

that the companies bought *tea* (France), *legumes and soybeans* (India, Argentina), *coal and lignite* (Poland, Kazakhstan, Russia, Bulgaria), *dried fruit* (India, Uzbekistan, Chile Ecuador).

Conclusion. Thus, Ukraine's integration into the global trading system should be based on a balanced foreign economic policy, taking into account all the factors influencing the system. The analysis of the structure of Ukrainian exports of the 2005-2014, indicates the entry of the domestic economy in the global one for raw materials and low-technology scenarios. Consequently, the scientific and technological potential is not used efficiently and prevents from meeting a competitive advantage for a country that, in general, can be a brake lever for the economy.

It is necessary to carry out economic reforms, allowing to transform the socioeconomic relations and accelerate the introduction of new, high-performance models of development to enhance the economic potential. International Strategy for Ukraine's economic development should be based on the rational use of natural resources and potential through the use of skilled labour force.

References:

1. Державний комітет статистики України [Електронний ресурс] : [веб-сайт]. – Режим доступу : <http://www.ukrstat.gov.ua>
2. Trade and Development Report – UNITED NATIONS – New York and Geneva – 2006. – 280 p.
3. World Economic Forum: The Global Enabling Trade Index 2014.
4. Міністерство економічного розвитку і торгівлі України [Електронний ресурс] : [веб-сайт]. – Режим доступу : <http://www.me.gov.ua>

Julia Demyanova

*Vasyl' Stus Donetsk National University
Vinnytsia*

Research Supervisor: N.Y. Ishchuk, PhD in Pedagogy, Ass. Prof.

THE MAIN TRENDS OF THE DEVELOPMENT OF TNCs IN UKRAINE

Introduction. Being an important component of economic development around the world, transnational corporations play a great role in the world economy. Economic activity of TNCs takes over 50% of the world output and 75% of the world trade and international migration of capital, more than 80% of international technology transfer [1]. In recent years, TNCs have become the main structural element of most economies and one of the main forces of development and efficiency. Ukraine is not an exception, the TNCs' activity being one of the most important factors affecting its economy. Therefore, the study of the main trends of transnational corporations in Ukraine is of great importance.

Many scientists both in Ukraine and abroad, including M. Kochetkov [1] O. Bezzubchenko [2], V. Beloshapka, D. Lukyanenko, L. Kireev, Y. Makogon,

T. Orekhova [3], V. Shvets [4] and others, carried out the analysis of TNCs' features, activities and their impact on the socioeconomic situation of host countries. There is a need to carry out a more profound research into the operation of TNCs in Ukraine under current conditions.

The objective of the paper is to identify the main trends and prospects of TNCs' development in Ukraine.

The results of the research. TNCs emerged largely due to the proclamation of Ukraine's independence which resulted in favorable conditions for the formation of a large market for production of goods, and services. Moreover, Ukraine has always had a cheap labor force and abundant natural resources. Scientists claim that the low competitiveness of domestic enterprises due to their specific functioning in the former USSR has a significant impact on the development of TNCs in Ukraine [4].

The opportunity to gain a new large market for products and services became another background for the emergence of TNCs in the domestic economy. Today, in Ukraine there are such global corporations as *Coca-Cola*, *Samsung*, *Toyota*, *Nestle*, *Nokia*, *Metro Cash & Carry*, *British American Tobacco* and others. Large industrial concerns, such as *Westinghouse*, *Exxon Mobil* or *General Electric*, are unfortunately absent in the Ukrainian market except for *Mittal Steel*, for which its Ukrainian asset – *Kryvorizhstal* – is an intermediate rather than the final link in the production chain. Analyzing the recent trends of TNC in Ukraine, it should be noted that well-known international brands do not make large profits in Ukraine. Such corporations as *Nestle*, *Shell* and *PepsiCo* were unprofitable in 2014. One of the highest profit rates among TNCs 12% is shown by JT International, while in the world of IT business this figure reaches 25% [5].

The study revealed both positive and negative factors affecting the development of TNCs in Ukraine.

Among the advantages are abundant natural resources, a cheap labor force and the ability to expand sales markets.

The drawbacks comprise unstable political and legal environment of the country, the conflict in the East of Ukraine, fluctuations in the national currency exchange rate, the undeveloped market infrastructure and domestic investment market.

Despite negative factors affecting the country's economy TNCs are essential in Ukraine's market.

It is of utmost importance to create a favorable investment climate that involves simplification of tax administration, corruption elimination, reduction of customs clearance rates, reduction of the administrative burden on business, the adoption of laws regulating relations between Ukraine and TNCs.

Conclusion. The study has showed that TNCs are extensively developing in Ukraine. However, in terms of economic and political instability in the country, the decrease in the attractiveness for corporations' development can be observed and some of them may experience a further profitability decline. Thus, a number of measures should be taken in order to increase the attractiveness of Ukraine for TNCs.

References

1. Кочетков М. Розвиток українських ТНК як фактор росту економіки країни [Електронний ресурс] /М. Кочетков, О. Мусієнко. – Режим доступу: <http://www.economy.nauka.com.ua/?op=1&z=2001>
2. Беззубченко О.А. Оцінка діяльності іноземних ТНК в Україні О.А. Беззубченко // Вісник Маріупольського державного університету. Сер.: Економіка. – 2011. – Вип. 1. – С. 50–56.
3. Транснациональные корпорации : [учеб. пособие] / В.А. Белошапка, Д.Г. Лукьяненко, Л.Д. Киреев, Ю.В. Макогон, Т.В. Орехова. – К., 2008. – 205 с.
4. Швець В.Я. Діяльність ТНК в Україні: механізм законодавчого регулювання // Академічний огляд. – 2014. – № 2. – С.135 – 140 с.
5. Прямі іноземні інвестиції та технологічний трансфер у пострадянських країнах: пер. з англ. / Д. Дайкер, М. Барц, Л. Бжилянська, В. Приписнов; пер. І.Ю. Єгоров, А.І. Войтович, Т.В. Гончарова. – Київ: К.І.С., 2003 . – 191 с.
6. Вакуленко Є. ТНК як ключовий суб'єкт інвестиційної діяльності в Україні // Ринок цінних паперів України. – № 11-12. – К., 2013. – С.69-75.

Olexandr Zastup

Vasyl' Stus Donetsk National University

Vinnytsia

Research Supervisor: O.O. Savrasova , Lecturer

ECONOMIC REFORMS IN UKRAINE

Introduction. Economic reforms in Ukraine are the comprehensive component of a radical update of the socio-economic system. In the last few years of economic reforms in Ukraine, they have almost never been carried out. The world economic crisis, which has heavily influenced the economy and our country showed, that sustainable growth of the regions and the country cannot be ensured without systemic reforms.

Relevance of the research. Joining the General civilizational social processes, the stabilization of the economic development on the basis of the formation of a qualitatively new – sustainable, dynamic and socially oriented – economic system.

Analysis of recent achievements and publications. Definitions of the essence of economic reforms were devoted to its research with many native scientists, such as: K. Zhadan, B. Paton, J. Zhalylo, S. Ivanov, V. Mandibura, M. Voss, B. Danylyshyn, Y. Konstantinov, A. Chukhno.

The objective of the article is to analyze the causes of the economic crisis in Ukraine and the ways out of it, through the program of economic reforms.

Economic reform is central for today's Ukraine. The capacity of the Ukrainian nation—leadership and population together—to deliver a modern and efficient economy, if achieved, would constitute the winning asset in the West's current struggle with Russia in Eastern Europe. Success of the economy would represent the most convincing argument, Ukraine could offer to all those who doubt the country's