

СЕКЦІЯ 9. ПІДПРИЄМНИЦЬКА ТА МІЖНАРОДНА ДІЯЛЬНІСТЬ, ТРАНСКОРДОННЕ ТА МІЖМУНІЦИПАЛЬНЕ СПІВРОБІТНИЦТВО, ДЕРЖАВНО-ПРИВАТНЕ ПАРТНЕРСТВО

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INFLUENCE OF MONOPOLISTIC COMPETITION ON BUSINESS ACTIVITY: ECONOMIC AND LEGAL ACTIVITY

Competition has always existed. A person strives for success, and it does not matter whether it is an ordinary life with its everyday situations, or an entrepreneurial activity, a person has to face various types of competition and defend his right to engage in this or that activity, while competing with other applicants. Monopoly competition, which appeared in the life of an entrepreneur relatively recently, has acquired special significance and relevance now. Without an understanding of its essence and its impact on business activity, it is impossible to resist this phenomenon.

The transition to a market economy has also changed the attitude to competition, which was previously seen as a struggle for survival in an environment where larger enterprises displace smaller ones from the market, leading them to ruin and bankruptcy. This is how monopoly competition was previously manifested. Modern monopolistic competition presupposes the presence in the market of many small enterprises that produce differentiated products, and is characterized by free entry and exit from the market.

In the twenty-first century, competition is seen as a natural feature of market relations. Of course, we are talking about healthy competition, in which consumers win, first; at the same time, the desire to fully and best meet the needs of customers leads to the satisfaction of the interests of suppliers, manufacturers of products and sellers in making a profit. Improving the quality of products and technical indicators of domestic products increases the demand of buyers for it, which forces manufacturers to increase the volume of its production and, accordingly, sales. The market economy in its perfect form is an economy based on the principles of "free enterprise, a variety of forms of ownership of the means of production, market pricing, contractual relations between economic entities, limited state intervention in the economic activities of subjects" [1, p.489].

In the modern market, you can see a large number of both small enterprises and large firms that successfully promote their products. The situation of peaceful coexistence in the market of small and large firms has developed because the conditions of monopolistic competition do not prevent the entry of new economic entities into the market and do not complicate this process. The conditions of monopolistic competition favor the functioning of many industries that produce consumer goods and services. The more economic entities on the market, the higher is the level of competition. On the other hand, the more monopolized is the market, the less perfect the market and its mechanism are, which can explain the

desire of states around the world to protect competition. The ability to control prices in the market also depends on the degree of monopolization of the market.

Competition also arises in connection with the appearance of foreign firms on the domestic market, which pose a certain threat to domestic firms, displacing them from the market of goods and services, having a negative impact on the development of entrepreneurial activity, monopolizing the market. This is due to the supply of higher-quality goods from of foreign firms (first, this applies to cars, computers, household electronic equipment, a number of food products). There can be only one way out: not a ban on imported goods from other countries, but support for fair competition on the part of the state and the implementation of an appropriate antitrust policy. At the same time, business structures should take part in the competition with foreign firms. To take a worthy place in the commodity market entrepreneurs should make every effort to improve the quality of their products, similar to imported ones. Competition must be fair, without giving advantages to some entrepreneurs and leaving others without support. The conditions for carrying out business activities should be equal.

One of the forms of monopoly influence on the market is the control over consumer demand. The largest supplier (seller) of a product uses its monopoly power to regulate the volume of consumer demand and to design the reaction of consumers to the products sold. However, it should be borne in mind that the monopoly power of the firm should not be long-term. This is opposed by competitive forces, primarily due to the state's antimonopoly activities and compliance with the provisions of the antimonopoly legislation aimed at maintaining fair competition and creating an optimal competitive environment.

We can also talk about monopoly power in the commodity market in a situation where only one company offers a certain product, but at the same time, it has copyrights to this product, which has a set of certain exceptional characteristics. The monopoly power of such a firm consists in the right to produce goods according to copyright and offer them on the market at a price that the firm independently sets, but it does not have the right to control the market for all products of the same type and does not have the right to set the market price. Such monopoly competition is typical for those industries where: there is no need to create large enterprises and invest particularly large capital in them; there is the possibility for the production of many types of products that meet a particular need; it is possible to protect the rights of an individual economic entity to exclusively produce a certain type of product through patents. Due to such protection of the rights of the subject at the legislative level, other enterprises are not entitled to produce goods under the same name and with exactly the same characteristics as the goods protected by the patent.

However, the presence of strong monopolies in some sectors of the national economy, which cannot be resisted by any economic entity (for example, in the field of electric power), the imperfection of some provisions of the antimonopoly legislation and other factors negatively affect business activity and the economy as a whole.

Source information

1. Salakhova, D. R. Features of monopolistic competition on the example of the markets of household chemicals and food products / D. R. Salakhova // Young scientist. — 2015. — № 12 (92). — PP. 489-492. — URL: <https://moluch.ru/archive/92/20355/> (accessed 17.06.2021).

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РОЛЬ КОМУНІКАЦІЙНОЇ ПОЛІТИКИ У РОЗВИТКУ ПІДПРИЄМСТВА

Для того, щоб сформувати ефективну економіку в країні, підприємствам необхідно розуміти ринкові механізми, поведінку та реакцію споживачів і конкурентів, а також основи планування.

Кожному підприємству, в незалежності від виду його діяльності, слід користуватися комунікаційною політикою. Саме вона дозволяє компанії, в повній мірі, розкрити свій потенціал і стати конкурентоспроможним гравцем у певному сегменті економіки країни.

Розглянемо способи передачі інформації:

— вербальне спілкування – це усне, або словесне спілкування, учасники якого обмінюються інформацією, щодо предмета спілкування;

— невербальне спілкування – це обмін інформацією між людьми за допомогою міміки, жестів, виразу очей тощо. Разом із мовними засобами, забезпечують створення, передавання та сприйняття повідомлень.

Розглянемо основні функції комунікаційної політики[1]:

— інформативна – повідомляє ринок про новий продукт чи про застосування вже наявного товару в новій інтерпретації. Також надає інформацію про якість, ціни, пояснення про застосування продукту, характеристику послуг, діяльність підприємства тощо;

— переконуюча – переконує цільову аудиторію в її рішенні, щодо позитивного ставлення до товару, який випускає підприємство, її діяльності та власного бренду;

— нагадувальна – нагадує цільовій аудиторії про певні принципи та заходи компанії, перевагу товару, а також торгову марку.

Як підсумок, комунікаційна політика інформує потенційних покупців про товар, або послуги певного підприємства, надаючи їм до розгляду показники властивостей, ціни, якості продукту тощо. В той же час, існуючим покупцям, комунікаційні засоби нагадують про існування підприємства (його товару або послуг), тим самим, спонукаючи до дій, тобто купівлі певного асортименту продукції.