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РЕЗЮМЕ

Важливим чинником підвищення конкурентоспроможності ділових організацій в країнах BSEC як в рамках спільноти, так і в рамках глобального ринку що отражаетсе на технологічному рівні використовуваних, ними інформаційних систем і створює проблеми з їх інтеграцією. У доповіді розглядаються найбільш популярні програмні технології і стандарти, які сприяють виконанню B2B інтеграції, також як електронний обмін даними (EDI), мова ebXML, Roseta Net, OAGIS і Web services. Автор зробив спробу представить нові тенденції в розвитку B2B інтеграції в особі технології Cloud computing.

Ключові слова: конкурентоспроможність, країни BSEC, B2B інтеграція, електронний обмін даними, мова ebXML, Roseta Net, OAGIS і Web services

РЕЗЮМЕ

Важным фактором повышения конкурентоспособности деловых организаций в странах BSEC как в рамках сообщества, так и в рамках глобального рынка что отражаетсе на технологическом уровне используемых, ими информационных систем и создает проблемы с их интеграцией. В докладе рассматриваются наиболее популярные программные технологии и стандарты, способствующие осуществлению B2B интеграции, также как электронный обмен данными (EDI), язык ebXML, Roseta Net, OAGIS и Web services. Автор предпринял попытку представит новые тенденции в развитии B2B интеграции в лице технологии Cloud computing.

Ключевые слова: конкурентоспособность, страны BSEC, B2B интеграция, электронный обмен данными, язык ebXML, Roseta Net, OAGIS и Web services

SUMMARY

An important factor for raising competitiveness of business organizations in BSEC countries, both within the community and within the global market, is the integration of information systems that support business. The BSEC countries are at different stages of development, which reflects on the technological level of information systems used by them and gives rise to problems with their integration. The paper examines the most popular software technologies and standards which help realize the B2B integration as an electronic data interchange (EDI) - the ebXML, Roseta Net, OAGIS and Web services. The new trends in developing this integration using the Cloud computing concept are outlined.

Key words: competitiveness, the country BSEC, B2B integration, electronic data interchange, language ebXML, Roseta Net, OAGIS and the Web services

EVALUATION OF GEORGIA'S INTERNATIONAL COMPETITIVENESS IN THE BSEC MEMBERSHIP CONTEXT

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In the last quarter of the 20th century economic globalization has made rapid progress. Parallel to modern globalization there has been an expansion of regional integration. Indeed, integration has been a hallmark of the second half of the 20th century and part of the integration dynamics seems to be a response to the problems and challenges of economic globalization. One of the main challenges facing modern states in the global world is increasing their international competitiveness.

Competitiveness is a broad concept, which can be observed from different perspectives: through products, companies, branches of the economy, the short-run or the long-run. The most complex of these is the concept of the competitiveness of the national economy. The popularity of the competitiveness benchmarking at the country level such as global Competitiveness Reports (WEF), World Competitiveness Yearbooks (IMD), and National Competitiveness Reports is an indicator of growing interest in comprehensive frameworks and data for competitiveness- related decision-making.

In the economic literature there is a term of international competitiveness defined as the long-term competitive ability of national economy and a term of competitive position (static approach), which refers mainly to the participation of a given country in international exchange. The meaning here is narrower than that of the international competitive ability.

M. Porter has explained new view related on competitiveness of the national economy emphasizing the productivity as the most important factor. "Modern competition depends on productivity, not on access to inputs or the scale of individual enterprises. Productivity rests on *how* companies compete, not on the particular fields they compete in. Companies can be highly productive in any industry–shoes, agriculture, or semiconductors–if they employ sophisticated methods, use advanced technology, and offer unique products and services. All industries can employ advanced technology; all industries can be knowledge intensive." (Porter 1998).

In the international context, competitive economy is the one which adjusts its social and economic targets and its mechanism of functioning not only to internal conditions but also to international circumstances; on the other hand, it is able to undertake actions which will take advantage of the changes occurring in the world economy in a creative way in order to stimulate its own development. It is also able to change conditions of competition in the way which will enhance benefits from the participation in the international division of labour.

A level and quality of international competitiveness of the national economy are determined by its whole economic and social performances. The main factors which influence a formation, state and development of international competitiveness in one country can be divided in four groups: systemic, marketing, external, and internal. (Petrovic et al 2008).

The systemic factors determine the general scope for business activities, and consist of political, legal and economic systems of a country, and their stability. From the competitiveness development viewpoint, they determine whether the national market is supporting business environment, and to what extent. A state, level of organization, and development level of: banking system, financial markets, distributive and infrastructure networks etc, should essentially affect general business activities in a country, business efficiency of enterprises and their competitiveness.

The marketing factors lie in the base of competitiveness development of enterprises, because they can essentially influence its direction. A competitive capability of enterprises on the national and international markets should depend on their types and strenght. There are good reasons to attach importance to an effective working of the market, reduction and supression of distortions on it in the whole world.

The external factors have a special place in the competition development in the open economies, which are the majority in the world, and particularly in the cases of the small open economies highly dependent on foreign trade. Their effect can be of different nature and strenghth, sometimes of decisive character. The customs and rules of the world economy and international trade are of obligatory nature for companies and states, because they are organized systems (by: international legislation, customs and business practice; the rules of the international organizations and cooperations; internal rules of regional economic integrations, and bilateral and multilateral agreements). An entire regulation of international business activities has generally a supportive effect on the competitiveness improvement, because it has been created with the aim of facilitation of business activities under equal conditions.

The internal factors which influence a competitive capability of enterprises are of crucial importance, because an individual enterprise is the place of its creation and improvement, and therefore, the national competitiveness is the only collective expression of the capability of its economic units. With capital equipment, technological base, and financial power, human capital is particularly important, because it moves and organizes all things.

According to Hunya (2001) international competitiveness depends on a country’s ability to sell, to attract and to adjust. Selling ability is related to the country’s export potential. The share in the main export markets and its dynamics is a considerable indicator of international competitiveness. Attraction ability implies foreign investment attraction potential. The indicators are the amount of investment inflows and investment stock. The adjustment ability is expressed in the rate of structural changes. As a result of structural transformations the country changes its export specialization, which is one of the main sources of income growth (increased GDP growth rate and per capita income).

The most important thing is that these changes should be orietated on high technology industries, because under modern knowledge-based economy economic growth and structural changes result from technological progress, development of information and communication technologies and their diffusion in other spheres of economy. The international competitiveness of states is largely determined by their level of technological and innovation development. The countries which could not manage to secceed in these fields are left behind in their international competitiveness. Therefore deepening international cooperation in these fields is essential for achieving international competitive advanatges.

It is also useful to consider a country's international competitive position in the transnationalization process. Now, companies, which possess net ownership advantages vis-à-vis rival companies, are looking for internationally competitive countries or regions in which to establish their production facilities. Consequently, countries and regions are termed competitive according to their prevailing conditions.Dunning (1979) has suggested that there really is a close connection between the ownership advantages of companies and some specific characteristics of countries.

Regional integrations modify to some extent the effects of international trade on an internal market; they have certain restrictive effect on the free flows of goods and ideas from third countries, on one hand, and reinforce wellknown effects of home market on enlarged internal market. Regional integrations, particularly the more solid and developed ones, are the best environment for development of high productivity. The previous development of the European Union, and its position in regard to the comparable regions and countries, shows the following: first, all member countries have importantly improved their economic performances; second, the industries exposed to a stronger international pressure have succeeded in maintenance or improvement of their competitive capabilities (for example, motor vehicle industry); third, the international competitiveness has dynamic nature, and states, industries, and companies can acquire, maintain, or lose it (a typical example is the present world domination of China and India in textile and clothing industry).

Georgia considers regional cooperation as one of its foreign policy priorities. In this regard, a particular importance is given by Georgia to the development of cooperation in the Black Sea region through the BSEC. Condisering the above mentioned on competitiveness the most important factors for the evaluation of the role of BSEC in Georgia’s international competitiveness should be country’s level of integration into the region and the global economy, as well as its productivity growth opportunities.

Trade and economic relations of Georgia develop mainly with its neighbouring countries. Georgia therefore attaches particular importance to all efforts directed at the development of economic relations in the Black Sea region. Trade figures in table 1 with the countries of the region clearly demonstrate the importance of the BSEC Organisation for Georgia.

According to the research made by OECD (2009) BSEC member countries attach a great importance to the measures of increasing their international competitiveness and the policy priorities set by them in this direction include:

- increase in the investments in human capital;
- Financial market development;
- Improving investment climate policy and promotion.

These policy actions respond to Georgia’s international competitiveness related interests as well. Its current strategy greatly depends on the restoration of its territorial integrity, strengthening recent democratic gains and ensuring their irreversibility, integration into the Euro-Atlantic and European structures and ensuring guarantees for economic and energy security. Participation in the Organisation of the BSEC could facilitate the achievement of these goals through economic cooperation.

The Black Sea region comprises a heterogeneous group of countries. Their economies differ in their size, institutional characteristics and integration perspectives. They are facing vastly different problems, and find themselves at different levels of development. The whole BSEC initiative may be regarded as a call for cooperative measures towards relaxing structural constraints that prevented larger volumes of trade between members prior to the establishment of the BSEC–especially between transition economies joining the BSEC and Greece and Turkey. BSEC represents a huge market of some 350 million people with a foreign trade capacity of over 300 billion US dollars annually. Due to its geographical location, the BSEC region is an attractive destination for both trade and investment.

Low and lower-middle-income BSEC countries, including Georgia, have seen consistently positive growth rates in the first few years of the 21st century. In 2007, the region’s real GDP grew by a weighted average of 10.6 per cent. The figure slowed down to 9.2 per cent in 2008. Growth rates have fluctuated in recent years, partly reflecting various domestic and external shocks and the differing degrees of resilience that the economies in the region have displayed. The share of agriculture in GDP has fallen steadily over the last decade; state support to the sector has faded in the transition period and productivity in the agricultural sector has failed to keep up with overall labour productivity due to low investment. The composition of GDP has gradually shifted towards industry (especially in the countries of the southern Caucasus) and services (especially in Moldova). Nevertheless, by OECD standards, these economies are generally characterised by an underdeveloped tertiary sector and a higher reliance on agriculture.

All upper-middle- and high-income BSEC countries have experienced uninterrupted positive GDP growth since 2000, with the exception of Turkey, which suffered an economic crisis in 2001. It has since recovered to achieve strong growth rates, attributable to successful policy reforms and strong investment inflows. Bulgaria and Romania are among the fastest growing countries in the 27 countries of the European Union (EU-27), benefiting from structural reforms, sound macroeconomic policies and EU membership. Greece’s growth performance has also been solid, owing to large productivity gains, product and financial market reforms, the 2004 Olympic Games and an increasing role in regional trade. However the recent global economic and financial crisis reversed the positive trends and exerted great losses to the economy of Greece. The Russian economy has been growing rapidly, boosted by increasing external and domestic consumption demand. Serbia has also managed to maintain high growth rates despite recent political instability. In 2007, the region’s real GDP grew by a weighted average of 6 per cent, The figure slowed down to 5.8 per cent in 2008.

Manufacturing structures in the region tend to specialise in mainly low-tomedium technology sectors taking advantage of a relatively cheap but adequately trained labour force. Exports are concentrated in consumer goods rather than capital goods. Textiles and clothing footwear represent one of the principal export items of western BS countries. For Albania textiles and footwear account for almost 67% of total merchandise exports while for Romania and Bulgaria this share is lower standing at over 25% and just below 21% respectively. Bulgaria exports consumer goods by as much as 35% of total exports as opposed to a 13% share in investment goods. Greece, although rather more diversified in its exports structure concentrates some 14% of its total exports in food and more than 6% in textiles and clothing. Food, vegetable products, and textiles account for 64% of Moldova's total exports while mineral products account for over 30%. Turkish exports concentrate in textiles by nearly 28%. In the remaining BS countries production and exports are mainly resource based. 37% of total Ukraine's exports are non-precious metals and another 14% fuel, ores and energy products. Precious or semi-precious stones and metals account for almost 52% of total Armenian exports while ores, and ferrous waste and scrap account for 28% of total Georgian exports. Energy products account for 86% of Azerbaijan's exports and for over 54% of total Russian exports. 16% of Russia exports are in metals.

For most of the BSEC countries, the European Union is the main trade partner, and for the six non-CIS countries, the European Union accounts for over half of all trade. Russia is the main regional trading partner, accounting, for example, for 34 per cent of Ukrainian imports and 33 per cent of Moldovan exports. The exceptions are Albania (main intra-regional trading partner Greece), Romania (main intra-regional trading partner Turkey) and Serbia (main intra-regional trading partner Bulgaria). For most of the BSEC countries, the second largest trading partner in the region is Turkey, whose significance is particularly high for Georgia, Bulgaria, Albania and Azerbaijan. Serbian exports and imports in the region are relatively concentrated in the Balkan region. Greek and Turkish trade within the BSEC region accounts for a very small part of their total trade, particularly if one excludes Russia. Moldova conducts around 48 per cent of its total trade with three countries, namely Russia, Ukraine and Romania. Bulgaria conducts a considerable proportion of its trade within the BSEC region, particularly with Russia, Turkey and Greece. Romania's degree of regional integration is lower, despite substantial exports to Turkey and imports from Russia. In the south Caucasus, there are significant trade flows between Georgia and Azerbaijan, equal to almost 9 per cent of total trade of the former, and to a lesser extent between Georgia and Armenia. Besides Russia and Turkey, Ukraine is also an important trade partner for these countries. Overall, the countries with the highest degree of regional integration (share of intra-BSEC trade to total trade) are Moldova and Georgia, while the largest economies (Russia, Turkey and Greece) are the ones that display the lowest degrees of regional trade integration.

Against this general background the Georgia's competitive position within BSEC should primarily be analyzed by trade and investment flows. Turkey is one of the largest trading partners of Georgia for the last period. In 2007 export in Turkey reached 262 910 thsd dollars, which was 13,9% of total exports. In 2008 the indicator increased to 17,6%. In 2008 trade turnover with Turkey reached 1 203 thsd dollars, which was 15,4% of total turnover. Turkey is followed by Azerbaijan (10,4%), the Ukraine (10,2% of total turnover), Russia (5,8%), Bulgaria (3,0%). Three BSEC countries Russia, Azerbaijan and the Ukraine are among the largest trading partners of Georgia. These three countries account 27,7% of exports and 29,4% of imports.

Georgia's Trade with BSEC Countries.

Table 1

	2005	2006	2007	2008
Export Total (mln dollars)	**866**	**936**	**1 232**	**1 496**
Export to BSEC Countries	499	499	635	885
Import Total (mln dollars)	**2 490**	**3 678**	**5 215**	**6 305**
Import from BSEC	1 295	1 953	2 656	2 985

Source: External Trade of Georgia, Statistical Publication, State Department of Statistics of Georgia, 2009, p. 12

As the table 1 shows Georgia's trade with BSEC has grown during 2005-2008. However, the diversification of trade flows has been inconsiderable, which negatively affects the competitiveness of the country. Diversification of export is critically important for Georgia and, in our view one of the priorities should be the BSEC market. Although the share of Georgia's export is not very high in BSEC region, the country has prospects for increasing it. In addition, separate BSEC countries can use the territory of Georgia to enhance their trade and economic relations with the former Soviet Union countries, South Caucasus and Middle Asia region. Further increase in the scope of cooperation with BSEC can be a considerable step towards deeper integration into the European trade and economic space, which can promote the competitiveness of various industries, including banking, manufacturing and agriculture. The internal problems which hinder the development of Georgia's trade relations within BSEC are related to the lack of the technological and entrepreneurial capabilities required to develop sophisticated, differentiated, high value added products and insufficient restructuring of the economy in favour of such sectors. The fragmentation of individual markets and the barriers set before developmental efforts should be overcome within a regional market framework.

FDI from BSEC Countries (thsd dollars)

Table 2

	2005	2006	2007	2008
Total FDI inflows	**449 785**	**1 190 375**	**2 014 842**	**1 563 963**
Azerbaijan	66 920	77 804	41 368	23 943
Bulgaria	71	319	21	13
Turkey	21 812	129 728	93 871	164 526
Romania				5 431
Russia	38 738	34 210	88 997	26 212
Greece	2 217	2 507	1 350	-1 850
Armenia	396	1 034	-4 895	-15 061
Ukraine	1 701	1 056	24 381	-6 442

Source: Statistical Yearbook of Georgia, State Department of Statistics of Georgia, 2009, p.288

The table 2 shows the amount of FDI made by BSEC member countries in Georgian economy. It is obvious that the level of investments is low. The locational advantages of the country should make it a prime target for FDI. However, the barrier for inward investments is not the failure of the legislative framework but the failure in its enforcement. It is the practical difficulties in investing that deter FDI. Apart from sound economic policies, it is especially the fostering of institutional reforms and the related improvements of the investment climate which will be indispensable for a lasting and sustainable economic development. Georgia has preferential market access to the EU and it is in a prime position for the transportation of oil and gas from Russia and the Caucasus. Further, the country combines low labour costs with a highly skilled workforce. There are opportunities for investment in natural resources and agribusiness sectors, infrastructure development, telecommunications and energy and these opportunities should be exploited efficiently.

On the 2009-2010 rankings of World economic forum Global Competitiveness Index Georgia takes 90th position with the score of 3.81. Ranking by separate components of the Index for Georgia looks as follows:

Table 3

Georgia's ranking by Global Competitiveness Index 2009-2010

Global Competitiveness Index	**90**
Basic requirements	87
Social institutions	86
Infrastructure	83
Macroeconomic Stability	93
Health and Primary Education	82
Efficiency Enhancement Factors	90
Higher Education and professional development	86
Commodity Market Efficiency	83
Labour Market Efficiency	28
Sophistication of financial markets	84
Technological readiness	103
Market size	108
Innovation and Modernization factors	119
Business diversity	123
Innovation	110
Business Competitiveness Index	**100**
Company operation and strategy sofistication	123
Degree of national business environment	110

Source: www.weforum.org

As the table 3 shows the level of Georgia's competitiveness is especially unsatisfactory in technological, innovation and business diversity fields. Knowledge Economy Index and such indicators as economic incentives, institutional regime, innovation and information/communication technological development show that Georgia is lagging behind its neighbours. It is important to note that other BSEC countries, namely Ukraine, Turkey, Armenia and Russia have already developed long-term cluster and innovation strategies based on a knowledge economy.

Given the geopolitical location of the region, cooperation in fields of transport and energy are particularly significant through their potentially great global impact. For Georgia development of transport function related to the increase in the flows of cargo, investments and information is very important for its deepening regional and global integration, however, this cannot be a sufficient factor for competitiveness. One of the main directions towards achieving and sustaining international competitiveness is growing participation in the dynamically developing sectors of the world economy. According to UNCTAD, these sectors include the ones which have had at least fifthfold growth since 1995 and are characterized by sustainable demand and technology-side development. They comprise alternative energy products, electronics, spare-parts, textiles, services (information, construction, telecommunication, financial, professional and commercial) as well as creative sectors.

The BSEC region is attractive in fields such as telecommunications, tourism, agriculture, small and medium business, science and technology. The experts regard, that one of the most important sectors for increasing Georgia's competitiveness is tourism. Georgia is the Country-Coordinator for the Working Group on Cooperation in Tourism for the term November 2008 - October 2010. All Black Sea countries are invited to combine their efforts in elaboration of the plan for sustainable tourism. It can be considered an important element of socio- economic development. Black Sea area is a region to be rediscovered -wealthy in natural landscapes, diverse and colorful in life-styles, rich and long in history, offers innumerable opportunities in touris. BSEC is focusing its attention to take advantage of the great potential in this field. It is a priority area cooperation in which Black Sea countries are engaged since the very establishment of the BSEC Organization, namely from 1994. The role of BSEC in the promotion of Georgia's tourism potential can be the following:

- Encouragement and engagement within BSEC and towards others in promoting the rich potential.
- Joint programs and projects among the Member States.
- Establishing institutionalized bodies for the promotion of tourism potential.
- Incorporating private sector in BSEC tourist activities, etc.

Regional integration in the Black Sea region could create an enhanced market quite homogeneous in some respects, e.g. consumer preferences, production structures, etc and equally diverse in others, e.g. natural and created resources, geographic position, relationships with third regions. A regionally unified market can increase cross-border transactions, i.e. international trade, foreign direct investments and business networks. Under modern conditions of intensified regionalization one of the important directions of acquiring and sustaining competitiveness is the development of regional and global products through increased participation in the regional production and sales networks, especially in high technological and specialized sectors. BSEC framework offers a lot of opportunities for Georgia to realize these directions.

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РЕЗЮМЕ:

Статья посвящена исследованию нескольких аспектов международной конкурентоспособности Грузии в в рамках ОЧЭС. Автор суммирует несколько представлений относительно международной конкурентоспособности и выделяет производительность и степень участия в международном обмене как самые важные факторы, определяющие международную конкурентоспособность страны в контексте региональной интеграции.

Ключевые слова: региональная интеграция, ОЧЭС, международная конкурентоспособность, внешняя торговля, прямые зарубежные инвестиции

РЕЗЮМЕ:

Стаття присвячена дослідженню декількох аспектів міжнародної конкурентоспроможності Грузії в у рамках ОЧЕС. Автор підсумовує кілька подань щодо міжнародної конкурентоспроможності і виділяє продуктивність і ступінь участі в міжнародному обміні як найважливіші фактори, що визначають міжнародну конкурентоспроможність країни в контексті регіональної інтеграції.

Ключові слова: регіональна інтеграція, ОЧЕС, міжнародна конкурентоспроможність, зовнішня торгівля, прямі закордонні інвестиції

ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ СОТРУДНИЧЕСТВА МЕЖДУ СТРАНАМИ ЮГО-ВОСТОЧНОЙ ЕВРОПЫ В РАМКАХ ЧЕРНОМОРСКОГО ЭКОНОМИЧЕСКОГО СОТРУДНИЧЕСТВА И ГУАМ

SUMMARY:
The article is devoted to the study of several aspects of Georgia's international competitiveness within the framework of BSEC. The author summarizes several views on international competitiveness and distinguishes productivity and degree of participation in international exchange as the most important factors determining country's international competitiveness in regional integration context.
Keywords: regional integration, Black Sea Region, international competitiveness, foreign trade, FDI

РОЛЬ ТРАНСНАЦИОНАЛЬНОГО КАПИТАЛА В МИРОВОМ ЭКОНОМИЧЕСКОМ ПРОСТРАНСТВЕ

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Актуальность проблемы. Повсеместное возникновение и развитие транснациональных корпораций (ТНК) связывают, прежде всего, с тенденцией концентрации капитала, глобализацией мировой экономики, переходом к постиндустриальному обществу, поскольку именно они стали локомотивами инновационно-инвестиционного процесса в мировой экономике. Национальные государства и ТНК поддерживают и усиливают друг друга по главным направлениям мирового научно-технического прогресса. Когда в стране возникают и множатся крупные промышленные корпорации и международные финансово-промышленные группы, это означает наращивание экономической мощи страны, усиление ее геополитических позиций. Но на данном этапе развития для Украины актуальны задачи эффективного привлечения и использования прямых иностранных инвестиций. В связи с этим актуальной научной проблемой становится исследование современных тенденций и закономерностей развития ТНК, определение факторов, мешающих работе корпораций в украинской экономике.

Анализ последних исследований, выделение нерешенной проблемы. Проблемами привлечения прямых иностранных инвестиций в национальную экономику занимались такие авторы, как М.Денисенко, А.Семенов, В.Комаров. Однако автором статьи затронута тема, прежде всего, особенностей украинского экономического потенциала, которые важны для ТНК. При этом речь идет главным образом об объективных особенностях, а не так называемом сложившимся инвестиционном имидже.

Цель статьи. Целью исследования является анализ современных тенденций мирового процесса развития ТНК, а также специфических особенностей национальной экономики, влияющих на развитие процесса транснационализации в Украине.

Результаты исследования. ТНК — это доминирующие социальные институты нашего времени. Сегодня всего 300 крупных корпораций контролируют 25% всех производственных мощностей на земле. Масса создаваемой добавленной стоимости некоторых транснациональных корпораций превышает ВВП отдельных развитых государств.

Объем производства товаров и услуг примерно 79 000 ТНК и их 790 000 иностранных филиалов продолжает увеличиваться, при этом суммарный объем их ПИИ в 2007 году превысил 15 трлн. долл. По оценкам ЮНКТАД, совокупный объем продаж ТНК составил 31 трлн. долл. - а это увеличение по сравнению с уровнем 2006 года на 21%. Объем добавленной стоимости (валовая продукция) иностранных филиалов во всех странах мира составил, по оценкам, в 2007 году 11% от мирового ВВП, при этом число работников возросло приблизительно до 82 млн. чел. [1].

Рассмотрим современные тенденции развития транснациональных корпораций.

1. Укрупнение корпораций, повышение их роли в мировой экономике и научно-техническом прогрессе как следствие экономической интеграции.

2. Усложнение структуры собственности корпораций, концентрация, переливы и взаимопроникновение капиталов. Тенденция развивается через две основные формы: концентрацию капитала через накопления, расширенное воспроизводство (внутренний, органический рост) и слияния и поглощения компаний (внешний рост). Оба направления успешно используются в современном корпоративном строительстве и формируют его правовую и организационную основу. Процессы слияний и поглощений приводят к созданию суперкорпораций, которые по своему экономическому измерению сопоставимы с внутренним валовым продуктом целой страны (например, российские корпорации Газпром, ЛУКОЙЛ, РАО "ЕЭС", "Норникель" и др.). Тем самым возникает новый тип сверхмощных мирохозяйственных структур.

3. Ускорение внутреннего организационного развития корпораций, усиление взаимосвязи темпов и направления роста бизнеса с качеством менеджмента, возрастание роли человеческого капитала. Это связано с обеспечением выживания в условиях ужесточения конкурентной борьбы.

4. Использование высокоскоростных информационно-коммуникационных технологий как непременных спутников успешно развивающихся корпораций. В настоящее время более 50% европейских фирм используют высокоскоростные информационно-коммуникационные технологии и сложный интеллектуальный труд. В США лишь 3% всех работающих занято в сельском хозяйстве, 10% - в производстве, а остальные — в информационно-интеллектуальной сфере. По образному выражению К. Нордстрема, инфоструктура - электронная нервная система любой компании, и она становится важнее инфраструктуры [2].

5. Регионализация ТНК позволяет повысить свою устойчивость и резко увеличить масштаб деятельности, что делает новые организационные образования еще сильнее. Мировыми лидерами в этом процессе стали такие компании, как Intel, Siemens, IBM, Johnson & Johnson, Motorola, British Petroleum, British Telecom, Xerox, Hewlett-Packard и другие.

6. Формирование новых внешних альянсов и стратегических партнерств. Это позволяет корпорациям быть открытыми системами и тем самым быстро капитализировать свои активы (закрытые же системы, наоборот, рано или поздно приходят к дезорганизации, дезинтеграции и упадку, в них развиваются негативные центробежные тенденции).

7. «Инноватизация» корпоративных организаций. Многие крупные корпорации создают специальные отделы инновационного развития (службы нововведений, научно-технические центры), подразделения НИОКР (лаборатории и мастерские), прогнозно-аналитические департаменты и "офисы будущего", развивают системы управления знаниями на основе Интранета и инновационно-маркетинговые бюро, технопарки и агентства по трансфертам технологий и т.п. Современный мировой рынок инноваций превышает $2 трлн., из которых на долю США приходится 39%, Японии - 30%, Германии - 16%. В мире на одного ученого приходится 10 менеджеров, которые отбирают научно-технические достижения, своевременно патентуют изобретения, занимаются продвижением наукоемких товаров и технологий на рынок [2].

Таким образом, в результате описанных выше процессов достигается более высокая эффективность производства, возрастает капитализация и инвестиционная привлекательность корпорации, усиливаются возможности инновационного развития. Также отметим, что все рассмотренные основные тенденции имеют стабильный долгосрочный характер и еще долго будут определять тренды будущего развития экономики.

Несмотря на растущую озабоченность и политические дискуссии по поводу усиления протекционизма, общий тренд политики по-прежнему демонстрирует повышение открытости по отношению к ПИИ. Так в обзоре изменений национальных законов и установлений ЮНКТАД, которые могут влиять на выход ТНК на рынок и их деятельность, высказывается мысль о том, что директивные органы по-прежнему стремятся сделать инвестиционный климат более привлекательным. В 2007 году из почти 100 сдвигов в политике, которые ЮНКТАД выявила как потенциально имеющие отношение к ПИИ, 74 были призваны сделать среду в принимающей стране более благоприятной для ПИИ. Однако на протяжении последних нескольких лет отмечено возрастание доли сдвигов, которые были менее благоприятны для ПИИ [1].

Таблица 1. Динамика ПИИ в мире [3].