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SECTION 31. Economic research, finance, innovation, risk management.

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ANALYZE OF VARIABLES OF IMPROVING IN A REGIONAL ECONOMY FROM THE POSITION OF APPLIED AND EMPERICAL COMPETITIVENESS

Abstract: Nowadays it is actually true that in fast changing label time law of superiority is a prerogative of strongest one. Nevertheless the question of superiority is a most discussible question. From the one side, there's been a lot of scientific evidence that stronger organization destroy poor and then becomes match stronger. On the other hand the theory of black marketing is a brake for a whole economy modernization.

Key words: prerogative, black marketing, superiority, communal services, government policy, variables of account, accounting services.

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Introduction

Nowadays regional economic systems become much actual mechanism of national economy formulating stage. Moreover, it is a much better case that governmental system is apply to the region some independency, which allow to use some mechanisms automatically. Nevertheless there have place special

economic phenomena named superiority. Existing of superiority have nice influence to the national economy, because developing marketing area of business sector can improve their abilities only if they will increase special market skills [1].

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Presently, absorption theory of stronger companies to weaker organizations is a natural process, contributing to the growth of economic opportunities for certain types of organizations. It do them much faster and comfortable for consumers [2]. However, weaker organizations in this case are the victims of large corporations, which can lead to such consequences as the clan management equity shares [3].

Materials and Methods

For the much adequate analyses, it is much actual to remind the theory of competitiveness. According to Porters competitiveness theory it is important some issues [4]. For the firms competitiveness meant possibility to compete in the world market in a global strategy. For many congressmen competitiveness meant positive foreign trade balance [5]. For some economists a competitiveness implied subzero productive expenses on unit of products, resulted to the course of exchange. Only, what conception of competitiveness can be base on the level of country is the productivity of the use of resources" [6]. He marks at the same time, "corporations, not nations, are at the cutting edge of international competition... the competitive edge of companies is straight related to the mestome that they name the nation or country of origin... forming of corporation in "wrong" nation must cause a fundamental strategic concern... [7] A corporation gets important advantage from a presence in the nation of such companies-suppliers and companies-customers of her products, that occupy leading positions on world. Thus, a

competitiveness, from his point of view, success or failure in certain industries of production and that place that a country occupies in the system of world economy determines, and a national competitiveness is determined by ability of industry constantly to develop and produce innovations [8].

Originally national companies labour for a competitive edge, changing basis on that they compete. To retain advantage allows permanent perfection of commodity, method of production and other factors them, thus operatively, that competitors were not able to go after them and outdrive [9]. A competition is a not equilibrium, and permanent changes. Therefore explanation of competitive edge a role of country of stimulation of updating and perfections (i.e. in stimulation of production of innovations) is the basis of. It appears thus, that the process of creation and maintenance of competitiveness is extraordinarily localized [10]. Distinctions are in the economy of countries, in their culture, population, infrastructure, management, national values and even in history is all in one or another degree influences on the competitiveness of national companies and determined by the set of factors depending on certain, local terms. In basis of his theory lie four most substantial factor, that can be presented as a rhombus (national rhombus, as his author named) and that are determinants of competitive edges [11]. A country disposes a competitive edge only then, when possesses not alone, and by all elements of rhombus. The following behave to basic determinants of competitive edges [12].

Table 1

Resources.

Human Resources	Physical Resources.	Infrastructure	Knowledge Resources	Finance.
the number, qualifications and labor costs, the rate of working hours, work ethic;	the quantity and quality of mineral resources, water, land, forest resources, hydropower resources, etc., the geographical location and climatic conditions of the country;	transport system, communication system, postal services, communications, health, etc .;	resources that are concentrated in institutes and universities as well as research institutes and data banks;	capital, which can be sent to production.

Conclusion

- For the main - is a kind of reality, which is not significant to win a competitive advantage, they create competitive advantages of lower rank (eg, natural resources, climate, geographical location,

unskilled and semi-skilled labor, debit capital, etc.) [14];

- Developed - these are the factors that create a sustainable competitive advantage of high rank (such as modern infrastructure,

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exchange of information, a highly qualified workforce, research departments and institutions, etc.) [15].

Background.

For a whole competent it is actual to notice that all issues in articles were formulated from the surveys of

BeinAgroIndustries LTD. Also, it is important to mention together work of two university staff: Kazakh Engineering and Pedagogical University of Nations Friendship and International Kazakh-Turkish University after Khoga Akhmet Yassavi. In case of novelty, p.t.value the main author is the last in the list of authors.

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