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PROBLEMS AND PERSPECTIVES OF INTERNATIONAL BUSINESS DEVELOPMENT IN THE CONDITIONS OF EUROPEAN INTEGRATION

At the present stage of the development of the world economy, a situation characterized by the spread of international business activity, which occurs through service, trade, production, scientific and technical and other cooperation of the contributing subjects of several countries (international partners), arose. The topicality of the subject lies in the emergence of other principles of the exogenous development of the transfiguration of ties between Ukraine and the world of cooperative events. Understanding the essence and principles of inter-company entrepreneurial activity, we can confidently regulate the external economic relations with different countries of the world. The proactive motivating incentive for activating and expanding the participation of partners in international business is the ability to increase the scope and efficiency of entrepreneurship on the basis of the internationalization of certain segments of the market, the use of the most expensive sources of unnecessary material (investment) resources, diversification of executive and business activities. International business arises as a result of the development and deepening of the international division of labor and the regulation of the world market. Despite the implementation of ground studies in this area, insufficient attention was paid to the systematic determination of the functioning of the separate branches of economics in the skills of the post-crisis situation and the ways out of it, to improve the skills of international cooperation and investment climate in the country.

After the signing of the ECO-Ukraine Cooperation Agreement with the EU, there were significant changes in the trade-offs between Ukraine and the EU, and in particular, in the wake of 2017, the Euro-Union became a full-fledged partner in the total trade – 35%, CIS countries – 28%, Asian countries – 25% and 12% – all other partners. The fall of the export to Russia (by 2017 fell to 13%), it was due to the expiration of the export to all the largest contributors of the Ukrainian production in the EU. The share of Ukrainian operations was as follows: Poland (15.7%), Italy (14.6%), Hungary (8.8%), Germany (9.5%), Spain (6.2%), the Netherlands (6, 7%). The most active groups of the Ukrainian export to the EU in 2017 were: ferrous metals (23.7%), grain crops (11.5%), ores, slag and wood ash (9.3%), electrical machinery and equipment (9.3%), energy materials (7%) [4], the weight of which in the total number of Ukrainian exports to the member states of the European Union for the reporting period was 60%, or 8016.6 million US dollars. The zero rate of duty was charged to the EU by 82.2% of the Ukrainian agrarian export operations, 83.4% of food products and 94.7% of industrial products. In addition to world trade,

there has also been such an interdisciplinary entrepreneurial activity as joint ventures (JVs). The largest number of joint ventures was set up between Ukraine and Russia: in 2017 only 550 such structures were registered in the territory of our state. This is about 13% of the total number of joint ventures in the territory of Ukraine. Such a joint venture is a Ukrainian-Russian transnational organization – a financial and industrial group of Russia. Examples of Ukrainian-Belarusian joint ventures are: Vityaz joint venture, consisting of the assembly of televisions in Kiev from the Vitebsk TV and TV station's modules; Joint-stock company «Atlant-Ukraine» with the participation of the Minsk-based agency for the organization of services for the «Atlant» refrigerators.

The development of international business in Ukraine takes place in a market transformation of the national economy. Therefore, general economic problems cannot but lead to aggravation or the emergence of certain problems in every field or field of economics, including in the international business. Most international business organizations deal with political and juridical, organizational and structural, and economic social and psychological problems. Political and juridical issues resulting in lack carried or absent necessary law acts preservation potential possibilities discrediting political stability both in our country and our foreign partners' countries. Organizational-structural problems of the development of international business are caused by such reasons as the lack of continuity and non-nationalization of domestic market infrastructural institutions, the free flow of Ukraine into international political and ecological structures, and others like that. Exponential problems in the development of international business are caused by insufficient correlation of national currency, violations of market principles of pricing, lack of an effective international marketing system as a means of interacting between applications and internationalization on an international scale. Socio-economical problems of the development of international business are due to the conservatism of exogenous thinking, the lack of experience in professional management in a significant part of subjects of inter-ethnic economic relations, ignorance of foreign languages, etc. [1].

According to the practice of modern cooperation, the mentioned problems are to a greater or lesser extent to take place at all levels of management of joint ventures – intrinsic, branch, regional, state, and international ones. This solution requires joint actions of every level of entrepreneurial activity, the development of a separate strategy of development and an effective management system. The Ukraine's eco-friendly relations with the CIS and Eastern Europe countries are promising. After all, nowadays with these countries our state has the closest exonomic interconnections [2].

No less promising directions for the development of international business are joint ventures with the emerging countries. Since Ukraine has not even declared the goals and objectives of the Ukraine's international policy in this region. And at the same time, the markets of the emerging countries are practically open to Ukrainian enterprises. The development of mutually beneficial exonomic ties with the emerging countries can also be facilitated by the fact that many of them will have to deal with the same. It is clear that there are certain preconditions for deepening and expanding the entrepreneurial activity of the emerging countries. Many of them could have become, if not small, medium-sized investors in the Ukraine's

economism for certain skills. In other words, our state is unnecessarily quick to see the concept of economic relations with the countries that are emerging, both in the whole, and with groups of countries and individual partner countries [1].

At present, there is a lot of overwhelming influence on the development of international entrepreneurship in Ukraine, among which there is an unstable political situation, an inadequate investment climate attractive to non-residents, the establishment and utilization of the achievements of scientific and technical progress, inefficient sectoral structure of business intelligence, and others. And, as long as these issues are not resolved, the prospect of establishing a promising medium for conducting international business on the territory of our country, even though it may not be feasible.

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СУБ'ЄКТИ МІЖНАРОДНИХ ФІНАНСОВИХ ЦЕНТРІВ

В умовах сьогодення всі ми є свідками поступального випереджального розвитку глобальних процесів у фінансовій сфері. За останнє десятиріччя суттєво зросли закордонні капіталовкладення приватних та державних підприємств та суверенних фондів, а також транскордонні позики комерційних банків та банків розвитку. Незважаючи на те, що основна їх частка припадає на ринки розвинутих країн світу, але і більше посилюється тенденція до розміщення державами з новостворюваними ринками своїх зарубіжних активів у країнах, що розвиваються [3, с. 60].

Головною рушійною силою фінансового глобалізму є світовий фінансовий капітал, який, не маючи територіальної приналежності, характеризується космополітизмом, мобільністю, масштабністю. Центрами світового фінансового капіталу виступають міжнародні фінансові центри.

Метою даної наукової роботи є дослідження суб'єктів міжнародних фінансових центрів, які виступають фінансовими посередниками.