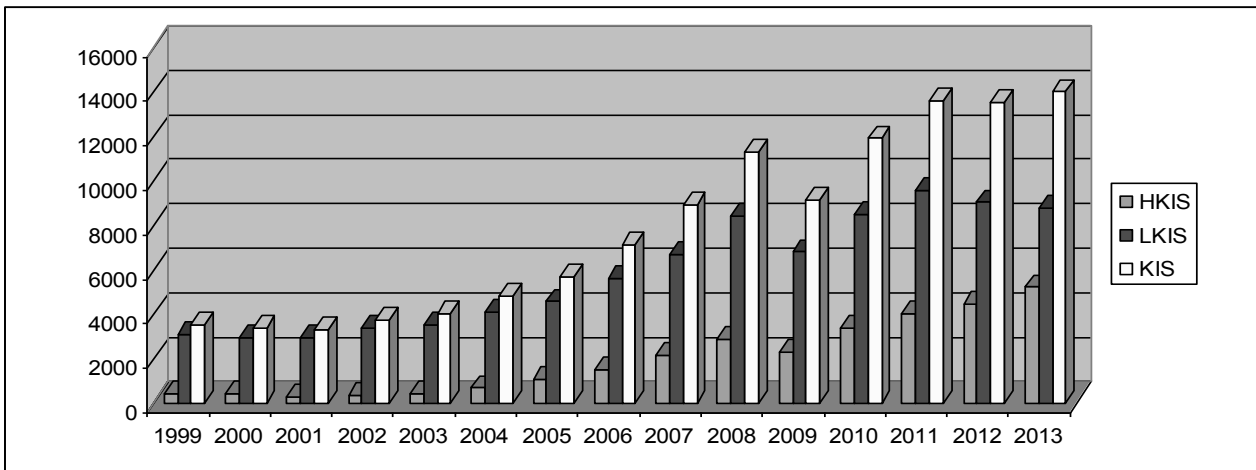


Fig. 1. The dynamics of exports of knowledge intensive services in Ukraine for the period 1999-2013 yr, million dollars

During the period 1999-2013 yr average annual growth rate of exports of high-tech services in Ukraine amounted to 11,3 %. It noted the average rate of growth LKIS-service, which is about 8,53 %, and very fast growth terms HKIS-services – 22,49 %. The change of the structure of the export market of the high-tech services by Ukraine in percentage for the period 1999-2013 yr is presented at Figure 2 [1, 4].

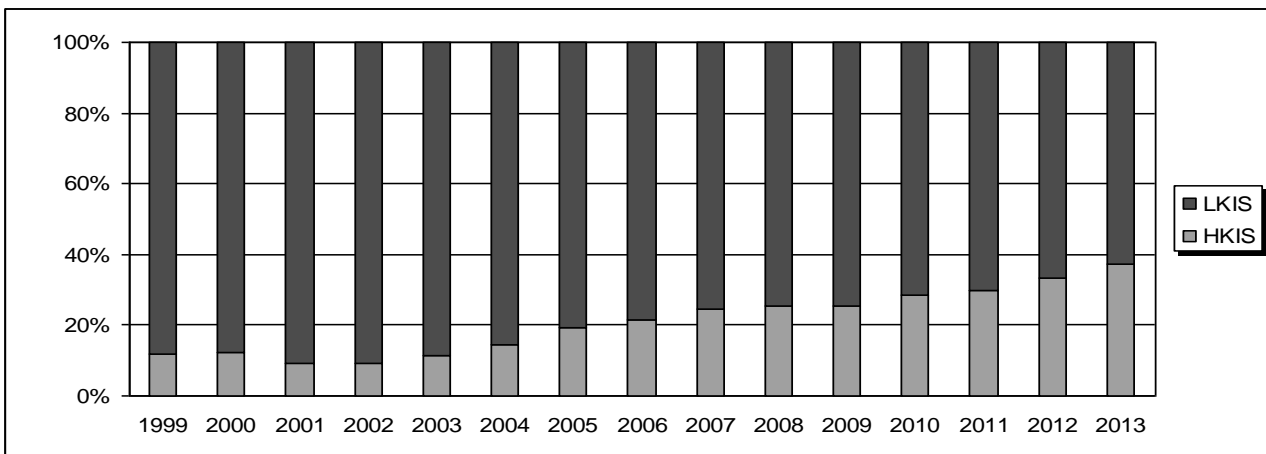


Fig. 2. The structure of exports of services of Ukraine for the period 1999-2013 yr, the percentage of all knowledge intensive services

During the period 1999-2013 yr the structure of exports of high-tech services Ukraine has unchanged. The fate of service exports with most intensive usage of knowledge was changed from 11,94 % of the total KIS-services in 1999 y. to 37,34 % in 2013 y. It shows the dominance of high-tech is HKIS-service and complies with European tendencies of services exports. Also it should be noted the

development of exports of high-tech services of Ukraine on the world market, the share of which increased in the period 1999-2013 yr in international exports by 0,03 % and HKIS-services – 0,20 %. Dynamics of exports of knowledge intensive services in Ukraine per capita is presented at Figure 3.

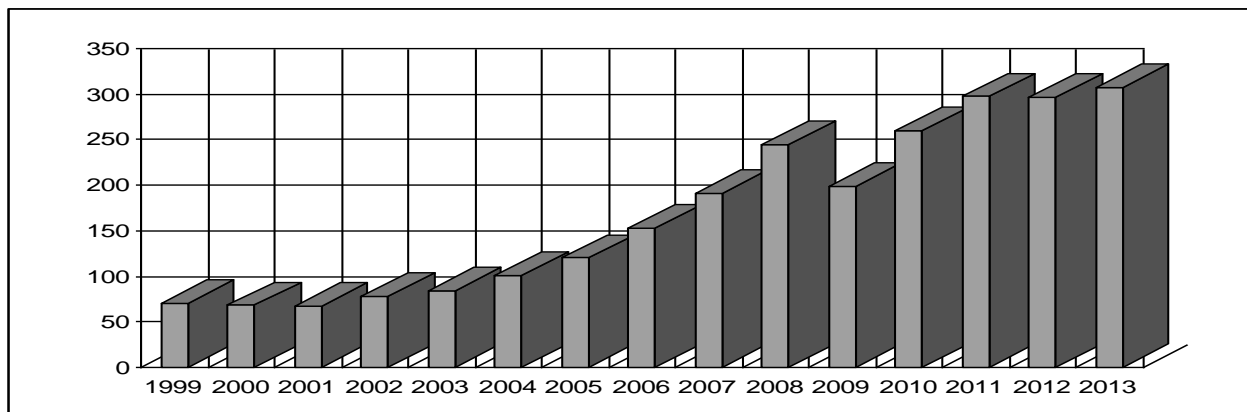


Fig. 3. Dynamics of exports of knowledge intensive services in Ukraine per capita, dollars for the period 1999-2013 yr

For example in Ukraine for the period 1999-2013 yr there has been an increase in exports of high-tech services per capita from \$ 70 in 1999 y. to about \$ 307 in 2013 y. But, the development of the export potential of high-tech services Ukraine is far behind the EU-28 and therefore there is a need to analyze the factors influencing the export potential of high-tech services. The transition to a more high-tech economy leads to lower levels specific quantity of metal and energy intensity increasing of productivity and competitiveness of the economy as a whole. Today NTP and manufacture of high technology products and services comes to the fore for effective economic development of the world. According to various scholars, only thanks to high-tech industries it will be increasing in real GDP. In developed countries it is around 30 % of GDP. In the Ukraine the relationship between exports of high-tech services and GDP is significantly less: in 2004 the share of exports of high-tech services was 7,42 %, and in 2013 these - 7,88 % (Fig. 4).

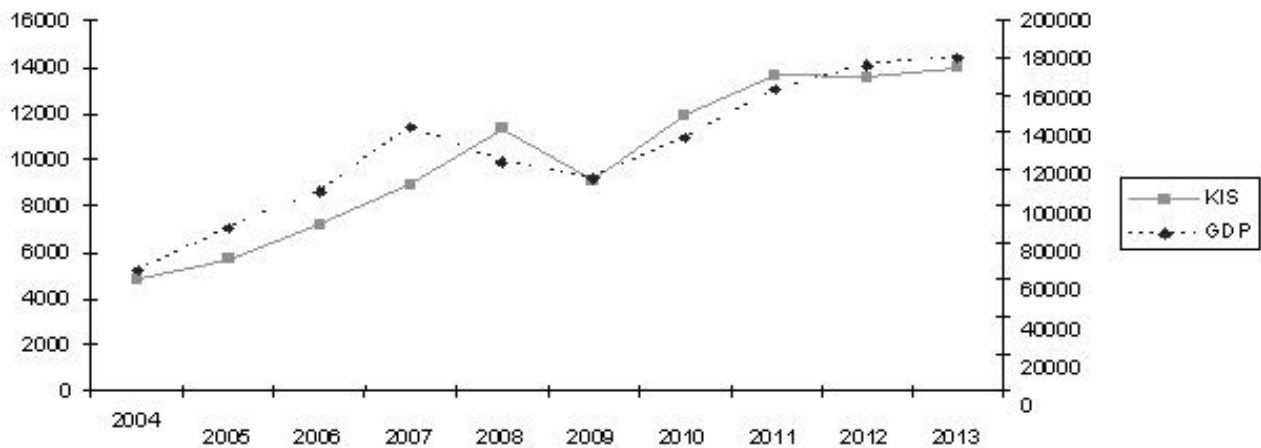


Fig. 4. Dynamics of export of knowledge intensive services and Ukraine's GDP million dollars for the period 2004-2013 yr

Increasing of exports of high-tech services is very important for GDP growth of national economy. According to experts, the annual market of high technology products and services will increase over the next 15 years from 2,9 to 10,12 trillion dollars, and the market scope of energy resources - only from 0,7 trillion dollars to 1,2-1,4 trillion dollars. And the recession processes that are observed in the global economy accelerate new technology round - the market yields sixth technological structure. It's need essential quickly to develop industry of 5th economic structure for Ukraine, need to focus on focus on development and breakthrough of industry 6th order, which will be occupy a new niche in the global market [6, 9, 10].

Using multivariable regression methods - namely, the calculation of pair correlation coefficients between selected factors and to test their significance and research on multicollinearity of factors were identified five main factors that affect the export of knowledge-intensive services. For further factor analysis of the export potential of knowledge-intensive services of the national economy, we have formed a matrix of individual parameters (table. 1).

Table 1

The factors of forming of Ukraine's export potential of knowledge-intensive services

№	Factors	KIS	HKIS
1	Total intramural R&D expenditure (GERD) by sectors of performance	4,56	0,2
2	Venture Capital Investment	0,41	0,02
3	Direct investment stocks	-	-
4	Total public expenditure on education	-	-
5	Human Resources in Science and Technology	0,01	-

There was proved that Ukraine remains "planned economy distribution" system of financing research sector from the state budget, as evidenced a mathematical model in which there are three main factors of influence: government spending on research and development, venture capital and Human Resources in Science and Technology.

Conclusions. In the study were considered methodological bases of research in knowledge-intensive services in the context of global economic integration. The main factors of knowledge-intensive services export potential of the national economy of Ukraine are grounded. Reasonably correlation factors of the export potential of knowledge-intensive services and competitiveness of national economies. Analysis of other factors of the knowledge-intensive services export potential of the national economy is actual scientific task for future research.

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