

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.

*Scientific supervisor: Denysenko N.H.,  
Senior Lecturer*

UDC 339.138:001.12/.18 (043.2)

**Vynnychenko M.A.**  
*National Aviation University, Kyiv*

## **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:

- The features of the external environment (political, socio-cultural, economic) of the country and business in that country;
- The possibility of applying marketing technologies in the selected target market, taking into account the peculiarities of its market situation.

Main stages of international marketing are:

- Market research. At this stage, the company should regularly update information about the state of the industry;
- Forecasting. The firm should make an informed forecast about the industry's prospects, sales volumes and competition;
- Evaluation of own opportunities should pay special attention to the level of scientific and technological progress and improvement of the range;
- Creating a strategy involves the development of long-term goals and identification of ways to achieve them;
- Creating tactics – choosing specific tools to achieve short-term goals;
- Analysis and control. Analysis of incoming information allows you to adjust the marketing strategy to make it more effective.

International marketing is an objective process dictated by the current state of the world community. Obligatory requirement in conditions of the international marketing becomes formation of production programs and assortment of production based on careful studying of a consumer demand. The main principle of international marketing is the orientation on the results of production to the real requirements and wants of foreign consumers. The effectiveness of the organization's activity on the global market depends on the quality of international marketing.

*Scientific supervisor: Rozum M.I.,  
Senior Lecturer*

UDC 330.322.5 (477) (043.2)

**Yakovenko V.P.**  
*National Aviation University, Kyiv*

## **PROMISING REALMS FOR INVESTING IN UKRAINE**

Conjuncture of the Ukrainian investment market is estimated by foreign experts as one of the most promising among TOP CIS countries (Russia, Georgia, Kazakhstan, Ukraine, Turkmenistan, Armenia, Belarus, Azerbaijan). This fact distinguishes the most investment-profitable realms of industry, which can get in the near future investments not only from domestic but also from foreign corporations.

IT-sector takes the first place in the list. Statistical observations show an annual increase of the market by 30-35%. Ukrainian paper "The Economic Truth" says, that investments in domestic start-ups of this segment for the last 5 years exaggerated 240 million dollars. Such result is much higher than the average in Eastern and Central Europe.

Agro-industrial complex is on the second place. Ukrainian chernozem is supported for a long time by favorable weather conditions and the national specialization in the agro-industry allowed Ukraine to export agricultural products in January-September 2017 amounting to 13.07 billion dollars, or 41.7% of total exports, this figure is 24.3% higher than the corresponding period of 2016. Obviously that is worth to invest in this sector.