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GLOBALIZATION AS A FACTOR OF COMPETITION SHIFTING FROM NATIONS TO INDUSTRIES AT THE INTERNATIONAL MARKET

The article aims to explore the impact of globalization on shifting competition from between countries to industries in the global market. This process contributes to the production, improves product quality and is aimed at better customer satisfaction. However, it involves significant risk associated with potential social production process misbalance.

Today globalization affects competition at all levels of the economy and is one of the key aspects in economic relations. This process influences the competitive advantages system by changing the fundamentals of competition approach. The state of economic security is affected by such actions, thus national competitiveness issue gains importance in terms of understanding and assessing possible threats, especially economic security and national security.

Global industries competition is quite ambiguous. On the one hand, this process contributes to the production, improves product quality and, in general, aims at best customer satisfaction. However, it can destabilize the existing process of social production.

Global changes are important because they intertangle competing companies' positions. They can negate the benefits of former competitors and create

potential for new businesses to replace the existing after reaching the necessary level of competitiveness in the new environment.

The possibility of Ukrainian economy recovery and its sustainable growth ensuring provided existing competition strengthening in all markets can only ground upon the appropriate level of the national competitiveness and that of its entities.

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