

Defining Essence of «Export Potential of the Country» Concept

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Research Methodology: Using structural and logical analysis and systematization of existing interpretations, the essence and meaning of the term «export potential of the country» have been reviewed and essential features and components of the export potential have been distinguished. Research of approaches for defining «export potential of the country» has been conducted by using system analysis, methods of comparison and generalization.

Results: Analysis of current scientific views on the category of «export potential of the country» from the standpoint of resources, effective, systematic and market approaches has been made. Essential features of the export potential of the country have been defined and the main keywords that form this term have been highlighted.

Novelty: On the basis of the research the main approaches for defining of «export potential of the country» concept in modern economics have been summarized. Theoretical basis of «export potential of the country» has been further developed. Improved definition of «export potential of the country» has been put forward in contrast to existing concepts, based on an integrated approach to understanding the essence of this category.

The practical significance: These findings are aimed at improving export potential formation process and competitiveness of the national economy on foreign markets in terms of defining the essence of export potential and understanding the main categories that shape it.

The results of research are aimed at determining the nature of the export potential of the country and understanding of the basic categories that shape it.