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канд. філол. наук, проф. Т.Ю. Введенська, України

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Panchenko A., Simiokhina T.
Tavria State Agrotechnological University
Scientific supervisor: T. V. Zhukova

THE BASIC CHARACTERISTICS OF INTERNATIONAL CORPORATIONS

The main subject of foreign direct investment in the global economy is international corporations. Their emergence was the result of the internationalization of production and capital. The implementation of foreign investments and the creation of the largest companies of numerous branches in other countries has transformed the national formation of the capital of the corporation into international, international activities.

International Corporation (IC) is a form of structural organization of a large company that carries out direct investment and conducts business activities in many countries around the world.

Modern international corporations play a significant role in the global economy. The scope of their activities is characterized by enormous scales. The largest international corporations manage funds that exceed the size of the national income of many sovereign states.

The study of international corporations was dealt with by such well-known scholars of the past as A. Marshall, A. Smith, D. Ricardo, as well as aspects of the activities of international corporations devoted to the work of such contemporary researchers as: L. Baltserovich, T. Veblena, K. Gelbright, M. Porter, A. Oliynyk. It is worth noting the achievements of the patriotic authors, among them Gladii I.Y., Karpenko V.G., Soroka I.B. etc.

There are several classifications of international corporations. In accordance with the classification of the famous American specialist in the field of international marketing F. Kotler, according to organizational principles, international corporations are divided into four main types:

- multinational companies;
- multinational corporations;
- international corporations;
- Global companies.

As a multinational corporation, an international complex of manufacturing, trading or financial enterprises with a single center for making managerial decisions in the home country and affiliates in other countries is considered.

Multinational corporations (MNCs) are, in fact, international corporations that unite national companies from a number of states, at least two, on a productive and scientific and technical basis.

International corporations (according to F. Kotler) are national monopolies with foreign assets. Their production and sales and marketing activities go beyond the boundaries of one state.

In the process of globalization of the economy there is a new form of international corporations, which is called a globally integrated enterprise or, in fact, a global corporation. The global ones include such corporations that integrate large-scale business activities carried out in different countries.

The global corporation can distribute its operations between enterprises dispersed all over the world. International corporations are “engines of the world economy”. They have a number of specific features:

- they are active participants in the international division of labor system and promote its intensive deepening and development;
- the movement of capital of international corporations, as a rule, does not depend on the processes taking place in the country of the corporation, and is largely independent;
- international corporations form a system of international production, based on the location of branches, subsidiaries, offices in many countries of the world;
- they usually have multinational equity;
- the share of foreign operations in the company's income or sales is determined at 25% as the minimum required for the listing of companies to multinational corporations (MNCs);
- for companies, they are characterized by a multinational staff and senior management.

To sum up, we can say that international corporations are large associations of industrial, commercial, transport or banking firms and companies whose activities go far beyond the countries of the base and provide them with favorable positions in the production, sales, procurement of goods and provision services.

Creation of international corporations has become inevitable as regional and world transport infrastructure develops, communication systems improve, and the capital exports grow.