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INFLUENCE OF TRANSNATIONAL CORPORATIONS ON THE ECONOMY OF UKRAINE

In the modern world, TNCs became one of the most important participants in international economic activity. Transnational corporation, TNC (transnational corporation) is a large firm (or a union of firms from different countries) that has foreign assets (investments) and has a significant impact on any international economy. The literature uses the synonyms of TNCs «multinational firms» and «multinational corporations».

According to the UN criteria, TNCs include companies that:

- have production structures in at least two countries;
- produce a coherent economic policy under centralized management;
- production structures interact actively with each other – share resources and responsibilities.

Researchers among the features of the TNC stand out:

1. Reducing the cost of production and sales due to the use of the scale effect.
2. Constant improvement of product quality and shortening delivery times.
3. Issue of products with high added value.
4. Increase of competitiveness both at the expense of lowering prices, and raising the level of technical characteristics.
5. The use of strategic alliances and mergers for expansion in the global market.

The share of TNCs accounts for 40% of world trade in services, 90% of sales of patents, licenses, know-how. One hundred largest TNCs control 40-50% of all foreign assets. If you compare the assets of these companies (about US \$ 20 trillion), it turns out that they own about sixteen percent of production assets around the world.

The development of a global production system and global communications networks leads to a dynamic shift of resources around the world: capital, technology and human resources, which expands the capabilities of countries in their optimal use. The increase in the significance of TNCs is mainly due to the weakening of the interstate borders and the expansion of cooperation and interaction of various international organizations. Each year new TNCs enter international markets, spreading their influence to more countries, including Ukraine. The need to strengthen the national financial, industrial, scientific and technological potential, accumulation of capital, which is formed as a result of economic activity within the national economy, determines the relevance of the study of the processes of transnationalization and the definition of effective directions for the development of this process.

In 2017, Forbes magazine published a list of the largest multinational companies in the world. Among them are the following: the Chinese company ICBC, whose turnover is 148 billion dollars. US, profit-42 bln. USA, and assets-3024 billion dollars. USA; ChinaConstructionBank turnover of 121 billion dollars. US, profit-34 bln. USA, and assets of 2449 billion dollars. USA; JPMorganChase (USA) turnover of 105 billion dollars. USA, profit-17 bln. US, and assets of 2345 billion. dollars USA.

At the beginning of 2017, there are more than thirty international corporations in Ukraine. Among the most influential are Shell, Nestlé, Alcatel, Kraft Foods (Mondelez International), British American Tobacco, Coca-Cola, British Petroleum, Danone, Hewlett-Packard, McDonald's Corporation, Huawei, Metro, Cash & Carry, Samsung, Siemens, PepsiSola, Procter & Gamble, SUN Inbev, Toyota, Unilever. Productive FMCG companies, which produce daily consumer goods (food, beverages, cosmetics, household chemicals, etc.), have significantly expanded in the Ukrainian economy, which has significantly influenced the expansion of the range of these products in Ukraine. In addition, they contribute to the expansion and modernization of the industrial potential of the country, create new jobs.

It should be noted that the positions of Ukrainian producers were the weakest in these segments of the market. In the period of accumulation and redistribution of capital in Ukraine, foreign multinational corporations occupy a leading position in tobacco production, refining industry, in a certain part of the market of soft drinks, beer, in the advertising market, in the fields of information technologies, in the international telecommunication network.

It should be noted that foreign direct investment (FDI) is the main means of influencing TNCs in other countries. It is at the expense of large TNCs that the main influx of foreign direct investment into the Ukrainian economy is carried out.

During 2018 the economy received 39719.8 million dollars. USA FDI Analysis of the FDI structure by type of economic activity showed that current trends do not meet the needs for modernization of the Ukrainian economy and are characterized by uneven distribution: foreign investors invest mainly in financial and intermediary sectors with high turnover of invested funds with high profitability.

The interests of foreign investors in the manufacturing sector are mainly manifested in the food industry, whose share in 2018 was estimated at 29.4% of the total volume of FDI in industry. The Ukrainian food industry is dominated by the Swiss company Nestle, the American companies Coca-Cola and McDonalds Corporation, the Belgian ABInBev, Kraft foods and offshore agribusinesses (Cyprus, Belize, British Virgin Islands), the Anglo-Dutch Unilever.

Therefore, for the national economy of Ukraine, which is in dire need of financing development, attracting investment resources, creating high-tech production, developing scientific and technological progress, the processes of transnationalization are of great importance; transnational corporations are the main subjects of international economic processes in a globalized world. By organizing new affiliates and affiliates in other countries, thus expanding their geographical presence abroad, TNCs increase sales and influence the structure of the entire world economy.

In order to maximize the positive effect of TNCs, Ukraine's policy must create a favorable climate, encourage the inflow of foreign investment in the industry, prioritize the national economy, and use incentive tools for innovation and technological development.

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БЮДЖЕТУВАННЯ ЗАХОДІВ СОЦІАЛЬНО-ВІДПОВІДАЛЬНОГО МАРКЕТИНГУ

Підвищення запитів суспільства на етичну поведінку підприємств зумовлює зростання соціальної активності господарюючих суб'єктів та організації ними діяльності на основі концепції соціально-відповідального маркетингу. Виникнув у 70-і роки теорія соціально-відповідального маркетингу дотепер не набула чіткості з питань щодо технології реалізації цієї концепції, що ускладнює процес планування маркетингу на підприємстві в цілому та бюджетування заходів, розроблених в межах програм соціально-відповідальної поведінки, у тому числі.

Сутність концепції соціально-відповідального маркетингу виявляється у визначенні пріоритету організації діяльності підприємства. Серед таких цілей діяльності як прибутковість, задоволення інтересів споживачів і суспільства, концепція соціально-орієнтованого маркетингу передбачає першочерговість задоволення інтересів суспільства та підпорядкованість йому цілей одержання прибутку й орієнтиру на запити споживачів.

Результати опитувань щодо напрямів та змісту соціально-відповідальної поведінки підприємств, наведені у публікаціях [1], свідчать про відмінності у пріоритетах соціальних заходів у різних груп стейкхолдерів. Суспільство орієнтоване на благочинність, довгострокові соціальні проекти та природоохоронну діяльність, працівники підприємства відзначають актуальність соціального захисту та необхідність забезпечення достойної заробітної плати,