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**ДИЗАЙН-МЕНЕДЖМЕНТ ЯК ІНСТРУМЕНТ ПІДВИЩЕННЯ
КОНКУРЕНТОСПРОМОЖНОСТІ**

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**ДИЗАЙН-МЕНЕДЖМЕНТ КАК ИНСТРУМЕНТ ПОВЫШЕНИЯ
КОНКУРЕНТОСПОСОБНОСТИ**

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DESIGN MANAGEMENT AS A METHOD TO INCREASE COMPETIVENESS

Integration of Ukraine into the modern world economy contributes to the growth of the efficiency of the national economic system. The pace of integration is being significantly slowed down by objective and subjective factors. Analysis of the state of Ukrainian market gives disappointing results. Ukrainian enterprises are forced to compete with leading companies with extensive experience in effective management. Highlighted importance of innovative technologies implementation by domestic businesses in order to achieve competitive advantage. Design occupies an important place in the innovative development of technology. The Committee of the European Commission has raised the issue of the significant impact of design as a factor in the cultural and economic development of society. Within the framework of the project «Monitoring the development of design in Ukraine», the Agency PPV Knowledge Networks conducted research for the period from 2016 to 2019. Passivity of manufacturers exists to develop and launch new products under the influence of design trends. Increasing the level of product competitiveness requires coordinated work of all links to create and promote products. It is important to find ways to intensify innovation processes, fruitful cooperation between business, science and education in Ukraine. Design management is a factor in increasing the level of competitiveness and economic growth. New approaches are gaining relevance in management. New approaches involve the use of creative ideas, intuition, foresight in management.

The article covers the importance of search for factors to increase business efficiency, highlighted the role of design management as a uniting element for design, design thinking, brand management, technology, market strategies. Underlined originality of consumers' preferences, considerations for complex of product qualities in the product development process in order to achieve successful business processes. Highlighted important link between business process orientation towards individuals and design thinking, taking into account logic and emotions, combination of rational approach and creativity, intuitive approach to define consumers demand. Also underlined close connection between design process and marketing, sales promotion and so, achieving overall company success. Clarified importance of management focus to support branding.

Team method of design thinking uses creativity, artistic taste, sense of style, composition, artistic and graphic abilities of designers. Team method of design thinking uses deep knowledge of designers and engineers.

Key words: integration; objective factors; subjective factors; design; design thinking; design management; brand; product properties.

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