

**FACTORS ANALYSES AND DETERMINATION OF THEIR INFLUENCE ON THE INDICATORS VALUE
COMPETITIVENESS OF GOODS EXPORT**

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Abstract. The pertinence of the issue is because of the impact of fare aggressiveness elements of the Russian Alliance on the elements of remote exchange the development of merchandise outside the traditions region of the EAEU. The presence of such factors won't take into account the compelling usage of state trade approach and the advancement of the national economy. Thusly, it is important to distinguish such factors, their examination, to decide the level of their impact and to shape recommendations for taking measures on their disposal. In such manner, the reason for the article is to recognize the level of impact of fare aggressiveness factors on the fare intensity pointers proclaimed in Russian and worldwide reports. The main strategies for perception fundamental the investigation of this issue are examination, union and enlistment, permitting to distinguish the level of impact of fare intensity factors on fare aggressiveness pointers and to legitimize recommendations for their leveling. The fundamental aftereffect of the article is the development of a grid, which obviously demonstrates the impact of components on individual markers of fare aggressiveness, apportioned by global associations, which will figure out which factors have an increasingly negative effect on the execution of fare intensity in a bigger volume and, hence, should be tended to as a need. The materials of the article can be utilized to evaluate the fare aggressiveness of mechanical and different items; will decide further headings to improve the state arrangement in the field of Russian fares' advancement and increment the allure of the residential economy in remote markets.

Keywords: export competitiveness, factors of export competitiveness, indicators, state support of export.

1. Introduction

The unification of Russia, Belarus, Kazakhstan, Kyrgyzstan, Armenia in the EAEU is designed to promote the welfare of these countries' population by expanding the opportunities for trade in goods and services and increasing the competitiveness of the countries' economies. The geo-economic potential of the EAEU is high, although a significant part (80-87%) falls on Russia (Andronova, 2016). The creation of favorable conditions for access of domestic goods to foreign markets is the most important factor in ensuring the economic growth of the state and is the object of close attention of national economies and their integration associations (Spartak, Knobel & Flegontova, 2018; Guerrero, Hilda, Shirley Polo, and Judith Martinez Royer Paola Ariza. 2018). However, the creation of a favorable environment for access is limited by a significant number of factors related both to the organization of economic activities within countries and to trade barriers at the borders between countries. Of course, progress in further integration of the economies of the EAEU member States is to minimize and eliminate the impact of such factors and barriers. One of the steps towards removing barriers to the normal functioning of the EAEU should be the systematization and analysis of such factors, since the successful overcoming of barriers is possible only after that (Demchenko et al., 2018). The analysis of trade problems in the framework of the EAEU is increasingly drawn attention in the legal literature (Zhiviykh, 2017; Ozhigina, 2018; Kondratyeva, 2017; Grishin, Yevsyukov & Ustyuzhanina, 2016; Chupina, 2017; Olesova, A. P., & Borisova, U. S. 2016). An effective mechanism to support the export of industrial products requires access to markets outside the Russian Federation, which is important for job creation and the transition from a raw material to an innovative economy (Demchenko et al., 2018; Tastan & Davoudi, 2015; Fartash et al., 2018), and the development of investment in this area is required (Kvon et al., 2018; Ruchkina & Vengerovsky, 2015). In this regard, of particular importance is the formation of a comprehensive system of export support, which is one of the prerequisites for ensuring the competitiveness of the national economy in the world markets (Frumina, 2018), and overcoming barriers to the normal functioning of the EAEU. Special attention is paid to export support measures (Syrtsov, 2014).

The topic of export support is described in the works of such researchers as (Akberov, 2017; Churova, 2015; Makhan'kova, 2017; Poluektov, 2015). Special attention is drawn to the topic of institutional and legal aspects of development and support of trade and economic development of the EAEU (Seliverstova, 2017).

2. Materials and Methods

The study and its results are based on the use of factor analysis methods, the use of technique of complex and systematic study and measurement of factors relatively to the value of effective indicators. With the help of factor analysis, the factors responsible for the importance of export competitiveness indicators were identified and their impact on export competitiveness indicators was established.

Factor analysis was carried out in several stages, including:

- Factors' selection. At this stage, the following factors were selected: the presence of *customs residence* principle; the lack of harmonization of rules governing export control in the EAEU member States; the lack of harmonization of rules governing currency control at the EAEU level; the establishment of excessive material requirements for the customs representative; the establishment of special requirements for the authorized economic operator (AEO); the inability to provide an electronic Bank guarantee as a security for the payment of customs duties; the duration and complexity of the VAT refund procedure; the lack of grounds' list of grounds for request of additional documents during verification of documents and information; the ambiguous interpretation of provisions of national laws and regulations and customs legislation; the lack of provisions in the Customs code of the EAEU, which regulates the possibility of diversifying the methods of notification about the call in order to obtain explanations as forms of customs control; establishing the amount of customs duties that cannot be set lesser than the value of the security Deposit.

- Systematization of export competitiveness indicators proposed by international organizations and Russian regulatory legal acts, and identification of the possibility/ impossibility of selected factors' impact on each indicator separately.

- Calculation of influence of each selected factor's degree on the indicators of export competitiveness.

- Ranking of factors in groups from 1 to 4 depending on the degree of their impact on the export performance of Russian industrial product.

- Construction of a factor model-a matrix of factors affecting the export competitiveness of Russian product.

- Formation of recommendations on the practical use of the factor matrix.

The study also used the method of analysis, it allowed comparing the indicators used by the World Bank and used in the documents of strategic planning of the Russian Federation, characterizing export competitiveness. The paper also uses the method of induction, which allows to identify the relationship between the applied indicators of export competitiveness and to justify proposals for their harmonization.

3. Results

Since the article is devoted to the study of export competitiveness factors of the Russian Federation in the movement of goods outside the customs territory of the EAEU, the task of the study will be to determine the extent of their impact on export competitiveness indicators declared in Russian and international documents.

3.1 The Factor Associated with the Presence of Customs Residence Principle

So, 1 factor is associated with the presence of *customs residence* principle, limiting the possibility of filing a Declaration for goods to any customs authority in the territory of the EAEU (conditional symbol of the factor $-f_1$).

Taking into account that the proposed abolition of residency principle will reduce material and time costs in the implementation of customs Declaration, help to avoid multiple VAT payment to participants of value chains and intermediary operations within the EAEU, contribute to introduce a single electronic document management in this territory, it can be assumed that it (the factor) will affect such indicators of export competitiveness as time for export: border and customs control; export value; time for paperwork and the cost of paperwork. Indirectly, this factor may also affect other indicators presented in table 1. However, let us clarify that in this section we will consider only a direct relationship, the detection of which is obvious from the description of the factor.

To determine the degree of factors', influence on the value of export competitiveness indicators, we group all indicators proposed by international organizations and Russian regulatory legal acts, and identify the possibility / impossibility of the studied factors' impact on each indicator separately (table 1).

Table 1. The influence of the factor associated with the presence of customs residence principle on the indicators of export competitiveness

Indicator	Indicat or symbol	T he factor f_1
World Bank indicators		
Time to export: customs and border control	i_1	+
The value of exports: customs and border control	i_2	+
Time for paperwork	i_3	+

	Cost of paperwork	i_4	+
Indicators of strategic planning documents of the Russian Federation			
	Increase in the share of Russian high-tech goods' exports in total world exports of high-tech goods	p_1	-
	Increase in the value of exports of goods and services	p_2	-
	Increase in the value of exports of non-primary goods	p_3	-
	Annual increase in the supply of machinery, equipment and vehicles in the export of goods	p_4	-
	Increase in the coefficient of commodity diversification of exports	p_5	-
	Increasing the share of services in Russia's total exports of goods and services	p_6	-
	Increase in the share of knowledge-intensive and intellectual services in the structure of services exports	p_7	-
	The increase in the number of exporters of goods	p_8	-
	Export growth rates of non-primary non-energy goods	p_9	-
0	Share of Asia-Pacific economic cooperation countries in total merchandise exports	p_{10}	-
1	Volume of export credits and other financing instruments	p_{11}	-

Based on the fact that f_1 affects the change of four indicators out of 15, we will consider the degree of influence as 4: 15 = 0.27.

3.2 Factor Associated with the Lack of Rules Harmonization Governing Export Control in the EAEU Member States

The next factor f_2 is connected with the lack of norms' harmonization regulating export control in the EAEU member States. This fact leads to a distortion of the competitive advantages of goods that fall under export control in one member state of the EAEU and do not fall into another. In addition, the absence of a unified automated procedure for export control significantly increases the time of customs clearance. Consequently, the implementation of the proposed recommendations will allow for the establishment of a single procedure for export controls, which will affect the time spent on export controls (table 2).

Table 2. The impact of the factor associated with the lack of harmonization of export control standards on export competitiveness indicators

Indicator	i_1	i_2	i_3	i_4	p_1	p_2	p_3	p_4	p_5	p_6	p_7	p_8	p_9	p_{10}	p_{11}
Factor f_2															

Based on the fact that f_2 affects the change of one indicator out of 15, we will consider the degree of influence as 1: 15.

3.3 The Factor Associated with the Procedure of the Transaction Passport Registration

The 3rd factor is related to the procedure of the transaction passport's registration and is mediated by the lack of harmonization of norms regulating currency control at the level of the EAEU (f_3).

The presence of a transaction passport between the EAEU member States entails the formation of costs for the exporter in the amount of up to 1% of the export contract's value. Also, passport registration takes up to 10 days.

Therefore, the ability of all EAEU member States to enter in the Declaration the number of the transaction passport without providing it to the national banks, will allow on the one hand to reduce the time for export control, and on the other - to reduce the costs incurred in the preparation of documents (table 3).

Table 3. The impact of the factor associated with the lack of harmonization of exchange control on export competitiveness

Indicator	i_1	i_2	i_3	i_4	p_1	p_2	p_3	p_4	p_5	p_6	p_7	p_8	p_9	p_{10}	p_{11}
Factor f_3															

Based on the fact that f_3 affects the change of two indicators out of 15, we will consider the degree of influence as 2: 15.

3.4 Factor Related to the Requirements to the Customs Representative

The 4th factor is related to the *requirements for the customs representative*, which can be defined as *the establishment of excessive material requirements*. The amount of enforcement of duties of the customs representative for the payment of customs duties and taxes is equivalent to the value of not less than 500 thousand euros.

The absence of standardized requirements in the approach to the registration of a legal entity and its exclusion from the registers of customs representatives is due to the inability to register and carry out activities by the customs representative throughout the EAEU.

The solution to this problem will allow reducing the period of customs clearance for the period necessary for the implementation of these actions in respect of goods, the production of which is located in the EAEU country other than the country in which the head office is located;

Reducing the level of the customs representative provision to the amounts proposed in p. 1.1, will increase the competitiveness index i_4 (table 4).

Table 4. Influence of factors related to the establishment of the material requirements' excess to the customs representative on the performance of export competitiveness

cator	Indi	i_1	i_2	i_3	i_4	p_1	p_2	p_3	p_4	p_5	p_6	p_7	p_8	p_9	p_{10}	p_{11}
or	Fact															
	f_4															

Based on the fact that f_4 affects the change of two indicators out of 15, we will consider the degree of influence as 2: 15.

3.5 Factor Related to the Establishment of Special Requirements for the Authorized Economic Operator (AEO)

The 5th factor is related to the establishment of *requirements to the authorized economic operator (AEO)*. Currently, the AEO is burdened with excessive material requirements, including the need to provide security in the amount of 150 thousand to 1 million euros for obtaining a certificate of inclusion in the register, which increases the cost of export operations. Moreover, the authorized economic operator is recognized as such only in the territory of registration. This complicates the implementation of activities throughout the EAEU and significantly increases the costs of the exporter.

Reduction of material requirements for AEO, the introduction of tax incentives, reduction of duties, and as one of the possible positive changes - the possibility of self-audit, will reduce the cost of paperwork and affect the indicator i_4 (table 5).

Table 5. The impact of the factor associated with the establishment of excessive material requirements for AEO on export competitiveness

cator	Indi	i_1	i_2	i_3	i_4	p_1	p_2	p_3	p_4	p_5	p_6	p_7	p_8	p_9	p_{10}	p_{11}
or	Fact															
	f_5															

Based on the fact that f_5 affects the change of one indicator out of 15, we will consider the degree of influence as 1: 15 = 0.07.

3.6 The Factor Associated With the Inability to Provide an Electronic Bank Guarantee as Security for the Payment of Customs Duties.

The 6th factor *is related to the requirements for the electronic Bank guarantee (f_6)*. Today, despite the rapidly developing digitalization of the economy, article 63 of the customs code of the EAE limits the possibility of mechanisms to ensure the payment of customs duties and taxes. The inability to provide an electronic Bank guarantee as a security for the payment of customs duties affects the efficiency of document flow and the timing of export operations. In addition, the inability to provide an electronic Bank guarantee limits the right of the exporter to participate in foreign economic activity using the mechanism of electronic Declaration. In turn, the simplification of the procedure and the provision of the possibility of payment of customs duties through the transfer of funds or a Bank guarantee (including in electronic form) will significantly accelerate the process of export operations (table 6).

Table 6. Influence of the factor connected with impossibility of providing the electronic Bank guarantee as ensuring payment of customs duties on indicators of export competitiveness

Indicator	i_1	i_2	i_3	i_4	p_1	p_2	p_3	p_4	p_5	p_6	p_7	p_8	p_9	p_{10}	p_{11}
Factor f_6															

Based on the fact that f_6 affects the change of one indicator out of 15, we will consider the degree of influence as 1: 15 = 0.07.

3.7 Factor Related to the Duration and Complexity of the VAT Refund Procedure

The 7th factor is related to the duration and complexity of the VAT refund procedure. To date, the declared rules of law (article 67 of the EAEU CC) provide for VAT refund as a national competence. Accordingly, among the parties to the agreement, the regulation of this issue is carried out by national regulatory legal acts; the coordination between them is absent. This increases the VAT refund time and affects the export competitiveness factor i_4 with a little caveat. In this case, VAT refund is considered as a delayed factor affecting the speed of paperwork, as VAT refund occurs after the transaction. Thus, the solution proposed in paragraph 1.1-the development of a Plan for the implementation of the electronic procedure for VAT refund, providing for the creation of information and infrastructure bases of this procedure will reduce the VAT refund period and will increase export competitiveness (table 7).

Table 7. The impact of the factor related to the duration and complexity of the VAT refund procedure on export competitiveness indicators

Indicator	i_1	i_2	i_3	i_4	p_1	p_2	p_3	p_4	p_5	p_6	p_7	p_8	p_9	p_{10}	p_{11}
Factor f_7															

Based on the fact that f_7 affects the change of one indicator out of 15, we will consider the degree of influence as 1: 15 = 0.07.

3.8 Factor Related to the Established Requirements for the Provision of Additional Documents and Information

Factor 8 - requirements for additional documents and information (f_8). In article 324 of the EAEU CC there is no list of grounds for requesting additional documents when checking documents and information, which causes an artificial increase in the output of goods when requesting documents. The solution to the problem will reduce the cost of the export process to the average exporter by 40 euros, as well as reduce the cases of request for additional documents by the decision of the national customs authority without good reason by 24%, thereby accelerating the export process by 1.2 times. Impact on the performance of i_3 и i_4 - 2: 15 (table 8).

Table 8. The impact of the factor related to the duration and complexity of the VAT refund procedure on export competitiveness indicators

Indicator	i_1	i_2	i_3	i_4	p_1	p_2	p_3	p_4	p_5	p_6	p_7	p_8	p_9	p_{10}	p_{11}
Factor f_8															

3.9 The Factor Associated with the Wrong Definition of Concepts

Factor 9 - incorrect definition of (f_9). The ambiguous interpretation of the provisions of national regulations and customs legislation creates problems with the implementation of operations and weakens the protection of exporters' interests. The impact of this factor is difficult to estimate in numerical (economic) terms, so in this paper its impact on the change in export competitiveness will be considered as = 0.

3.10 A Factor Related to the Limitation of Notification Methods

Factor 10-means of notification (f_{10}). To date, the customs code of the EAEU does not contain provisions regulating the possibility of diversifying the methods of sending call notifications in order to obtain explanations as a form of customs control (article 323 of the EAEU CC).

The lack of the possibility to use electronic means of communication significantly increases the time of customs control and directly affects the indicator of export competitiveness i_1 . Degree of influence 1: 15. According to the results of the practice of using electronic means of notifications' transmission used in the EU countries, the duration of the procedure of giving an explanation is reduced to 2 days.

3.11 Factor Related to the Establishment of the Amount of Customs Duties

Factor 11 – the amount of *security of customs duties* (f_{11}), which cannot be set at a rate less than the value of the security payment. The requirements of the legislation of the Russian Federation oblige the exporter to provide General security for the full amount of customs duties, which reduces the possibility of his participation in foreign economic activity (especially small exporters). With the introduction of a risk-based approach to the size of the General guarantee, the size of the guarantee can be reduced by 30% -50%. Impact on the factor i_4 1:15.

3.12 Construction of a Matrix of Factors Affecting the Export Competitiveness of Russian Products

Taking into account the different effects of these factors on the performance of export competitiveness, we will rank them. However, taking into account the fact that the factors listed in the paper have an impact on the export competitiveness indicators proposed by the world Bank, and do not affect the competitiveness indicators determined by the Russian strategic planning documents, the overall picture of the factors' impact on the indicators changes significantly and is considered not in proportion to 15, but in proportion to 4, since there are 4 factors of export competitiveness proposed by the world Bank.

Therefore, when ranking the first group includes factors, the impact of which is the greatest-from 0.75 to 1; the second group includes factors, the impact of which on the competitiveness is large - from 0.5 to 0.75; the third group will include factors, the impact of which on the competitiveness is moderate – from 0.25 to 0.5. And the fourth group will be formed by factors whose influence is insignificant-from 0 to 0.25. Based on these ranks, we construct a matrix of factors affecting the export of Russian industrial products (table 9).

Table 9. Matrix of factors affecting the export competitiveness of Russian products

Factor / Indicator	i_1	i_2	i_3	i_4
Factor f_1				
Factor f_2				
Factor f_3				
Factor f_4				
Factor f_5				
Factor f_6				
The rest of the table 23				
Factor f_7				
Factor f_8				
Factor f_9				
Factor f_{10}				
Factor f_{11}				



The greatest influence is from 0.75 to 1
Great influence-from 0.5 to 0.75
Moderate influence - from 0.25 to 0.5
Minor influence-from 0 to 0.25

This matrix allows us to visualize the degree of influence of factors on individual indicators of export competitiveness, allocated by international organizations. Consequently, the negative impact of factors that have a greater impact on export competitiveness indicators needs to be addressed as a matter of priority.

4. Discussions

In the scientific literature controversial issues remain related to the methodology for identifying and assessing the export competitiveness of goods, which are partially reflected in the works of E.S. Mityakov (2015). He proposes to consider the volume of exports per capita as an indicator determining the competitive advantages of exports of raw

materials or finished products; T.G. Maximova et al. (2015, 2008) determining to the indicators reflecting the position of the country in the international market, referring to the share of exports in the total volume of foreign trade; E.A. Stepanov, who studied the method of export assessment applied in foreign countries and adapted to the Russian conditions, based on the calculation of the entropy coefficient (2014), and other researchers. Foreign authors who studied the development of exports and export potential, based on the idea of a positive impact by the demand for products and negative – obstacles in the form of customs duties, distance, etc. (Baldwin, 1994; Gros & Gonciarz, 1996). In several studies, in contrast, already exported products were considered and were not taken into account the magnitude of the demand (Fortunato, Razo & Vrolijk, 2015). Among the works in which attention was drawn to the topic of evaluation of export competitiveness, the works of specialists such as (Buleev & Buleeva, 2013; Kel'chevskaya & Ismagilova, 2016; Yandarbaeva & Yushaeva Raset, 2017; Koval & Levashenko, 2017), should be noted.

5. Conclusion

Thus, summarizing the above mentioned, we note that based on the analysis of factors that have a direct impact on the export competitiveness of domestic goods:

– Factors are revealed and the degree of their influence on the value of indicators of goods' export competitiveness is defined.

– A matrix of factors affecting the performance of export competitiveness of Russian products, which allows you to visualize the degree of factors' influence on individual indicators of export competitiveness allocated by international organizations.

– It is proposed to take measures to reduce the negative impact of factors on export competitiveness.

– clarifications in the program documents of the Russian Federation are proposed formed by the world Bank as indicators of export competitiveness of Russian products.

Given the different effects of these factors on the performance of export competitiveness, their ranking is proposed.

6. Recommendations

The conclusions and proposals formulated in the article can be used by legislative and Executive bodies of state power in assessing export competitiveness and the impact of the established factors on it. The results of the work determine the further directions of improving the state policy in the field of development of Russian exports and increasing the attractiveness of the national economy in the world markets.

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