

The Development of Competition Advocacy in an Information Economy

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Research Methodology: Using the dialectical approach the objective principles of competition advocacy in Ukraine, as well as conflicts between the objectives and consequences of competition policy were disclosed. Using the methods of abstraction, analysis and synthesis the essence of competition advocacy was investigated. Using the analogy method a comparison of the respective approaches to competition policy in the EU and Ukraine was carried out.

Results: The current state of competition advocacy as a component of competition policy was analyzed. The basic tools and techniques of the Antimonopoly Committee of Ukraine in this sphere were determined. A significant increase in the competition advocacy efficiency in the case of using modern information technologies was argued. The ways of further development of the national system of competition advocacy based on the study of progressive experience of European countries were determined.

Novelty: The objective prerequisites for the competition advocacy system formation were disclosed. A generalization and classification of the main tools of competition advocacy, depending on the target groups were carried out. The necessity of informatization of competition advocacy for creating a global information economy and the importance of providing appropriate scientific information support of this process were argued.

The practical significance: On the bases of the thorough study of the basic tools and methods of competition advocacy the practical recommendations on strategy of competition policy development in this area under the auspices of the Antimonopoly Committee of Ukraine were developed. Implementation of the proposed work offers, in our opinion, will not only improve government interaction with business, but also help increase public awareness on the benefits of competition, and will be the basis for the formation of market competition culture in Ukrainian society.