

THE ROLE OF COMPETITION IN THE STRATEGIC PLANNING

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Abstract: Strategic management should be seen as one of the key tools that is used to guide and identify an alternative to management, thereby planning, organizing, managing and controlling strategic requirements. Especially given that strategic opportunity planning is to optimize strategic goals and objectives and develop specific strategies for the use of practice. While working in strategic organization, he exposes himself by concentrating the human, financial, material, information, and other resources of the organization on setting strategic tasks. In this context, the main task of strategic management must be set, which must be developed within the organization and at the same time create the opportunity to achieve its goals as balancing interests of the groups inside and outside them. Strategic management of the accentuated use of appropriate strategies to achieve the goals set, striking a reasonable balance between the need for stability and change. Take the opportunity to achieve the best goals that are facing any economic system, which is intended to be considered as one of the most important management functions at all levels of management in organizations. It is a planning process for planning to be used as a tool for analysis, to see and outline research and trends in program study, and to set goals for future development, strategy development, planning and programming, as tool for managing available resources, reporting processes and the phenomenon and impact of effective system development. The development and use of short-term and better strategies, plans and programs for different regions of other and different economic sectors have reached a fully balanced development of the national economy, and it is essential to check the rules of state policy in different areas of social - economic life of others and in particular of individual regions. On the other hand, strategic planning can be commented on as a mechanism for coordination and interaction on interests and activities of all economic entities, regardless of existing ownership - private or public, in order to use the socio-economic development in the administrative place of candidates and pay attention to the well-being of the population that inhabits them. The development of competitiveness theory is related to the formation of diverse views on its relevance and content, and competitiveness can be used as an economic category, given that its properties are formed in a complex and multifaceted nature. Considering that competition can emerge as a continually sustainable age of the manufacturer, leading the driver to increase access and improve the standard of living that can be created on the basis of the highest level of demand of productivity, having to offer products and innovations.

Keywords: competition, strategic planning, governance, regional development, regional economy

1. INTRODUCTION

When it comes to competition, it should be understood that competition is a multidimensional concept, which uses different approaches that can be conditionally divided into three main directions, namely:

- Competition is defined as competition and competition between market entities to achieve the highest possible results in an area.
- Competition is seen as an element of the market mechanism that provides a balance between supply and demand. This approach is characteristic of classical economic theory (Smith A., 2007).
- Competition is defined as a criterion that defines the type of sectoral market in question.
- Competition is seen as a degree of dependence on general market conditions on the behavior of individual market participants.

Competition must be seen as a process by which people acquire and impart knowledge and everything hidden in the market, as a result of which there is a shift from the old to the new, where a major factor in improving the competitiveness of businesses must be considered innovations applied by the enterprise. The role of entrepreneurship, which is intrinsic to the nature of the entrepreneurial market process, is interrelated with economic growth and competitiveness. It is because of this fact that competition can be seen as a process of managing, on the part of market entities, their competitive advantages in order to achieve a positive result or others to fulfill specific objectives in the fight against competitors in order to satisfy objective or subjective needs, within the framework of the legislation in force or in the natural conditions of the market in which the entities operate. As a result, competition is often seen as a driving force for the development of sites and entities and of society as a whole. This is also one of the reasons to consider that "competition is the most effective method of control because it is associated with minimal costs to society and is an incentive for growth and development of the market and of the

market environment (Georgiev, 2013). According to the form of manifestation, we can distinguish several types of competition, namely functional, species (generic), subject (brand), general, while from the modes of market impact and competition between different economic entities, we consider respectively price, non-price, hidden and direct. While the specific factors that determine the strength of competition in sectoral markets are the number of enterprises, market size, market growth rate, production capacity, barriers to entry and exit, requirements for the amount of investment required, economies of scale, cost, level of commodity standardization, mobile technology modules, vertical integration, rapid updating of the product range, differences between enterprises, implementation of acquisitions and mergers between different companies It will market. Part of the most typical and frequently cited characteristics of the concept of competitiveness is that there is a need for an objective quantitative assessment of competitiveness, since it has a multidimensional and contradictory nature, which is the result of combining the interests of producers and consumers. As a result, when comparing different competing objects and entities, both the relative and the dynamic character, which are impermanent over time, are determined. Last but not least, competitiveness manifests itself specifically under certain conditions over a specific period of time and is conditioned by the set of competitive strengths and weaknesses that must be managed at the various levels of their formation. When considering the individual levels of competitiveness, we distinguish the following several categories, namely macro-, meso- and micro-competitiveness. At national level, when we talk about national competitiveness, we need to understand "the extent to which a country can produce goods and services under free and fair market conditions, whose goods and services meet the requirements of international markets while maintaining and enhancing real income of the people in the long run (OECD, 1985)". On the other hand, we must remember that "competitiveness shows the ability of the economy to increase national productivity, quality and compete with other economies in the regional and global markets (Angelov, 2005)", because, on the one hand, competitiveness is a fundamental indicator that summarizes the efficiency of the functioning of the economic, social, financial and institutional subsystems in the market where businesses operate. This is also one of the reasons why competitiveness is regarded as "the most representative synthetic indicator for the effective development of a national economy, reflecting the progress in science, technology, and technology and production organization. (Kunev, 2001)".

2. KEY FEATURES OF STRATEGIC FOREST MANAGEMENT IN BULGARIA.

Specific features of forests and forestry activities require the use of analyzes and a combination of different types of planning at different levels of management to solve problems of different nature. When defining the key features of strategic planning, as an element of strategic management in the forest sector, we need to draw the following key features:

- serves to manage forests and take into account the future impact of current decisions;
- conservation and future development, through the utilization of potentials;
- strategic planning is long-term oriented and a continuous process;

On the other hand, the forest ownership structure, which is predominantly state-owned, requires the state to assume the main functions in formulating and implementing forest policy ensuring the strategic management of the sector by developing and implementing strategies, plans and programs at different levels and the role of the state institutions and their structures for policy, governance and control. The designation of the parties to the institutional structure includes property rights and property policies, the right to receive income, the right to use land, and overall coordination between organizations provided by law and expressed in transparency, reliable information and data as well as relevant financial resources. The implementation of institutional and strategic instruments aim at stabilizing the sector, maintaining environmentally viable forest ecosystems, improving the socio-economic dimensions of forests, coordination and cooperation. Forest policy sets out the long-term strategic goals and basic principles underlying the development of the forestry sector, which, on the other hand, is an element of economic policy. Forest policy must therefore focus on the development and strategic management of forests and forestry by balancing public interests related to creating a favorable environment for economic development, maintaining the environmental benefits of the forest and securing the social functions of the forest. Policies related to land use, energy, environment, trade, transport, regional development and in general the economy have a strong impact on the functioning and potential of the forestry sector. An important place in strategic forest management should be given to the implementation of the inventory and certification processes, which are an important prerequisite for the implementation of multifunctional forest management and strategic management policies, as a result of which a sustainable management policy can be implemented of the forests. There are several government functions in the forestry sector, namely a regulatory function, a managerial function and a supportive function, for which a stable and secure institutional environment of the forestry sector must be created in order to focus on ensuring sustainable development and analyzing and evaluating the economic, the environmental and social performance of forestry

operations. For the implementation of forestry policy, strategic documents must be drawn up and implemented that define the strategic framework of state policy for achieving long-term and sustainable management, multifunctional management and development of the forestry sector. On the other hand, the implementation of the concept of strategic management and development of the forestry sector is intertwined with those of different sectors of the country's economy, since the development of the forestry sector has a number of impacts on the development of the agricultural sector. In addition, climate change, policies and measures for protecting biodiversity and the environment as a whole must be taken into account, as well as the implementation of specific tourism development measures in individual regions of the country, as well as the impact of strategic management on the implementation of climate change and local socio-economic development of territorial administrative units. Of course, forest management as a model of governance must be understood as a conservative model of management, since forest management functions are predominantly of the state, which is entrusted with its institutional structure and state-owned enterprises. The state of forestry and the economic activities of state-owned enterprises is relatively stable, while the situation of private companies in timber harvesting is unstable, as a result of which their number changes annually, which further indicates that our country is not yet competitive on international markets for forest products. Some of the problems that reflect the functioning of forestry activities are related to the poor condition of forest road infrastructure, illegal logging, lack of sufficient funds to control forest activities, etc. In general, the timber and wood processing sector is characterized by many problems related to the sustainability and competitiveness of companies, the poor condition of available machinery in the forests, the lack of sufficient and qualified staff, and the lack of adequate forestry sector, and business environment for the development of entrepreneurship, which requires decentralization and depoliticization of the process of enterprise management in the sector. On the other hand, the integration of control and management functions should be carried out through institutional restructuring and sector-wide regulatory reform, which will enable the creation of suitable conditions for private entrepreneurs, including the implementation of public-private partnerships and forestry clusters involving private logging and timber processing enterprises, NGOs and other organizations, the public and state-owned enterprises as partners and as a result, we will see an improvement in the business climate in the sector.

3. THE DEMOGRAPHIC STRUCTURE AND THE ROLE OF COMPETITIVENESS IN STRATEGIC PLANNING

An important trend in the reproduction of the population, both in developed countries and in our country, is its aging. Aging populations affect the economy in several main directions: employment and quality structure of the workforce, including the employment of pensioners; pension provision and standard of living for older people as a significant proportion of the population; health, organization of healthcare and social services. The aging of the labor force affects its reproducibility in two main directions: in connection with the increase of the traineeship, the working habits, the experience and the qualification increase. In industries with a stable and traditional professional qualification structure, it plays a positive role. In the prospective branches related to the scientific and technological revolution, secondary and tertiary education is of great importance, the ability to adapt quickly to the changing technical and technological conditions. These characteristics, however, are more inherent to young people. They are quicker to master and use the achievements of science, they are more educated, more mobile, both professionally and territorially. At the same time, young people (up to 25) do not have the necessary professional experience and are insufficiently adaptable to the labor force. The aging of the population in Bulgaria is characterized by significant changes in the age structure of the population. Demographics statistics show differences in intensity over the different time periods. The effect of an aging population on public spending on education and on maintaining public order and safety will be interesting. In general, young people are those who seek educational services and tend to disrupt public order, a reduction in this type of expenditure can be expected. As the proportion of the adult population increases, the share of the poor will increase. So far, the elderly people generally have relied on their younger relatives for help, but this will change over time as the working age population shrinks. It follows that savings will need to be encouraged, and the possibility of further raising the retirement age due to increasing life expectancy should not be ruled out. With the increasing life expectancy, the need for so-called "long-term care. However, this will also put pressure on the younger as reducing they will be potential caregivers. This will lead to the search for private and public long-term care, which is currently at a very low level in Bulgaria. Keeping the social activity and vitality of the adult population also requires keeping contacts with the teenagers. In our country there is a tradition of grandparents helping to raise and educate their grandchildren and great grandchildren. Thus, elderly people continue to feel useful in family and society and can communicate their social experience and knowledge to younger generations. In today's times of rapid technological change, there will be an increase in investment in lifelong learning to maintain the productivity of an aging workforce. An interesting phenomenon will also be born in the future, namely increasing the share of Roma workers. While low-skilled labor is going to work,

public services will need to be better adapted to their needs. On the other hand, if the increase in the Roma population in the future leads to a decrease in the highly qualified workforce, how the low-skilled labor force will correspond to the targets for a more competitive economy through smart growth. It is definitely worth noting that security and economic development are indivisible, and it is in this context that researchers present the many connections and relationships between them, as well as the resources needed for the functioning and development of the security and defense sector in a constantly globalizing world undoubtedly, security is everywhere around us, and security and defense are not to be seen only as consumers of public resources, as investments in military projects often have a huge impact on the whole of mankind, as with the use of new methods of research, as well as the introduction of new technologies in the everyday life of the population that affect the development of different sectors in the country's economy. But, clearly, the main contribution of the defense and security sector is linked to ensuring the protection of citizens and society. In the modern world, security and the economy go hand in hand, which further recalls the development of technology and scientific achievements in the fields of energy security, environmental security, cybersecurity, protection against natural disasters and many other aspects. Undoubtedly, due attention must be paid to the market and economic knowledge that are essential to the realization of world peace, and not to considering the economy as a factor, purpose and instrument of war. Often, national security is seen as endangered by the arms race, international military and economic domination, but also by indirect strategies of dissuasion and economic forms of revenge, such as the trade war, through the imposition of duties and taxes. And as a result, the intentions of countries where economic factors become weapons become visible, and the very use of economic weapons can generate different strategies of economic destabilization, creating economic problems in a rival country so as to increase its political, social and economic difficulties by stopping trade and financial relations. As an instrument of repression, the embargo is used to change behavior, but with continued disruption of trade flows, it can lead to a permanent loss of markets. Certainly, economic security includes a number of key features of the system that ensure the normal functioning of the economy of a country and region, as part of the features being:

- Increasing and maintaining the competitiveness of the state;
- Maintaining the stability and sustainability of the state system;
- Ensuring and maintaining a degree of independence from other countries and the dynamics in the global world as a result of changes in the international context;
- Maintaining good public status and increasing the well-being of the population.

These characteristics can be described by a number of indicators, and economic security must not be linked primarily to protecting and guaranteeing the economic foundations of territorial development, since economic security should also include the purely human dimensions of economic prosperity, and this means securing the real access to food, energy, infrastructure, pensions and health services. We must definitely become accustomed to the existence of crises, regardless of their nature, which will be an integral part of our daily lives, as crises are embedded and are a function of modern societies, as everybody is influenced daily by big and small crises, which is why looking for opportunities to reduce their impact. The existence of crises should be understood as a public phenomenon which is directly or indirectly related to the search for the need to protect the stability and security of the settlement, the region, the state or the different areas of the public life of the population. (Katsarski, N., 2019).

In this line of thoughts, we will try to explain the role of the migration, which is "a global problem that will remain in the future. Coping with the increasing migratory flows of people is one of the main problems at the beginning of the 21st century. In many countries there is a serious conflict between the economic and demographic case for expanded labour migration, and public resistance to increased migration. European states have dealt with this problem in different ways. In most cases, governments have been able to introduce liberalizing legislation or programs. Most of these have been for high-skilled and skilled migrants, in the form of points systems, streamlined procedures for recruitment in particular sectors or occupations, or facilitating labour market access for foreign graduates. The presence of a large number of migrant populations can lead to significant social consequences. Migrants, especially those coming from countries other than Western countries, often belong to the lower socioeconomic strata of society. In the long run, migrants can form a majority in urban centers in Western Europe. It is unnecessary to say that culture in the host country is influenced by changes in the ethnic composition of the population as a result of international migration. But less obvious is the fact that international migration can also affect lifestyles in countries sending migrants. In the event of significant population outflows over a prolonged period of time, migration can become a part of the cultural values of the migrant-generating society. As a result, the so-called "migration culture" can be reached. International migration can also have an impact on the economic life of the countries - both those who send and those who accept migrants. For example, the involvement of international migrants in economic sectors with labor shortages can contribute to economic growth in host countries. Moreover, international migration can lead to changes in the way of life in host countries. Changing lifestyle can affect the economic development of

host countries through changes in savings, consumer habits or investment. The consequences of international migration on both social and economic life in host and home countries should not be underestimated. In view of the importance of international migration for the dynamics of the population in Europe, it is of great importance to explore the factors that determine it. Such knowledge would contribute to making more accurate forecasts on migration, which in turn will also help to better predict the population. Different types of migration will leave a different impression on the overall appearance of parts of Europe that changes over time (Naydenov, Kl. 2018)”. Migration policies during different historical periods are motivated by relevant political, economic and social circumstances. The worst migratory waves have been caused by world and regional wars. The salvation of human life, family and children has always been at the heart of the evolution of migration phenomena. Migration policy is a relatively new part of the field of migration migration (Ivanov, M., Naydenov, Kl., 2018). The demographic crisis with its manifold manifestations is one of the most serious problems facing Bulgaria in the coming decades as it continues to diminish and aging the population, on the one hand, due to the delayed reforms of policies to support family values, the birth rate and the retention of young people, on the other hand, given the socio-economic conditions in the country, population displacement continues beyond its borders. Of course, these trends are not only an exception to the demographic situation of Bulgaria but are equally equivalent to the majority of the countries of Central and Eastern Europe. For this reason, it is necessary to implement policies for the preservation of the settlements, which are important supporting centers in the polycentric urban network and the connections between them (Traykov, T. 2017).

4. CONCLUSION

Strategic management refers to future development, directs efforts to achieve the goals of an organization, balances the interests of different groups inside and outside it, directs resources to achieve high efficiency and greater efficiency in actions, and controls the future development of the organization. Strategic planning, as part of strategic management, is used to achieve the long-term goals facing any economic system, which is why it must be seen as a means of managing available resources, accounting for processes and phenomena and their impact on the effective development of the system. The strategic management system can be considered as a mechanism for coordination and interaction of the interests and activities of all economic entities in the economy, regardless of their ownership, where the aim is to enhance the socio-economic development of the country and individual regions. Overpopulation in the urban areas gives rise to a different social, economic, political and environmental problems and challenges which makes cities unhealthy places to live in. Industries, transportation network, cars and overcrowded cities are polluting both the air and the water. This leads to the distribution of different health diseases – cancer, hepatitis and etc. At rush hours cities become packed with cars, waste that people throw away is burned, there are problems with landfills, lack of places for recreation, criminality. Social problems are the other problem which cities face – unemployment, especially among young people, drugs, poverty, multiethnic challenges and etc. Nowadays cities are attractive places because they offer many job opportunities, they are cultural and educational centres, there is public transport in them and also many things to do in your free time (Atanasova, A, 2019). But “particular attention should be paid to the demographic factor in the shaping of social and economic development programs and the implementation of regional economic and social policies (Naydenov, Kl. 2017)”.

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