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The main task of the article is to justify the mechanism of competitiveness management of the production infrastructure of international airports in the context of globalization.

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на тему «The mechanism of competitiveness management of production infrastructure of international airports in the global air transportation market»

The mechanism of competitiveness management of production infrastructure of international airports...

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The mechanism of competitiveness management of production infrastructure of international airports in the global air transportation market

Abstract: The main task of the article is to justify the mechanism of competitiveness management of the production infrastructure of international airports in the context of globalization.

Keywords: airport, production infrastructure, competitiveness, world market of air transportation.

In the modern conditions of production international- airports (PIIA) in the global air transportation market. The globalization and liberalization of the world economy, integration production infrastructure of international airports occupies

and globalization, the acute problem is the increasing of the a special place in the world economic system. It is a complex

competitiveness of production infrastructure of international dynamic subsystem of the global production infrastructure,

which is necessary to create the conditions for the effective functioning of the airports. Competitiveness of production infrastructure of international airports affects the competitiveness of the airports, industries, national economies into the world economy as it is an important factor in the localization of economic activity and ensuring of the world trade, increasing the mobility of production factors, regional economic development and socio-economic development in general.

Based on the works of famous scientists — Belobaba P., Button K. [2], Canning D., Charlotte N. [3], Dobbs R. [4], Forsyth P. [5], Gillen D. [6], Jonkhoff W., Kanaya H. [7], Kapur A., Kessides I., Manshanden W., Odoni A., Pedroni P., Reynolds T. [1], Rus G., Vega H., Winston C. — we have initiated research the particularly of improving the competitiveness of productive infrastructure of international airports in the context of globalization [8; 9]. However, the improving of the competitiveness of production infrastructure of international airports as components of a global industrial infrastructure is a relatively new process, which is not sufficiently studied by economics yet. This confirms the relevance of the study.

Production infrastructure of international airports essential role in shaping the global economic system and dynamic development of the global aviation market indicate the need to develop and implement management mechanism competitiveness of production infrastructure of international airports in the global air transportation market (Fig. 1).

We believe that the mechanism of competitiveness management of production infrastructure of international airports in the global air transportation market is part of the mechanism of functioning of the global aviation market and that it is a subsystem that is associated with management of the impact of different levels (global, regional, national) through the implementation of principles, methods, forms and tools of influence on competitiveness of production infrastructure of international airports with coordination of interests of all stakeholder groups in the strategic development of airport infrastructure.

The mechanism aims to achieve its strategic goal — increasing PIIA competitiveness in the world market of air transportation in the global competition.

To achieve this goal affect resource constraints that depend on the conditions of the global aviation market and are influenced by many factors: political, legal, economic, technical, natural-geographic, socio-psychological,

demographic. Therefore, the introduction of PIIA competitive management mechanism is necessary to take account of the prerequisites of the global aviation market.

At the base of system of competitiveness management of production infrastructure of international airports through the proposed mechanism is the management of airport infrastructure competitiveness factors, which eventually creates additional competitive advantages for the national economy in the global economic system, promotes economic and social growth.

Commitment to systematic, strategic importance, priority, synergy, commitment, consistency, flexibility, hierarchy principles will promote the formation of scientific management mechanism dynamic model of PIIA competitiveness, which will be able to evolve due to changes in the global environment.

Given the multi-level system of PIIA competitiveness management requires separation the methods of regulation, coordination and cooperation. The regulation method primarily applied by global aviation institutions at the regional level and is used in the liberalization of airspace. A method of coordination appears in close contact of all levels of institutional support of PIIA competitiveness management. The method of cooperation is used at the regional level in the form of intensive intergovernmental cooperation, at the national level it is used for institutions implementation, developed at the global or regional levels. These methods will effectively organize activities aimed at resolving the issue of increasing the PIIA competitiveness in the global aviation market. It should be added that at the national level the country-specific techniques of PIIA management competitiveness are used.

By the means of influence on the object of control it will be appropriate to use political, administrative and legal, organizational, economic and socio-psychological methods.

Mechanism of PIIA competitiveness management involves the introduction of a number of instruments, one of which is the integration of airports. In the airport sector there is both vertical and horizontal integration. The combined efforts of the airports, airlines and other service companies to provide integrated air freight services allow you to create global service network that ultimately enhance competitive advantages of PIIA in the global aviation market.

In the order to increase the PIIA competitiveness we also offer the implementation of tools such as improving the efficiency of state regulation in the field of PIIA competitiveness, creating conducive conditions to the business at the airport or in the immediate vicinity, PIIA integration in the transport system, introduction of modern integrated information technology. It is important to stress that the list of specific instruments varies due to changes in the global aviation market, the appearance of new tools, improving the basic elements of PIIA management competitiveness, that is the objective process of renewal.

The mechanism of strategic management of production infrastructure of international airports competitiveness in the global air transportation market effectively implemented in the technology of management. In applying the process approach that considers the general functions of management as interrelated, the management technology of PIIA competitiveness is used through rational and logical consistency of decision-making and implementation of specific measures.

Thus, it should be noted that developed by us structure and content of management mechanism of PIIA competitiveness in the global air transportation market is a universal scheme and can be used as the base model for the management of airport infrastructure competitiveness of any airport in the world economic system.


The mechanism of competitiveness management of production infrastructure of international airports.

Fig. 1. The mechanism of competitiveness management of production infrastructure of international airports in the global air transportation market

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