

Standardization as a Basis for Economic Agents' Competitiveness Improvement

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The article substantiates need to search for ways to transform the global economic system, which would make it possible to level the consequences of global changes and balance the economic activity of mankind by analogy with the mechanism of functioning of the natural system. The methods of analysis, comparison, generalization, the practical application of which have reveal the role of standardization in improvement the competitiveness of economic agents in a circular economy, made up the research methodology of the peculiarities of introducing the IT principles. I analyzed the principles of circular economy and the possibilities of their practical application.

The circular economy is presented as a closed system focused on maximizing the efficiency of absolutely all processes that form the product life cycle. It takes into account circular principles in the functioning of organizations. The positive aspects of the circular economy at the micro level and barriers hindering the IT formation in Russia, are characterized. Emphasis is placed on regulatory barriers in waste and product management, as well as on labeling and certification procedures. The urgent need to form an environmental labeling system in Russia is noted. The factors of the competitiveness of economic agents are determined under the conditions of the operation of ecological labeling systems.

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