

does not have a single clear strategy to counter the Russian Federation in this area. And Ukraine itself still loses its position in the information space. However, there is an understanding from both the leadership of NATO and from the leadership of individual states about the dangers that informational attacks carry. The consolidation of efforts in the area of countering these challenges should be a factor that if not levels, then at least minimizes the negative impact of the Russian information campaign not only in the region, but throughout the world.

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## TNCs AND PROBLEMS OF MODERN INTERNATIONAL RELATIONS

**Introduction.** Multinational corporations play an important role in international trade and contribute to the globalization of the world economy today. The profits of the largest TNCs exceed the value of GDP in many low and middle income countries.

Corporations grow very quickly due to merger and acquisition processes, becoming richer and more powerful than some states.

**Review of recent publications.** TNCs and the problems of modern international relations have been studied by researchers: N. Sazonov, O. Bachinsky, B. Stepanenko and others.

**Objectives of the paper include:**

- 1) disclosure of the essence of the concept of a transnational corporation;
- 2) specification of the role of TNCs in the international relations;
- 3) highlighting the main problems of contemporary international relations.

**Results of research.** The term “TNC” first appeared in 1960-1962 and defined a company with its own affiliates in 2 or more countries. Then this definition of TNCs was criticized, including those considering that such forms of the international business as licensing, franchising, contract management may not provide for the creation of a new legal entity [1].

TNC is a corporation that carries out the international cooperation on the basis of the foreign direct investment and has direct control over its foreign affiliates.

Transnational corporations play a decisive role in the globalization of the world economy. Tendencies of internationalization of production and capital, privatization, strategic alliances and the liberalization of foreign trade put TNCs in the spotlight of the world economic development [2].

The scope of their activity is observed by the availability of funds at their disposal, which often exceed the size of the national income of some states. TNCs control more than 50% of the world industrial production today, 67% of the international trade, more than 80% of patents and licenses for new technology, technology and know-how, and almost 90% of the foreign direct investment. TNCs realize 80% of all manufactured goods of electronics and chemistry, 95% of pharmaceuticals, 76% of machine building products [3].

The activities of TNCs provide overflow of the capital, where its surplus is available, to countries with the shortage of it, that ensures satisfaction of the interests of the countries of the TNCs, as well as the host countries. However, the transnational capital can quite often act contrary to the national security of countries, undermine the statehood of the countries, negatively affecting the political and economic situation in them. By creating competition with national states, TNCs can provide a negative impact on the development of the national business that evokes resistance from the national economies.

The world leaders are dominated by the multinational US corporations, but this gap is gradually shrinking due to the strengthening of the positions of TNCs in Western Europe and Japan.

While scrutinizing the operation of TNCs on the global scale, one can distinguish the following main problems:

1. The problem of peace and war. Peaceful coexistence of the countries is necessary for the effective operation of TNCs. After all, TNCs operate in many countries of the world and in a country where a military conflict begins, TNCs lose a lot. This is due to financial revenues, social factors, and the threat to the lives of the

company's employees. If the TNC, which produces a component of the final product, is in a zone of military conflict, the entire company's production is under threat.

2. Financial problem. First of all, it is associated with the financial and economic crises. There have been several crises recently, and almost every country felt their effects. Economic downfalls start in the USA and spread over the whole world. These crises have demonstrated the vulnerability of national economies to the world trends and high integration of the entire financial sector to the world one.

The likelihood for any crisis to show up has the greatest impact on the activities of TNCs. After all, the crisis in one country will affect the entire system of the company. Many well-known companies said they were cutting or closing industries during the crisis in 2008. In turn, the bankruptcy of a large number of companies has increased the tension in the social sphere: hundreds of thousand of workers around the world lost their jobs, and this clearly led to the deterioration of living standards in the countries [4].

3. The problem of relations between states with different economic, political and religious structures.

This problem emanates from working with the legislation of a foreign country, where a subsidiary of the company is located. An important negative moment for TNCs in the host countries is that the international corporations can put pressure on the government of the host country to make it engaged in confrontation.

4. The environmental problem.

The ecological problem is one of the global issues of the present, which manifests itself in the sharp aggravation of contradictions in the relations between society and nature, the violation of natural processes through excessive man-made actions, unpredictable consequences of the scientific-technical progress, increased energy consumption and combustion of fossil fuels, demographic explosion, armed conflicts, man-made disasters, etc.

The main driving force of the modern world is the multinational corporations. Huge companies control more than 50% of the world industrial production and trigger the global scientific and technological progress.

TNCs are actively involved in all global processes nowadays. They, along with industrialized countries, are widely manifested in politics, economics, financial investment, information, science and technology, military, technological, and environmental spheres. Therefore, TNCs are an integral part of the modern international relations and the problems arising in these relations have a direct impact on the assets of TNCs [2].

The most urgent problems of international relations that impede the development of TNCs are: military conflicts, financial crises, environmental problems, poverty of underdeveloped countries, divergency in the views on politics within a country, economy and religion.

**Conclusion.** Consequently, each of the above mentioned problems of the modern international relations concerns TNCs, therefore, for the smooth achievement of its success, it is necessary to unite all countries in order to eliminate these problems or reduce their negative impact on the activities of TNCs at least.

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## MIDDLE POWERS IN INTERNATIONAL RELATIONS SPHERE

**Introduction.** The concept of “middle powers” takes a prominent place in the field of international relations studies. However, more attention is drawn to the analysis of the so-called “great powers”, while the theory of “middlepowership” is not covered enough. Nowadays, the role of middle powers in the modern international relations is obviously increasing. After the collapse of the bipolar system of the international relations, they gained a special role, acting as mediators in international conflicts, promoting democratic ideas, and drawing attention to the