

radically rebuild the entire foreign economic mechanism, to properly evaluate the role and place of foreign economic relations in the national economy development.

The development of effective foreign economic relations will allow Ukraine to overcome the deep economic crisis faster, to promote a stable and rapid development of productive forces and to increase the living standard on this basis. Ukraine, as a young sovereign state, does not have a sufficient experience in the establishing economic ties with other states. Therefore, it is taking the first steps towards entering the world economy.

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UDC 004.608:004.5(045) (043.2)

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LIFE WITHOUT COMPUTERS: IS IT POSSIBLE?

For decades computers have been an integral part of our life. We can not imagine our day without gadgets. Every day we turn on the computer to check the weather, mail, make a job or study assignment and so on. But were you wondering what would have happened if we had not had access to computers. What would be our life? Is our life possible without a computer at all?

Nowadays, we cannot imagine our life without it. For example, doctors have the opportunity to prevent disease and maintain the patient's well-being by special computers. Also in financial institutions computers have to do all mathematical operations and to analyze algorithms. Computers are really needed in education. Except their classic tasks they may find different information for students. Also, without computers, our communication with many people will take more time. Thanks to computers we have the opportunity to maintain relationships with relatives and friends at a distance. Shopping, too, has become much more affordable. Now you do not have to leave the house to buy something. We have news from other parts of the world by our gadgets.

The importance of computers is obvious in our lives. Without gadgets everything would be awful. Imagine a day in which you can't send a message to your pen friend. The only opportunity to get any information would be newspapers, television, movies, magazines. We wouldn't use Google, only libraries. We would expend a lot of our own time on this.

PROS:

1. We'll understand the difference between real and virtual chatting.
2. We'll spend more time with our family.
3. Love stories will be more interesting.
4. You we'll have an opportunity to know more about team games.
5. How often do you go to the libraries?

CONS:

1. Our work is impossible without computers.

2. Working with documents will become much more difficult.
3. What about programmers?
4. There are a lot of moves, books.
5. You will lose touch with relatives at a distance.

Someone says that life without a computer is impossible, someone thinks otherwise. In my opinion, everything is possible, but life without gadgets would be hard.

The computer is the greatest thing invented by people. This miracle of progress makes our life better and easier every day.

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UDC 339.138:001.12/.18 (043.2)

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INTERNATIONAL MARKETING IN THE CONDITIONS OF GLOBALIZATION

In the conditions of transition to a market economy, one of the factors of effective functioning of economic entities is access to international markets. International economic activity of economic entities creates conditions for their effective functioning in a modern market economy. Further exacerbation and competitive struggle in world markets, increasingly complex and diversified technological and organizational models of production, extreme information saturation and communicability, the effectiveness of foreign economic activity, as well as economic activity in general, characterize current conditions of the economic sphere. That is why economic activity is closely connected with the purposes and methods of using marketing tools. Nowadays, against the backdrop of globalization, international marketing is seen as the main, typical type of marketing. In turn, internal national marketing, with its focus on the local consumer environment, is its private manifestation and an integral part. International marketing is a system of planning and implementing activities, with the help of which the company expects to enter the international market. The company has to be acquainted with the specifics of business organization in the country where it is going to provide its services. For more effective integration, company needs reliable information about the new market and the greatest possible consistency in the actions of various divisions of the firm. International marketing differs from the domestic one in that it meets the needs and requirements of buyers in foreign markets. The type of realization of international marketing depends on the scale and capabilities of the company, the export of goods and the activities of international corporations. Before entering the international market, the firm must conduct a marketing research and choose a target market for the sale of the product. At the same time, one should take into account that the company can control only its internal factors.

The most common forms of entering the international market are exports, leasing and franchising. When conducting international marketing, the company must take into account two components: