

B. V. Sorvirov, A. M. Baranov, E. A. Zapadnyuk

MODERN COMPETITION AND ITS REALIZATION IN ECONOMIC POLICY

Minsk
«Law and Economics»
2019

Б.В. Сорвиров, А.М. Баранов, Е.А. Западнюк

**СОВРЕМЕННАЯ КОНКУРЕНЦИЯ
И ЕЕ РЕАЛИЗАЦИЯ
В ЭКОНОМИЧЕСКОЙ ПОЛИТИКЕ**

Минск
«Право и экономика»
2019

TABLE OF CONTENTS

INTRODUCTION	7
Chapter 1 COMPETITION AND ITS ROLE IN THE ECONOMY	9
1.1 Competition theory and history of economic thought	9
1.2 Methodological approaches to study competition	12
1.3 Semantic analysis of the concepts "competition" and "competitiveness"	14
1.4 The subject, forms, methods, and levels of competition	16
Chapter 2 COMPETITIVE MARKETS, COMPETITION AND COMPETITIVENESS	17
2.1 The structure of competitive markets	21
2.2 A market of perfect competition	24
2.3 A market of imperfect competition	35
2.4 Competitiveness and methods of its achievement	52
Chapter 3 INNOVATIVE COMPETITIVE STRATEGIES AND A COMPETITIVE POTENTIAL OF AN ORGANIZATION	61
3.1 Defining an innovative strategy. Types of innovative strategies	61
3.2 Types of innovative behavior of firms	63
3.3 Strategic aspects of the organization management	65
Chapter 4 COMPETITIVE STRATEGIES IN THE FIELD OF A LARGE-SCALE PRODUCTION	72
4.1 The basis for and efficient frontiers of a large-scale production	72
4.2 The strategy of satisfying mass demand, incentives for consumption	74
4.3 Evolution of a violent firm	75
4.4 The strategic centre of a firm. Hinterhuber 's matrix "Competitiveness/value of production"	77
Chapter 5 COMPETITIVE ADVANTAGES OF FOCUSED SPECIALIZATION	80
5.1 Product differentiation as an effective method of competition for customers	80
5.2 Factors of product differentiation	81
5.3 Competitive strategies of specialized (small niche) firms	83
5.4 Evolution of patient firms	84
5.5 Characteristics of pricing policies of both violent and patient strategies	86
Chapter 6 COMPETITIVE STRATEGIES IN THE FIELD OF RADICAL INNOVATIONS (EXPLORING FIRMS)	87
6.1 Radical innovations as a specialization of exploring firms. J. Schumpeter's theory of economic development	89
6.2 Characteristics of the radical (breakthrough) and moderate (gradual) types of technological progress	90
6.3 Evolution of exploring firms	91
6.4 The consumption value of a new product, Hemmel-Prasad's matrix "buyers' conscious and unconscious needs"	92

6.5 Rogers's distribution and the time needed to get used to an innovation	94
Chapter 7 FLEXIBILITY AS A SOURCE OF HIGH-DEGREE COMPETITIVENESS	99
7.1 The role of both small businesses and local needs in the economy	99
7.2 Small business strategies to fight against competitors	100
7.3 Types of commutant firms	102
7.4 Dangers of a small firm expansion	104
Chapter 8 AN ECONOMY AS AN ASSOCIATION OF COMPETING COMPANIES	106
8.1 The role of innovative activities in making nationwide competitive	106
8.2 Forms of internationalizing innovative activities	108
8.3 The degree od competitiveness of integrated firms under the conditions of information development.....	110
Chapter 9 COMPETITION IN MODERN INFORMATION ECONOMIES	119
9.1 Characteristics of competition promotion in an information environment	119
9.2 Basic principles of a competitive corporate behavior in an information economy	121
9.3 Monopolistic models of an information economy	124
9.4 Information costs, price and non-price competition in an information economy	130
Chapter 10 GERMANY'S COMPETITION POLICY AND ITS IMPLEMENTATION.....	136
10.1. Freedom of business activity and consumer sovereignty as assumptions of competition promotion.....	136
10.2. Economic policies focusing on competition promotion	143
10.2.1. Perfect competition (laissez-fair) and workable competition	143
10.2.2. Creation and evolution of modern competition promoting policies	145
10.2.3. Basic methods of ensuring competition	149
10.2.4. The open market policy	156
10.3. The goals of competitive policies during periods of economic transformation.....	158
Chapter 11 FEATURES OF COMPETITIVE RELATIONS N BELARUS	163
11.1 Transnational corporations and their competitive advantages, the role of transnational corporations in the Republic of Belarus	163
11. 2 Antitrust laws in Belarus and their influence on competition promotion	169
11.3 Innovation business in the Republic of Belarus and its role in competition promotion	170
11.4 National interests of the Republic of Belarus and the problem of prioritizing.....	175
11.5 Privatization and dentionalization. Their influence on competition promotion in the Republic of Belarus.....	179
11.6 The main problems and development prospects of Belarusian companies.....	184
11.7. Competitiveness and economic trends of the Republic of Belarus..	187