

THE ROLE OF THE G-7 COUNTRIES IN THE MODERN INTERNATIONAL ECONOMIC RELATIONS

Khachko V., *lerahachko@gmail.com*
Dmytro Motornyi Tavria State Agrotechnological University

In the context of modern globalization, the level of economic development of countries and quality of life plays a significant role, because it is from these indicators that countries achieve their leadership. Leading countries have the opportunity to identify new international threats to address them. The "Big Seven" is one of the most important actors in international economic relations because economic problems are among the reasons for the creation of the group. In view of this, the substantiation of the role of the G7 countries in modern international economic relations is becoming quite important and relevant.

The aim of the article is to analyze the role of the G7 countries in modern international economic relations, determine the conditions and factors for achieving global leadership, as well as analysis of the main socio-economic indicators of these countries.

Research results. The strategies of formation and development of such leading countries as the USA, Great Britain, Canada, Germany, France, Italy and Japan have their certain features. These strategies are based on a model of certain economic development in a country. The general patterns in developed countries are that the mechanism of their action - a developed market economy, as well as the use of innovative models of development. [2].

The G7 countries are distinguished by their inherent global leadership. Therefore, it is worth considering the factors that influence the country's achievement of global leader status. The first and most important factor is the advanced economy, which is determined not only by a high level of GDP, but also the importance of the country in the world market of trade in goods and services, the participation of foreign investment in the country's capital. Also important are investments in leading industries that can affect the world economy. The main source of an advanced economy is the ability of people, intellectual capital [1]. This factor ensures the growth of production capacity without the corresponding costs of raw materials. That is, the feature of the advanced economy is investment in human capital, improvement of social services and security.

Innovation plays an equally important role in shaping the leading countries. The UN News Center has recognized the United Kingdom, the United States, Switzerland, Germany, the Netherlands and Sweden as world leaders in innovation. It should be noted that the priority areas for the development of innovative activities for Germany, the United States and the United Kingdom are space research, development of energy, health, bio- and nanotechnology, information and computer technologies [4]. In order to understand the share of influence of the "Big Seven" on the system of international economic relations in general and individually of its member countries, we analyze the socio-economic indicators of each of them, in particular the size nominal GDP of the leading countries in 2018 (see Table 1). [5].

Table 1

Countries	Nominal GDP, billion US dollars
Great Britain	2 975,557
Germany	4 160,925
Italy	2 244,767
Canada	1 797,170
USA	20 289,987

France	2 860,018
Japan	5 451,452
Together	19 489,89

The data in the table show that in modern conditions, as in recent decades, the leader in the world economy is the United States. Thus, the nominal GDP of the six countries analyzed amounted to 19489,89 billion dollars USA, and **the United States** – 20 289,987 billion dollars. USA. This leadership is ensured by the advantage of this country over other countries in terms of scale and wealth of the market, as well as the level of scientific and technological development and a high degree of saturation of the economy with information technology. The highest level of GDP in the world shows that the United States spends more than any other country on current consumption and investment. The main sources of GDP in the United States are: innovative high-tech products, financial services, as well as the production of gasoline, machinery, machinery, aerospace products, telecommunications, chemical products, consumer goods, mining. [8].

Japan ranks second in terms of GDP. It is a large island country with almost no natural fuel resources. This level of development is ensured by building the country's economy on the so-called "three whales" - high technology, tourism and a developed structure of exports and imports. Among the main sources of GDP are electronic equipment, transport engineering, automotive and shipbuilding [6].

The third position is occupied by **Germany**. In 2018, GDP increased by \$ 175 million. US compared to 2017. The main reason for this phenomenon was that residents increased their spending by 1.9%, while the government increased spending by 2.8%, as well as additional increased investment in the country.

France's economic recovery in 2018 was driven by rising consumer spending. In general, France is a highly developed nuclear and space country. The leading industry is mechanical engineering. The electrical and radio-electronic industries, as well as the chemical, oil refining and petrochemical industries are developed, which provides it with the fourth place in terms of GDP among the analyzed group of countries.

The fifth place is occupied by **Great Britain**, it is "supported" by the sphere of financial services and industry, in particular mining - 2.2% of GDP. No less important is the extraction of oil and gas from the North Sea, which significantly reduces government spending.

Over the past decade, **Italy**, which ranks sixth among the G7 countries, has gone through two recessions, increased its external debt, and therefore its GDP is recovering rather slowly. The low level of GDP is characterized by a large share of the unemployed and income inequality between the industrialized northern part and the crisis in the south.

As for **Canada**, its GDP in 2018 increased by 0.7% (compared to 2017). This was due to a decrease in fixed capital investment, a decline in the mining and oil industries and a decrease in the country's exports.

Economically developed countries are part of the G7, play a significant role in the world economy and international economic relations, due to the highest shares of GDP in the analyzed countries, as well as the level of technological progress. Together, these countries can influence policy in official world institutions. For example, almost 50% of the votes in the World Bank and the International Monetary Fund belong to these leading countries. They also have a huge influence on the World Trade Organization and the United Nations Security Council. The influence of leading countries on the development of the world economy is also due to the development and specialization of the economy of each of them. The United States has long been the leader in the world economy. This leadership is provided by significant investments in innovation, developed ties with other countries for the export and import of goods and services, and a high level of economic development. If we talk about all the participants of the G7 in general, it should be emphasized that these countries

have a fairly large potential for scientific and technical research, which plays a significant role in the modern world economy. [7].

Conclusions. The G7 countries play an extremely important role in the current system of international economic relations, but the prospects for the spread of global leadership in these countries in the future are quite relative. According to forecasts, as the United States, Britain, Germany, Italy, Canada, Japan and France have long been on the international market, their potential will gradually decline and they will lose their positions. However, no one knows what awaits the world in the future, yet high levels of investment and scientific and technological progress, highly qualified scientists and engineers, and the development of the information space enable countries to -leaders to be a role model for other countries, and therefore have a significant impact on the development of the world economy [3].

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Language adviser: *Zhukova T.V., Department of Foreign Languages, Dmytro Motornyi Tavria State Agrotechnological University*

SIMPLE MARKETING TECHNIQUES TO INCREASE SALES

Khakhaieva M.E., rita.hahaeva@gmail.com
Dmytro Motornyi Tavria State Agrotechnological University

Nowadays, modern entrepreneurship is not possible without marketing, especially when products are seasonal; in this case marketing techniques simply need to be applied. Every company has a planned profit, and it understands the fact that in order to get it, it is necessary to spend some money on product marketing. In this case, the base of potential customers will expand.

Marketing moves to increase sales and attract customers is something that every company needs during the low sales season. It means that every company uses it to increase their sales revenue, number of contracts signed and market share. Such marketing techniques are productive for all companies regardless of their field of activity.

Now let's look directly at some marketing strategies or techniques. The first and very important move is the introduction of content marketing.

Previously, when a company had a product or service that it was selling, in order to make it known, it sent out countless press releases, bought expensive TV ads, hired a paper advertiser and an entire call center for cold calling, bought billboards and much more that only it could afford. As a result, customers went to those who had the largest marketing budgets. But nowadays, the buyer has become much smarter and everyone always has the Internet and traditional marketing methods have become obsolete. Compared to traditional marketing moves, content marketing helps to find customers potentially interested in a product or service, rather than trying to "sell" it to a huge number of uninterested people. Let's note some of its important advantages: firstly, as already mentioned it is the attraction of pre-interested potential customers, secondly, reducing the cost of marketing