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СУЧАСНІ ТЕНДЕНЦІЇ В ДОСЛІДЖЕННЯХ МОЛОДИХ НАУКОВЦІВ

МАТЕРІАЛИ

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top market positions (which is done by means of adopting fundamental principles of marketing management) [1]. There are two main factors of competitiveness: internal (management methods, organizational level of production processes, forecasting and planning, innovative technology, degree of customer satisfaction, etc.) and external (political situation in the country, economic ties, presence of competition, availability of raw materials, general level of technological development, etc.) [3].

All in all, competitiveness, which can exist only in a competitive environment, is the ability to produce and sell goods or provide services quickly, efficiently, in sufficient quantity, and at a high technological level. It is important to emphasize that there is no unified approach to defining this economic category in the domestic and foreign science, and consequently, each company, apart from adopting traditional ones, can create its own strategies aimed at maintaining a high level of competitiveness.

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THE INFLUENCE OF MULTINATIONAL CORPORATIONS ON THE ECONOMY OF UKRAINE

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Multinational corporations are a form of international business, which nowadays plays an important role in shaping the strategy of the development of economic system of Ukraine.

According to the United Nations Conference on Trade and Development, a multinational corporation (MNC) is generally regarded as an enterprise comprising entities in more than one country which operate under a system of decision-making that permits coherent policies and a common strategy.

A multinational corporation invests the resources in expanding its activities in the international market through the establishment of subsidiaries, opening branches in other countries in order to obtain the most favorable business environment, which, in turn, leads to increasing company's profits and having a stronger economic impact on the world's national economies.

Features of MNCs are:

- production of goods or services at least in 6 countries;

- there are at least 25% of foreign workers;
- the share of foreign assets is at least 25% of the total assets of the company;
- the annual turnover is at least 1 bln. US dollars;
- the volume of sales outside the maternal company is at least 20%;
- the unified management strategy of the development of national enterprises, included in the MNC`s organizational structure.

The activities of MNCs in Ukraine and the inflow of foreign investment in Ukraine are lower than in other Eastern European countries in or in the CIS.

The most attractive sectors of Ukrainian economy for MNCs are food industry, metal industry and mechanical engineering, finance, insurance and trade.

The biggest MNCs operating in Ukraine now are: Pepsi Cola (the USA), Coca Cola (the USA), Nestle (Switzerland), Unilever (the UK and the Netherlands), McDonalds Corporation (the USA), METRO Cash & Carry (Germany), Raiffeisen Bank International (Austria) and others.

MNC activities in Ukraine have both positive and negative effects.

The positive effects are: international specialization based on capital inter penetration; clusters formation; freedom of movement of factors of production and goods; access to better and cheaper resources; scientific and technical development; the development of the country`s production; the expansion of innovative activity; reducing unemployment by means of creating more jobs; increasing budget revenues from taxing; expansion of trade within the country; providing goods and services of better quality; introducing international standards of production, management, etc.

The negative factors of the influence of MNCs on the economy of Ukraine are: increasing competition in the domestic market; the decline of domestic producers; the gradual destruction of national economic sovereignty connected with the emergence of supranational economic entities - MNCs; the presence of labor-intensive, energy-intensive, environmentally hazardous activities in the territory of Ukraine; outflow of capital; shortfall in budget revenues due to transfer prices; income tax evasion; the impact of MNCs on the country`s economic power.

It is very important for the economy of Ukraine to determine the main trends of the development of national MNCs.

Foreign MNCs are ready to expand their activities in Ukraine, but there are some negative factors that prevent it. They are: unstable and excessive regulation; the absence of sustainable strategies and appropriate national action plan; inadequate legislation; unstable economic and political situation; high level of corruption in all spheres of economic activity; failure of the judiciary system to perform its functions properly; low purchasing power of Ukrainian consumers; the complexity of tax system.

In 2014 there was a sharp reduction of MNCs activity in Ukraine. Unfortunately, due to the unstable economic and political situation the country can expect further suspension of MNC activities and the restriction of foreign direct investments into the economy of Ukraine.

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THE PROBLEMS OF THE INTERNATIONAL LEGAL REGULATIONS TO COMBAT PIRACY IN MODERN CONDITIONS

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Piracy is an act of robbery or criminal violence by ship- boat -borne attackers upon another ship or a coastal area, typically with the goal of stealing cargo and other valuable items or properties. Those who are engaged in acts of piracy are called pirates. These days new kinds of piracy like an air piracy (attack on aircraft) and copyright piracy appear.

The earliest documented instances of piracy were in the 14th century BC, when the Sea Peoples, a group of ocean raiders, attacked the ships of the Aegean and Mediterranean States. Sea robbers were known not only as Antique Europeans. They were known in Antique Asia, Australia, America. In the Middle Ages there were strong pirates from North Africa, Persian pirates, Vikings, Turkish pirates. The Golden Age of Piracy is a common design given to one or more outbursts of piracy in the maritime history of the early modern period. In its broadest accepted definition, the Golden Age of Piracy spans the 1650s to the 1730s. It was the period that had a great impact on culture.

Piracy is one of the problems of the international community, which is looking for ways to fight with it. In ancient Rome, the punishment for pirates, like for robbers was the death penalty, by crucifixion on the cross. In the United States, the criminal prosecution of piracy is authorized in the U.S. Constitution, Art. I Sec. 8 cl. 10: ... To define and punish Piracies and Felonies committed on the high Seas, and Offenses against the Law of Nations. Whoever, on the high seas, commits the crime of piracy as determined by the law of nations, and is afterwards brought in or found in the United States, shall be imprisoned for life.

Piracy is a note in international law as it is commonly held to represent the earliest invocation of the concept of universal jurisdiction. The crime of piracy is considered a breach of *jus cogens*, a conventional peremptory international norm