

**INTELLECTUALIZATION OF ECONOMIC ACTIVITY
AS A DETERMINENT OF GLOBAL COMPETITION' STRENGTHENING**

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One of the most important consequences of globalization is radical qualitative changes in the nature of international competition, namely the formation of such a phenomenon of capture and redistribution of economic power as global competition.

In a globalized environment, the competition of economic actors for the best implementation of their economic interests takes on a complex character, covering not only all existing subsystems of the world economy, but also the struggle for their future contours. The probability of victory in the competition of certain participants is directly determined by their competitive potential, bases of which at the beginning of the 21st century was laid by pioneering innovations, and strengthened by educational, scientific, innovative and investment institutes of strategic development.

An additional catalyst of competition is the complementary trends of creativity and intellectualization of economic activity. The first defines innovativeness as a way of being of economic actors. Among the factors of the expansion of an creativity:

a) depletion of technological reserves of extensive economic development in the leading countries, which prompts active search for innovative ways to support positive economic dynamics and increase international competitiveness;

b) mass automation and intellectualization of production cycles, which limited a person's choice for productive use and commercialization of human essential forces;

c) the standard of living achieved in developed countries with the appropriate orientation of production to meet the individual needs of the consumer, continuous innovative updating of the nomenclature and differentiation of the spectrum of consumer properties of the goods that satisfy them;

d) certain devaluation of the economic value of traditional factors of production in the conditions of acceleration of technical and economic time.

Knowledge, as a result of intellectual common society work, is a universal means of cross-border transition of actors through the existing limits of the possible (improvement and expansion of the space of personal economic activity, overcoming resource and technological limitations of productive capacity etc.). Gnostic impact factors enrich reproductive processes with useful novelty, give them competitive advantages, reduce resource dependence, increase productivity and metabolic efficiency. Therefore, the incentives to re-hierarchize the factors of competitiveness and the leadership of the intellectual resource that differs comparatively greater productive and income-generating potential, has high adaptability to environmental fluctuations, the ability to protect existing tangible and intangible assets from moral obsolescence, to counteract the rapid depletion of sources of monopoly and differential rent; multiple positive network and external effects; the ability to expand the economic space and ensure the implementation of expansionist strategies, preventing the antagonism of environmental and economic contradictions.