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FEATURES OF BUILDING A COMPETITIVE ENVIRONMENT OF THE NATIONAL ECONOMY IN THE CONDITIONS OF POST-INDUSTRIALISM

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The purpose of the article is the development of the progressive experience of developed countries regarding leveling the problem of overconcentration of capital and monopolization of the economy in the period of post-industrial transformations. The theoretical and methodological foundations of research in the field of antitrust regulation in the period of post-industrial transformations are based on the fundamental scientific concepts of post-industrialism, theoretical ideas of scientists about the mechanisms and instruments of antimonopoly regulation of the economy. The methods of logical generalization, economic and mathematical modeling, system analysis, and mathematical statistics are used. It was determined that modern transformational processes of the socio-economic system force to reconsider approaches to the study of the laws of the process of civilizational development of society, to take into account and eliminate its contradictions. One of such contradictions is the acceleration of the concentration of capital and the monopolization of the economy, which is exacerbated in the period of the emergence of post-industrialism due to the total informatization and globalization of society. It is noted that in countries with developed market economies, antitrust regulation is one of the most important components of economic policy, because the absence of monopolies, free development, and strengthening of small and medium-sized businesses are necessary conditions for sustainable economic growth. It is important to note that in the context of globalization, competition policy can no longer remain the scope of national antitrust instruments alone, it becomes an object of interstate coordination and interaction, as modern transnational and multinational corporations are becoming virtually beyond the control of traditional global antitrust management institutions. It is proved that effective antitrust regulation of the national economy is the key to ensuring its progressive development; it is the most effective mechanism for supporting free enterprise and competition, property rights, stimulating employment as a source of economic growth. That is why in developed countries the state initiates the development of organizational and legal support of the competitive environment and prevention of monopolies. It regulates economic activity by registering trademarks, defining general terms of agreements, control over profits and expenses, over the prices of products of monopoly entities, transferring monopolies to state ownership, and implementing administrative penalties for violations of antitrust law. The practical value lies in the fact that the scientific research, the results of which are presented in the article, clearly and consistently demonstrates the urgent need to use the progressive experience of developed countries in the field of antitrust regulation. The obtained results can be further used to develop recommendations for determining the directions and formation of mechanisms and tools of the antitrust policy of Ukraine.

Keywords: post-industrialism, the concentration of capital, monopolization of economy, antitrust regulation, competitive environment.

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Introduction and problem statement

The modern era is a time of radical socio-economic transformations. The rapid pace of scientific and technological progress, the modern computer and information revolution, the globalization of social development has finally changed the structure of the socio-economic system of society and transformed the principles of interaction of its elements. In such conditions, the issue of ensuring the future progressive trend of social development is relevant, which requires proper theoretical justification. Since the end of the twentieth century, scientists have been trying to describe and explain the qualitative changes that are taking place in various spheres of social development – economic, political, social, socio-cultural, and so on. From the whole array of modern scientific concepts of development stood out the theory of post-industrialism, which, in our view, most accurately conveys the essence and nature of modern socio-economic transformations.

Analysis and research of recent publications

The theory of post-industrialism or the concept of post-industrial society arises and develops in the second half of the XX century thanks to the work of many famous scientists. Among foreign researchers who have analyzed the sociological and economic aspects of post-industrialism, we should mention R. Aron, D. Bell, I. Wallerstein, J. Galbraith, P. Drucker, M. Castells, L. Larush, W. Rostow, J. Stiglitz, T. Stonier, E. Toffler, J. Furastier and others. Ukrainian researchers also pay considerable attention to this issue, namely: V. Bazylevych, O. Bilorus, A. Galchynsky, V. Geets, N. Grazhevska, A. Filipenko, A. Chukhno, M. Zvieriakov, D. Zavadska [1], H. Pylypenko [2], M. Sahaidak [3], O. Yermoshkina [4], and other scientists who focus on the peculiarities of the manifestations of post-industrialism in transformational economies of the post-Soviet space, especially in the context of the need to accelerate the innovative development of these countries.

The global transformation processes of the period of formation of the post-industrial economy force to reconsider approaches to the study of the laws of the process of civilizational development of society, to take into account and eliminate its contradictions. One of such contradictions is the acceleration of the concentration of capital and the monopolization of the economy, which is exacerbated in the period of the emergence of post-industrialism due to total informatization and globalization. One of the directions of modern structural changes is the consolidation of enterprises and the concentration of markets, the formation of global oligopolies as the most common market

structures, the expansion of transnational corporations, and their transformation into multinational ones. These companies acquire a new status in the world and become virtually beyond the control of traditional institutions of global antitrust management. This is confirmed by the following facts: if after the Second World War TNCs created about 100 foreign branches a year, now – almost 1000 times more [5]. UNCTAD estimates that during 1982–2007, the value of products produced by foreign branches of TNCs increased from \$ 0.7 to \$ 6.0 trillion US dollars, their total assets – from \$ 2.2 to 68.7 trillion, total sales – from \$ 2.7 to 31.2 trillion, the number of employees from 21.5 to 81.6 million people, and export activities – from \$ 0.7 to 5.7 trillion respectively [6].

It is important to note that the extremely high level of market monopolization is inherent primarily in the fields related to information technology. For example, today the American company «Microsoft» controls 90% of the global market of operating systems for personal computers, and according to McKinsey, more than 63% of the capitalization of the US software market is accounted for by 2% of the largest world companies [7]. Therefore, it is quite natural that in the 1950s and 1960s there were 500 of the world's largest monopolies, in the 1970s and 1980s there were 200, and today there is a concentration of global economic power in the hands of 100 and even 50 largest corporations. As a result, modern TNCs control more than two-thirds of the main flows of scientific and technological knowledge (patents and licenses for new equipment, technology, know-how). The key role of TNCs in the monopolization of high-tech industries of global production has increased especially in the fifth and becomes dominant in the emergence of the sixth technological mode when the cost of innovative development doubles every 3–4 years [8]. All this complicates the problem of ensuring a progressive trend of development of both national and global economy, because the overconcentration of capital distorts the economic mechanisms of market self-regulation, exacerbates the problems associated with the use of new knowledge, and information in the interests of society, negatively affecting its well-being.

All this raises the issue of studying the modern experience of antitrust regulation, as well as the introduction of an effective system of state regulation of monopolies in all spheres of the national economy.

The purpose of the article

The aim of the article is to analyze the progressive experience of developed countries in leveling the problem of overconcentration of capital and monopolization of the economy in the period of post-industrial transformations.

Presentation of the main research material

In countries with developed market economies, antitrust regulation is one of the most important components of economic policy, as the absence of monopolies, free development, and strengthening of small and medium-sized businesses are necessary conditions for sustainable economic growth and progressive development of the socio-economic system as a whole. It is important to note that in the context of globalization, competition policy can no longer remain the scope of national antitrust instruments alone; it becomes an object of interstate coordination and interaction. That is why the problems of maintaining and developing competition in modern conditions are at the center of the attention of international economic organizations. Thus, back in 1980, the UN General Assembly adopted a set of principles and rules on competition, enshrined in Resolution № 35/63 of 05.12.1980 and in the Model Law on Competition adopted by UNCTAD. Since then, a rapid global process of developing international competition law, as well as establishing cooperation between the state and business in order to effectively implement its rules. The main components of these regulations are: the prohibition of cartels, control over the merger of companies, if because of the companies acquire a dominant position, and so on. It is important that the UN Code of Competition Principles and Rules allow developing countries not to adhere to strict competition rules in certain sectors of the economy, which creates prospects for them to successfully enter world markets.

In countries with developed market economies, the guarantor of competition and the development of the free enterprise is the state, which initiates the development of a system of organizational and legal support for the competitive environment and the prevention of monopolies.

In this context, an important role belongs to antitrust law, which is called differently in different countries. In the United States and in Japan – antitrust, in most EU member states – the fight against limited business practices, in Germany, Austria, Switzerland – cartel law. It was formed in the late nineteenth century in the United States and later became widespread in almost all developed countries, forming several basic models. Today, national antitrust law, despite its peculiarities in different countries, can be attributed to one of two main systems: prohibitive or regulatory.

The prohibitive (American) model involves the complete blocking of the monopoly as a structural unit. This system was formed on the basis of Sherman's law (1890), which was later supplemented by Clayton's law (1914), the Federal Trade

Commission law (1914), and others, which prohibit not only various forms of monopolies, but also the very attempt to monopolize trade through mergers. Horizontal mergers are most severely punished by these laws. As the antitrust instruments, these acts introduce a high scale of taxation of monopoly profits, control over the prices of monopolists, unbundling of monopolies. In a situation where a firm monopolizes more than 60% of any market, the firm is liquidated.

To the prohibition model, we can also include Japan's antitrust law, modeled on US law. Monopoly here defines a situation in which the share of one entrepreneur exceeds 50% of the market turnover of a product, or 75% – for two entrepreneurs together. To implement the requirements of this law in Japan created a special state body – the Committee on Fair Agreements.

Antitrust laws of most European countries, including Eastern European countries, tend to a regulatory model that is not directed against the monopoly as such but aimed at counteracting the negative manifestations of its market power. For example, cartels in some cases are considered useful for economic development, so the main form of state control over their activities is the system of registration of cartels in special bodies (in Germany – the Federal Cartel Administration). Only agreements that restrict competition between its members are subject to registration in the EU, as the competition policy of this association aims to develop a market-competitive environment both within individual member states and to ensure an appropriate level of interaction between its common market participants. Competition policy is one of the main prerequisites for the integration of individual national markets into the common European market with further entry into the world one; therefore, improving the conditions of the competition is one of the main criteria for EU membership. Most antitrust laws in European countries prohibit such types of monopoly agreements as market-sharing agreements, the introduction of fixed prices, and so on. Consumer protection plays an important role in European antitrust law.

Quite a high efficiency on the competition policy in European countries provides the so-called cross-control, in which the process of its implementation is divided between several bodies: one of them in case of suspicion of a firm to exercise monopoly power conducts an investigation, the second makes decisions, the third (advisory) gives an independent assessment of what is happening in the field of competition [9].

Modern approaches to competition policy are based on a new – more economic than legal –

approach to the content of the competition and competitive relations. Antitrust law should not be seen solely as a means of counteracting the creation of trusts and restricting their activities. At present, it is one of the specific forms of state regulation of the economy, an attempt to regulate market relations, stabilize the level and scale of competition in order to increase the efficiency of the economy. Specialized courts have been set up to hear cases of abuse of monopoly power in countries with antitrust laws. Both government agencies (in the United States – the Federal Trade Commission) and private firms affected by monopolies can file lawsuits. However, it is not always easy to determine whether there is a violation; moreover, in the new economic environment, mergers of companies that seemed dangerous in terms of antitrust law in one era appear less dangerous in another. Studies conducted by scientists in some developed countries (USA, Japan, Germany, Great Britain, Korea, Italy, Sweden, and Switzerland) show that active competition in the domestic market is associated with international success. Empirical observations indicate that the most effective form of market organization is the model of 12 ± 1 companies in major sectors of the economy [10].

In developed countries, there is a constant search for the optimal ratio of formal-legal and economic-analytical methods and tools to protect competition in terms of increasing the international competitiveness of national economies. In addition to measures aimed at preventing the formation of monopolies in the markets, there are those designed to combat existing firms that may be considered monopolists. They are subject to high taxation of monopoly profits, control over prices for products of monopoly entities, transfer of monopolies to state ownership, administrative penalties for violating antitrust laws, etc. Experts believe that the greatest impact on the effectiveness of state antitrust regulation is the unity of proper legislation, the effectiveness of feedback between the monopolist and the state regulator, and the systemic nature of state influence [11, p. 186]. In addition to legal mechanisms for restricting monopoly and preventing unfair competition in developed economies are registration of trademarks and brands, definition, and regulation by the state of general terms of agreements, price analysis, and control over profits and expenses of economic entities [10].

An effective mechanism of international competition policy is the regulation of market information support. Its need is due to the fact that firms have incentives to distort information about their sales and market share that they control. In such situations, national regulators alone are not

enough to effectively regulate the behavior of a monopoly firm.

It is also important to note that competition, despite all its advantages, can be a negative phenomenon, because in some cases, mergers can be seen as a favorable factor for success in foreign markets. This approach became recently dominated the United States and Europe in response to potential trade liberalization within the European Union. The rationale for this idea is that a stronger share of the domestic market creates a critical mass and allows companies to generate revenue related to the scale of production [12], which helps to reduce production costs and reduce prices.

Conclusions

Operating antitrust regulation of the national economy is a guarantee of ensuring the efficiency of its functioning; it is the most strength mechanism for supporting free enterprise and competition, property rights, stimulating employment as a source of economic growth. It's important especially in the period of post-industrialism when the consolidation of enterprises and market concentration are happening, the formation of global oligopolies is observing as the most common market structures, the expansion of transnational corporations is increasing. That is why in developed countries the state initiates the development of systems of organizational and legal support of the competitive environment and prevention of monopolies, regulates economic activity by registering trademarks and brands, defining general terms of agreements, control over profits, and expenses of economic entities, product prices of production of monopolies, transfers monopolies to state ownership and implements administrative penalties for violating antitrust laws.

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ОСОБЛИВОСТІ РОЗБУДОВИ КОНКУРЕНТНОГО СЕРЕДОВИЩА НАЦІОНАЛЬНОЇ ЕКОНОМІКИ В УМОВАХ ПОСТІНДУСТРІАЛІЗМУ

Федорова Н.Є.

Метою роботи є опрацювання прогресивного досвіду розвинених країн щодо нівелювання проблеми надконцентрації капіталу та монополізації економіки в період постіндустріальних трансформацій. Теоретико-методологічні основи дослідження в галузі антимонопольного регулювання в період постіндустріальних трансформацій ґрунтуються на фундаментальних наукових концепціях постіндустріалізму, теоретичних уявленнях учених щодо механізмів та інструментів антимонопольного регулювання економіки. Використовуються методи логічного узагальнення, економіко-математичного моделювання, системного аналізу та математичної статистики. З'ясовано, що сучасні трансформаційні процеси соціально-економічної системи змушують переглянути підходи до дослідження закономірностей процесу цивілізаційного розвитку суспільства, врахувати та нівелювати його протиріччя. Одним з таких протиріччя виступає прискорення концентрації капіталу та монополізації економіки, що загострюється в період зародження постіндустріалізму завдяки тотальній інформатизації та глобалізації суспільства. Зазначено, що у країнах з розвинутою ринковою економікою антимонопольне регулювання є однією із найважливіших складових економічної політики держави, оскільки відсутність диктату монополій, вільний розвиток і зміцнення малого й середнього бізнесу є необхідними умовами стійкого економічного зростання. Важливо відзначити, що в умовах глобалізації конкурентна політика вже не може залишатися сферою дії лише національних антимонопольних інструментів, вона перетворюється на предмет міждержавної координації та взаємодії, адже сучасні транснаціональні і багатонаціональні корпорації, що формуються, стають практично неіконтрольними традиційним інститутам глобального антитрестового менеджменту. Доведено, що дієве антимонопольне регулювання національної економіки – це заборона забезпечення її прогресивного розвитку; воно виступає найбільш ефективним механізмом підтримки вільного підприємництва і конкуренції, прав власності, стимулювання зайнятості як джерел економічного зростання. Саме тому в розвинених країнах держава ініціює розбудову систем організаційно-правової підтримки конкурентного середовища та запобігання проявам монополізму, здійснює регулювання економічної діяльності шляхом реєстрації товарних знаків і марок, визначення загальних умов угод, контролю над прибутками та витратами господарюючих суб'єктів, над цінами на продукти виробництва монополічних утворень, здійснює переведення монополій у державну власність та реалізує адміністративне покарання за порушення антимонопольного законодавства. Практична значущість полягає в тому, що наукове дослідження, результати якого надані в статті, чітко й послідовно демонструє нагальну необхідність використання прогресивного досвіду розвинених країн в сфері антимонопольного регулювання. Отримані результати в подальшому можуть бути використані для розробки рекомендацій з визначення напрямів та формування механізмів та інструментів антимонопольної політики України.

Ключові слова: постіндустріалізм, концентпрація капіталу, монополізація економіки, антимонопольне регулювання, конкурентне середовище.

ОСОБЕННОСТИ ФОРМИРОВАНИЯ КОНКУРЕНТНОЙ СРЕДЫ НАЦИОНАЛЬНОЙ ЭКОНОМИКИ В УСЛОВИЯХ ПОСТИНДУСТРИАЛИЗМА

Федорова Н.Е.

Целью работы является разработка прогрессивного опыта развитых стран по поводу нивелирования проблемы сверхконцентрации капитала и монополизации экономики в период постиндустриальных трансформаций. Теоретико-методологические основы исследования в области антимонопольного регулирования в период постиндустриальных трансформаций основываются на фундаментальных научных концепциях постиндустриализма, теоретических представлениях ученых о механизмах и инструментах антимонопольного регулирования экономики. Используются методы логического обобщения, экономико-математического моделирования, системного анализа и математической статистики. Установлено, что современные трансформационные процессы социально-экономической системы заставляют пересмотреть подходы к исследованию закономерностей процесса цивилизационного развития общества, учесть и нивелировать его противоречия. Одним из таких противоречий выступает ускорение концентрации капитала и монополизации экономики, что обостряется в период зарождения постиндустриализма благодаря тотальной информатизации и глобализации общества. Отмечено, что в странах с развитой рыночной экономикой антимонопольное регулирование является одной из важнейших составляющих экономической политики государства, поскольку отсутствие диктата монополий, свободное развитие и укрепление малого и среднего бизнеса являются необходимыми условиями устойчивого экономического роста. Важно отметить, что в условиях глобализации конкурентная политика уже не может оставаться сферой действия только национальных антимонопольных инструментов, она превращается в предмет межгосударственной координации и взаимодействия, ведь формирующиеся современные транснациональные и многонациональные корпорации становятся практически неподконтрольными традиционным институтам глобального антитрестового менеджмента. Доказано, что действенное антимонопольное регулирование национальной экономики – это залог обеспечения ее прогрессивного развития; оно выступает более эффективным механизмом поддержки свободного предпринимательства и конкуренции, прав принадлежности, стимулирования занятости как источников экономического роста. Именно поэтому в развитых странах государство инициирует развитие систем организационно-правовой поддержки конкурентной среды и предотвращение проявлений монополизма, осуществляет регулирование экономической деятельности путем регистрации товарных знаков и марок, определения общих условий сделок, контроля над доходами и расходами хозяйствующих субъектов, цен на продукты, производства монопольных образований, осуществляет перевод монополий в государственную собственность и реализует административное наказание за нарушение антимонопольного законодательства. Практическая значимость состоит в том, что научное исследование, результаты которого представлены в статье, четко и последовательно демонстрирует неотложную необходимость использования прогрессивного опыта развитых стран в сфере антимонопольного регулирования. Полученные результаты в дальнейшем могут использоваться для разработки рекомендаций по определению направлений и формированию механизмов и инструментов антимонопольной политики Украины.

Ключевые слова: постиндустриализм, концентрация капитала, монополизация экономики, антимонопольное регулирование, конкурентная среда.

FEATURES OF BUILDING A COMPETITIVE ENVIRONMENT OF THE NATIONAL ECONOMY IN THE CONDITIONS OF POST-INDUSTRIALISM

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The purpose of the article is the development of the progressive experience of developed countries regarding leveling the problem of overconcentration of capital and monopolization of the economy in the period of post-industrial transformations. The theoretical and methodological foundations of research in the field of antitrust regulation in the period of post-industrial transformations are based on the fundamental scientific concepts of post-industrialism, theoretical ideas of scientists about the mechanisms and instruments of antimonopoly regulation of the economy. The methods of logical generalization, economic and mathematical modeling, system analysis, and mathematical statistics are used. It was determined that modern transformational processes of the socio-economic system force to reconsider approaches to the study of the laws of the process of civilizational development of society, to take into account and eliminate its contradictions. One of such contradictions is the acceleration of the concentration of capital and the monopolization of the economy, which is exacerbated in the period of the emergence of post-industrialism due to the total informatization and globalization of society. It is noted that in countries with developed market economies, antitrust regulation is one of the most important components of economic policy, because the absence of monopolies, free development, and strengthening of small and medium-sized businesses are necessary conditions for sustainable economic growth. It is important to note that in the context of globalization, competition policy can no longer remain the scope of national antitrust instruments alone, it becomes an object of interstate coordination and interaction, as modern transnational and multinational corporations are becoming virtually beyond the control of traditional global antitrust management institutions. It is proved that effective antitrust regulation of the national economy is the key to ensuring its progressive development; it is the most effective mechanism for supporting free enterprise and competition, property rights, stimulating employment as a source of economic growth. That is why in developed countries the state initiates the development of organizational and legal support of the competitive environment and prevention of monopolies. It regulates economic activity by registering trademarks, defining general terms of agreements, control over profits and expenses, over the prices of products of monopoly entities, transferring monopolies to state ownership, and implementing administrative penalties for violations of antitrust law. The practical value lies in the fact that the scientific research, the results of which are presented in the article, clearly and consistently demonstrates the urgent need to use the progressive experience of developed countries in the field of antitrust regulation. The obtained results can be further used to develop recommendations for determining the directions and formation of mechanisms and tools of the antitrust policy of Ukraine.

Keywords: post-industrialism, the concentration of capital, monopolization of economy, antitrust regulation, competitive environment.

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