МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ДНІПРОВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ІМЕНІ ОЛЕСЯ ГОНЧАРА

Факультет української й іноземної філології та мистецтвознавства
Економічний факультет
Кафедра іноземних мов для соціально-економічних спеціальностей

МАТЕРІАЛИ

Регіональної науково-практичної конференції

молодих науковців та студентів

«МОВНА МОДЕЛЬ СУЧАСНОГО ІНФОРМАЦІЙНОГО ПРОСТОРУ»

(іноземними мовами)

Дніпро

26–27 квітня 2018 р.

Дніпро
Видавець Біла К. О.
2018

УДК 336
ББК 65.01
М 74

Затверджено на засіданні вченої ради ФУІФМ (протокол № 8 від 17.04.2018)

Рецензенти:

Пономарьова Л. Ф., доцент, к. ф. н., зав. кафедри іноземних мов для інженерно-технічних та природничих спеціальностей;

Посудієвська О. Р., к. ф. н., доцент кафедри іноземних мов для інженерно-технічних та природничих спеціальностей.

Упорядник:
Коломойченко О. Є., к. ф. н., доцент кафедри іноземних мов для соціально-економічних спеціальностей.

ОРГАНІЗАЦІЙНИЙ КОМІТЕТ

Голова організаційного комітету:
Поляков М. В., ректор ДНУ імені Олеся Гончара, д. ф-м. н., професор, академік Академії наук вищої школи України.

Співголови організаційного комітету:
Попова І. С., д. ф. н., проф., декан факультету української й іноземної філології та мистецтвознавства;
Гринько Т. В., д. е. н., проф., в. о. декана економічного факультету;
Ваняркін В. М., к. ф. н., доц., зав. кафедри іноземних мов для соціально-економічних спеціальностей.

Редакційна колегія:
Алісеєнко О.М., к. ф. н., доц. кафедри іноземних мов для соціально-економічних спеціальностей;
Гончарова Ю. С., к. ф. н., доц. кафедри іноземних мов для соціально-економічних спеціальностей;
Ворова Т. П., к. ф. н., доц. кафедри іноземних мов для соціально-економічних спеціальностей;
Коломойченко О. Є., к. ф. н., доц. кафедри іноземних мов для соціально-економічних спеціальностей;
Рибенок В. В., к. ф. н., доц. кафедри іноземних мов для соціально-економічних спеціальностей.

Члени організаційного комітету:
Бовкунова О. В., викладач кафедри іноземних мов для соціально-економічних спеціальностей;
Гвініашвілі Т. З., к. е. н., доцент кафедри економіки, підприємництва та управління підприємствами;
Нікітіна Г. Є., викладач кафедри іноземних мов для соціально-економічних спеціальностей;
Поливяна О. В., викладач кафедри іноземних мов для соціально-економічних спеціальностей;
Пономарьова Л. Ф., к. ф. н., завідувач кафедри іноземних мов для інженерно-технічних та природничих спеціальностей.

Технічний секретар:
Рябошапка В. Г., старший лаборант кафедри іноземних мов для соціально-економічних спеціальностей.

М 74 Мовна модель сучасного інформаційного простору (іноземними мовами) : матеріали Регіон. наук.-практ. конф. молодих науковців та студентів, 26–27 квіт. 2018 р. – Дніпро : Біла К. О., 2018. – 108 с.

ISBN 978-617-645-297-3

У збірнику надруковано матеріали Регіональної студентської науково-практичної конференції «Мовна модель сучасного інформаційного простору», яка проводиться іноземними мовами 26–27 квітня 2018 року в Дніпровському національному університеті імені Олеся Гончара.

Для студентів, аспірантів, викладачів ВНЗів та наукових закладів.

УДК 336
ББК 65.01

ISBN 978-617-645-297-3

Aha Djamal, Kolomoichenko O. E.
Oles Honchar Dnipro National University

THE BLOCKCHAIN TECHNOLOGY AND CRYPTOCURRENCIES IMPACT ON GLOBALIZATION AND BUSINESS ENVIRONMENT

The process of globalization is a consequence of the evolution of state-formed market systems. In recent years, the issue of effective data protection, trade transparency, rapid financing and resource sharing are safe and fast, and the most important way to avoid the third part of interference when concluding contracts is to find an effective solution by integrating such innovative technology as blockchein. The blockchain was developed as the enabling technology behind cryptocurrencies like Bitcoin. It is capable of carrying not just information but also everything valueable. Money, documents, votes, and intellectual property can be moved, stored, and managed securely and privately, as trust is not established by powerful intermediaries like banks and governments, but by consensus, cryptography, collaboration and clever code.

Despite the tremendous progress in economic globalization, the world financial system is still very fragmented, and only a few of its participants get a real chance to influence something. Obviously, the blockchain has an excellent potential for consolidation and, perhaps, even the standardization of financial markets around the world. Various private enterprises and regulators have already begun to integrate blockchain technology into their business models. International financial organizations and central banks have been urged for a long period of time about creating a more interconnected global financial system. Technological advances may have contributed to world consolidation, but the global financial system has remained fragmented due to the transition to a more multipolar world order. Blockchain technology allows collaborating some people who do not trust each other. For example, the International Monetary Fund called on central banks «to assess the costs and benefits of access expansion to its settlement systems or create national digital currencies».

The decentralized blockchain empower individuals and local communities, creates opportunities and enables connection across borders without requiring users to sacrifice individual autonomy or privacy. Individuals can obtain their own identities and personal data, do transactions, create and exchange values peer-to-peer. If the blockchain becomes more widely used, billions of marginalized people will have a better chance to enter the global economy through financial inclusion and the strengthening of property rights. Farmers can connect to global supply chains. Musicians can get fairly compensated for the content they create. We can build a true sharing economy where the creators of values actually share the wealth on these new created platforms. The list can goes on.

The technology of blockchain and its aggressive popularization through the rapid growth of prices for crypto-currencies can help the world financial system solve its main problem of shortage of long-term financing and ensure subsequent global economic growth due to the fact that the technology of the blockchain is in full compliance with each of the principles, formulated by G30. The biggest and the most eminent benefit of cryptocurrency is in international (global) payment transfers. Using cryptocurrencies for international remittances. Cryptocurrencies are making international payments and transfers easy, secure, hassle-free and fast. Individuals and companies find the utilization of these digital currencies beneficial as the transactions are done almost immediately with any hefty documentation.

Studies conducted by the United Nations, the World Economic Forum, the World Bank, the Institute of International Finance and the G30 indicate that continued economic growth can be stimulated by the development of open-capital markets in emerging economies. An aggressive crypto-currency market can accelerate this development. Thus, blockchain technology can help significantly improve the work of any organization. A methodical and consistent approach combined with a clear vision will allow obtaining an efficient, safe and cost-effective operating model, in the long run will significantly increase profitability, economy and gain a competitive edge. Entrepreneurs all over the world just begin to explore the ways to integrate Blockchain into their own business processes. But the most important thing is that it can be used in any sphere, and whoever will accept it will be one step ahead of the competitor.

References:

1. Матеріали інформаційного сайту Medium [Електронний ресурс]. – Режим доступу : http://www.medium.com
2. Матеріали інформаційного сайту Quartz [Електронний ресурс]. – Режим доступу : https://qz.com
3. Матеріали інформаційного сайту E-COMMERCE [Електронний ресурс]. – Режим доступу : http://e-commerce.com.ua

Alieva N. G., Veremchuk E. O.

Zaporizhzhia National University

THE PECULIARITIES OF METAPHORICAL TRANSFERENCE IN THE DESIGN SPHERE: ON THE MATERIAL OF THE ENGLISH LANGUAGE

The communicative necessity of the speakers is constantly rising because of the development of our life. Being a self-organizing system, language is constantly tailoring its verbal scope to satisfy the communicative demands. The appearance of the new words is a complex everlasting process and one of its productive means is semantic derivation.

The topicality of the article is beyond question, because semantic derivation is one of the most productive means of enriching the vocabulary of any language, contrasted to other types of semantic changes. Moreover, currently the issue of semantic modifications in the design lexicon has not been researched exhaustively. The aim of the paper is to investigate the mechanisms of metaphorical transference in the design sphere.

Under the term «semantic derivation» we understand the process of coinage of the new lexico-semantic variants (LSV) in the already existing words which leads to polysemy. Although it has to be mentioned that not all the scholars consider this means of word formation as a valid one. V. Lopatin, I. Ulukhanov cancel the semantic way of word formation in general, since semantic changes in the words of this type are not formally associated with the appearance of a new sound complex [4, p. 124].

On the contrary most scientists acknowledge that this type of semantic shift in lexical units and observe it as a regular full-fledged means of lexical evolution. Thus the semantic method of word formation extends to all kinds of derivation processes and encompasses the entire word-formation system of language [3, p. 32]. The mechanisms of semantic derivation are metaphorical and metonymic transferences [2, p. 646].

In this paper we deal with the metaphorical transference. Metaphor is the semantic process of associating two referents, one of which in some way resembles the other. The human consciousness cognizes something new on the basis of something already known which fully correlates with the processes of psychological perception of the world. This mechanism has proved to be highly productive in the design sphere.

For instance two synonymic lexemes «*insight*» and «*glimmer*» used in the meaning «implying images of looking inside something or lighting something from within» [8]. This LSV is metaphorically derived from the meaning «to shine faintly or unsteadily» [9].

The lexeme «*conceive*» which is used in the design sphere in the meaning «to come up with an idea» is metaphorically derived from the lexico-semantic variant «to become pregnant» [8]. The lexicographical analysis shows that the LSV used in the design sphere was coined by means of metaphorical transference when the creation of the new life is associated with the »birth» of new idea (for example: *to conceive new style*).

The expression «*have at one's fingertips*» is based on tactile perception and means to «have something in disposal» [8]. The lexeme «*impression*», in the meaning «ideas triggered by a piece of art» is based on associative resemblance of thumbprints pressed into books and ideas imprinted in the mind.

Sometimes metaphorical transference leads to processes of euphemisation, for example «*classic*» in the design sphere is used in the meaning «boring» implicating that something classical is well-known, so it's not new and accordingly not interesting. Or lexeme «*feminine*» is used in the meaning «stylish» because women are stereotypically associated with posh style. The word «*unsophisticated*» is used in the meaning «*unsightly*» implying that something which is not really complicated and multifaceted cannot be appealing [5].

Sometimes one can face such a phenomenon when the word in design sphere has a meaning which cannot be predicted from the semantics of this lexical unit (so called «false friends of an interpreter»). For example: the lexeme «*tracking*» known as «a line of travel or motion» [9]. But in design sphere it used in the meaning «letter spacing».Tracking is the space between each letter of a word, line, or block of text and applies to the whole word, line or block of text [10]. *E.g.: The tracking is too tight and the letters are on top of each other. Let's loosen it up so it feels lighter.*

The lexeme «leading» commonly known as «coming in advance of others» [9]. But nowadays due to the development of modern technology the LSV used in the design sphere in the meaning of «line spacing».Leading is the amount of space between lines of text [10]. E.g.*: Let's adjust the leading so the text is easier to read.*

The carried out analysis enables to emphasize on the following conclusions: metaphorical transference is a productive means of creation of the new words in the design sphere. This type of semantic derivation leads to polysemy and correlates with the law of language economy and the psychological mechanisms of human perception. Quite often this mechanism of word formation is extensively used for coinage of euphemisms. The perspective of the further research is investigation of the metonymic processes involved in word-building in the design sphere.

References:

1. Некипелова И. М. К вопросу о разграничении понятий семантическая деривация и семантическое словообразование в диахроническом аспекте / И. М. Некипелова // Вестник Томского государственного университета. – 2011. – № 2 (14).
2. Тодосиенко З. В. Семантическая деривация как важнейший механизм содержательной динамики языка (на материале русского и английского языков) / З. В. Тодосиенко // Фундаментальные исследования. – 2014. – № 5-3. – С. 643–648.
3. Ковалик І. І. Вчення про словотвір / І. І. Ковалик. – К. : Вища школа, 1963. – 84 с.
4. Лопатин В. В. Словообразовательный тип и способы словообразования / В. В. Лопатин, И. С. Улуханов // Русский язык в национальной школе. – 1969. – № 6. – С. 119–132.
5. Вышел словарь «дизайнерского сленга» от А до W [Електронний ресурс]. – Режим доступу : http://www.lookatme.ru/mag/live/experience-news/210307-design
6. Visual and Design Vocabulary [Електронний ресурс]. – Режим доступу : https://www.bellevuecollege.edu/ArtsHum/materials/art/Tanzi/Spr04/105/Vocabulary.htm

7. Dictionary of Definitions [Електронний ресурс]. – Режим доступу : http://www.dictionary.com/browse/leading?s=t
8. Master the Metaphor: Using Metaphors in Design [Електронний ресурс]. – Режим доступу : http://www.howdesign.com/articles/metaphor
9. Dictionary of Definitions [Електронний ресурс]. – Режим доступу : http://www.dictionary.com
10. Designers Dictionary [Електронний ресурс]. – Режим доступу : https://www.fatrabbitcreative.com/blog/designers-dictionary

Danilova O. O., Kolomoichenko O. E.

Oles Honchar Dnipro National University

PECULIARITIES OF DIFFERENT TYPES OF THINKING

Critical thinking is a necessary part of being able to make decisions. Using critical thinking, we are able to define possible solutions and then choose the one that will provide us with the best results and meet our goals. The dictionary definition is: «Critical thinking is the mental process of actively and skillfully conceptualizing, applying, analyzing, synthesizing, and evaluating information to reach an answer or conclusion». The simple and practical definition is: «Critical thinking is the logical process with the help of which answers are found or conclusions are made». What about a logical process and how does logic work?

– Pure logic deals in absolutes: A+B=C
– In this case, each part (A&B) has only absolute values, or truths, therefore when added together, it becomes a true result. If any part is not true, then the conclusion (C) cannot be true.
– To be a »critical thinker», you must be able to understand correctly the parts of the problem, so your decision will be the best possible.

And what is lateral thinking? Lateral thinking is usage of creative thinking to find a solution to a problem.

There is a task to see what kind of your thinking is improved more. It is quite an easy logic task. Try to imagine the situation that you are trapped into a room with two doors. One leads to death and another one to freedom. You do not know which one is which. There are 2 robots guarding the doors. You have to guess where the exact way you need, you have only one attempt. You can ask one robot one question. The problem is that one robot always tells the truth and another one always lies, naturally, you have no idea which one is. What question are you going to ask?

The solution of this task is the following: you should ask one robot the obvious thing (for instance, if the door is red). If the answer is «no», this robot is a liar. Now, you know it. And ask another if the door behind him leads to death. In case he answers «no», you can bravely choose this way.

We offer you another easy lateral thinking puzzle: on a wild, stormy night you are driving down the street. While passing by the bus stop, you can see three people who are waiting for the bus there.

1. An old lady who looks as if she was about to die.
2. And old friend of yours who once saved your life.
3. The perfect partner you have dreamt about.

The task is to find the solution to make goodness for everyone. But you can have only one passenger in your car.

If you are in such a situation, why do not you give the car keys to your friend for taking the old woman to hospital. And you can stroll the lovely boy or girl to have a beautiful evening.

There are still a lot of debates about these two types of thinking – programmed and lateral. Programmed thinking relies on logical or structured ways of creating a new product or service. Examples would include methods of qualitative and quantitative analysis, ROI matrixes and other similar methods. In daily practice, programmed thinking is how we open a car.

Lateral thinking relies on generation idea from a highly creative point of view, but entails different or «unconventional» methods of comprehensive analysis. It is commonly referred to as «thinking outside the box». The example is Edward De Bono’s «Six Thinking hats» technique.

It is a thinking tool for group discussion and individual thinking. Combined with the idea of parallel thinking, it provides a means for groups to think together more effectively, and a means to plan thinking processes in a detailed and cohesive way.

The six hats represent six models of thinking and they are the directions to think rather than labels for thinking. This method promotes more complete input from more people. In de Bono's words it «separates ego from performance». Everyone is able to contribute to the exploration without denting egos as they are just using the yellow hat or whatever hat. The six hats system encourages performance rather than ego defense. People can contribute under any hat even if they initially supported the opposite view the key theoretical reasons to use the Six Thinking Hats are to:

– Encourage Parallel Thinking
– Encourage full-spectrum thinking
– Separate ego from performance

There are six metaphorical hats and the thinker can put on or take off these hats to indicate the type of thinking being used. This putting on and taking off is essential. The hats must never be used to categorical individuals, even though their behavior may seem to invite this. When done in group, everybody wears the same hat at the same time.

De Bono's «Six Thinking hats»:

White hat: this thinking is what evaluates all facts, figures, information needs and gaps. «I think we need some white hat thinking at this point…» which means forgetting about the arguments and proposals, and looking at the data».

Red hat: this covers intuition, feelings and emotions. The red that allows the thinker to put forward an intuitive idea without any need to justify it. Usually feeling and intuition can only be introduced into a discussion if they are supported by logic. The red hat gives full permission to a thinker to put forward his or her feelings on the subject at the moment. Also try to think how other people will react emotionally and understand responses of people who do not fully know your reasoning.

Black hat: this is the hat of judgment and caution. It is a most valuable hat. It's not in any sense an inferior or negative hat. The black hat is used to point out why a suggestion does not fit the facts, the available experience, the system in use, or the police that is being followed. The black hat must always be logical.

Yellow hat: this is the logical positive. Why something will work, why it will offer benefits. It can be used in looking forward to the results of some proposed action but can also be used to find something of value in what has already taken place or has been achieved in similar situations.

Green hat: this is the hat of creativity, alternatives, proposals, changes and what is interesting. This is where you bring forth innovation and unusual solution possibilities.

Blue hat: this is the overview or process control hat. It looks not at the subject itself but at the subject itself but at the »thinking» about the subject. In technical terms, the blue hat is concerned meta-cognition.

In conclusion we would like to point that imagination is more important than knowledge. Logic will lead you from point «A» to point «B» while imagination will bring you wherever it is possible. So, improve your imagination skills, learn from well-known people but do not forget to build your own intelligence castle and gain your own experience to make this building more powerful.

References:

1. Електронний ресурс. – Режим доступу : http://www.debonogroup.com/six_thinking_hats.php
2. Електронний ресурс. – Режим доступу : http://www.grandars.ru/college/psihologiya/myshlenie.html

Demydenko N., Kolomoichenko O. E.
Oles Honchar Dnipro National University

WHAT TYPE OF PERSONALITY ARE YOU?

Nowadays in modern and quite rapid society it is very important to understand your real place in this life, see who you are and recognize all your strengths and weaknesses. There are many methods to determine personal characteristics such as: MMPI, Cattell questionnaire, Leongard-Shmishek's method and others.

As for our research, we took into consideration the theory of 16 personalities which was created in the 1970s based on the typology of Jung, Swiss psychiatrist, and the theory of information metabolism of Kempinsky, Polish psychiatrist. The theory indicates on the prevalence of certain aspects of the personality in a person: mind, energy, essence or character, tact and individuality. So, there are four groups of individuals that can be distinguished (analysts, diplomats, guardians and searchers), each of which includes four subtypes, as a result, we have 16 types of personalities. Certainly, each type of personality has its own positive and negative qualities, and different solutions of the same problems.

The percentage of all types of personality can be seen in the Fig. 1.

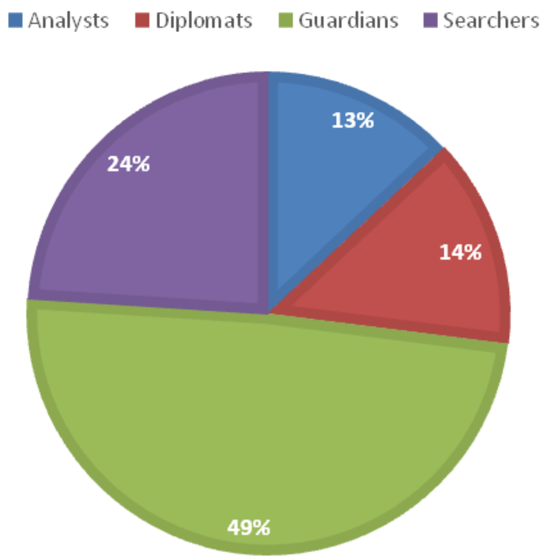

Fig. 1

The first type is Analysts. People having this type of personality are quite rare. Basically, they have developed logic and the ability to analyze. This group includes:

- **Strategist** (2% of the population) These people have rich imagination and at the same time they are determined, ambitious, but secretive and extremely curious. They do not waste their energy. Such individuals prefer to develop and implement ideal plans for all occasions.
- **Scientist** (3%) Scientists are proud of their ingenuity and creative nature, unique vision and living intelligence. They have the most logically thinking of all types of personalities. Such a person may be a famous philosopher, an architect or an eccentric professor.
- **Commander** (3%) These are born leaders. People with this type of personality unite charisma and confidence; they have authority, which gathers crowds

around one common goal. Commanders become excellent entrepreneurs, effective business leaders.

- **Polemicist** (5%) The greatest advocate of the devil, who destroys all arguments and opinions into small parts successfully. They try to achieve a strategic goal simply for pleasure. They will never give up an intellectual challenge, because it gives them the opportunity to train their exceptionally sharp mind.

The next group is the group of Diplomats. It has the lowest percentage of the population. As a rule, they have an easy character, they are calm and balanced people who are striving for peace and harmony. The group of diplomats includes:

- **Activist** (less than 1%) They have an innate sense of idealism and morality, and from other idealists they are distinguished by determination and purposefulness.
- **Mediator** (4%) is a true idealist, always look for a spark of good, even in the worst of people or events in an attempt to improve the situation.
- **Coach** (2%) They are natural leaders full of passion and charisma. The representatives of this type are naturally self-confident and influence people, they demonstrate how to improve themselves and the world around them with pride and joy.
- **Wrestler** (7%) Their motto is a free spirit. Wrestlers are often the leaders at parties, but they are not very interested in the hype and are not inclined to enjoy the moment, they enjoy social and emotional contacts with others.

The most significant group is Guardians. People who belong to this type feel the emotional state of another person very well. Guardians includes:

- **Administrator** (13%) They prefer to be responsible for their actions and be proud of the work they do - when they are working on the task they have, they do not spare energy, doing the tasks carefully and patiently. Such people can be found in law firms, government organizations or in the army.
- **Defender** (13%) Calm and secretive, they tend to have well-developed communicative skills and have strong social relationships. Sensitive Defenders can get furious if they need to protect their family or friends.

- **Manager** (11%) Presenting law and order, they apply their understanding of what is right and wrong, what is acceptable in society and what is not. Such people are valued for clear advice and reasonable instructions. Managers often become hard working public organizers.
- **Consul** (12%) They are social creatures and tend to keep up with what their friends are doing.

The last type is Searchers. They are not very high in number. They can be described as dreamers. They also prefer to do only what they are interested in. This group includes:

- **Virtuoso** (5%) The virtuosos like to try new things, learning the world around them with calm rationalism and inspired curiosity. They are born creators. Often, they are mechanics or engineers.
- **Artist** (8%) They are really creative people, artists often can draw well. Artists like to destroy traditional expectations by experiments with appearance and behavior. Maybe, their head constantly sounds: «Do not put me in a cage!»
- **Businessman** (4%) They always influence their immediate surroundings. Funny and artistic, with a rude and everyday sense of humor, they like to be the centre of attention.
- **Entertainer** (7%) If someone can spontaneously start dancing and singing, this type of personality is Entertainer. They delight the moment and want everyone else to feel the same way. Unusually sociable, they enjoy simple things, and there is no greater joy for them than entertaining with a group of friends.

Summing up everything mentioned above we can emphasize that after determining the type of personality, anybody will recognize his personal characteristics and be able to organize the life and achieve maximum results, both at work and in interaction with other people.

References:

1. Електронний ресурс. – Режим доступу : https://neurofob.com/accentuate/tip-lichnosti.html
2. Електронний ресурс. – Режим доступу : https://www.16personalities.com/ru/tipy-lichnosti
3. Електронний ресурс. – Режим доступу : http://relaza.com

Filonenko E. E., Kolomoichenko O. E.

Oles Honchar Dnipro National University

HOW TO SUCSEED AT THE ENTERVIEW USING BODY LANGUAGE

People socialize all the time when they are not alone even if they are keeping silence. This non-verbal communication is possible because we use body language, unconsciously accept it and respond to it.

Body language is an important part of any interaction, so every person should develop an ability to read other people's signals and interpret them to be aware of their unconscious feelings and emotions.

Body language is not always just one movement. Quite often, it is more than one. Therefore, you should understand that if your non-verbal signals do not correspond your spoken message, the people listening to you will feel uncomfortable, they might not believe, or be interested in your speech and you as a result. Job interview is the event where you should impress immediately, so you should consider not only the information you give, but also all your movements before the interview.

There is a list of the most widely used body-language habits and their interpretations:

– running fingers through the hair. It can show that a person is unsure, frustrated or even angry;

– sitting back with both hands behind the head. Using this gesture a person demonstrates that he knows everything about it;

– tight-lipped indicates that this man is rather aggressive;

– legs crossed and arms tightly folded display that your counterpart is annoyed or defensive;

– hair-twisting can demonstrate that someone is nervous or doubtful.

Surely, this is not the whole list of habits, which can be observed in a day-to-day life. Moreover, we believe that some of these interpretations are generalized as every person is unique and his gestures and body language should be interpreted in a particular situation.

However, we should not underestimate the importance of our body language as it can tell us more, than words can do.

Body language is a form of non-verbal communication, which consists of body posture, gestures, facial expressions, and eye movements. Humans send and interpret such signals almost entirely subconsciously.

When we go for an interview, most of us think carefully about what to wear and what to say but hardly ever about how to act – in other words, what our body language can reveal to the interviewer.

According to the experts, body language accounts for 55% of the effect we have when communicating. Tone of voice accounts for 33% and words just 7% – so what you say matters much less than how you behave.

Nowadays employers are cautious about the fast-talking interviewee but they look increasingly for their gestures which will show a person's character and ability – such as body language. You should always smile when you enter the interview room and when the interview has finished because first and last impressions mean a lot.

So, we can conclude that body language is important in face-to-face communications, and may be even more important in groups interaction. In group situations, often only one person is speaking, while non-verbal communication is coming from each individual in the group. The larger group, the more impact body language may have.

References:

1. FastJulius. Body Language – Published by M. Evans // TheRowman and Littlefield Publishing Group, Inc., 2002. – 170 p.
2. Tammy S., Gregersen. «Language learning beyondwords:Incorporatsing body language into classroom activities.» – Reflections on English Language Teaching, Vol .6., W1-2007. – P. 51–64.

Gorbunova J. R., Honcharova Yu. S.
Oles Honchar Dnipro National University

NON-EQUIVALENT TERMINOLOGY IN UKRAINIAN FINANCIAL DISCOURSE

The purpose of this work is to study English financial terms that do not have equivalents in the Ukrainian language, and examples of such terms are given.

The correct translation of terms in any field of knowledge, including the field of finance, is quite a challenge. Non-equivalent terminology is the lexical units of a single source language that do not have regular matches in the language of translation [2; 3]. These terms, denoting the concepts of foreign reality, are unique in their semantics that, from the point of view of the practice of translation, plays a more important role. The translation process (if we are talking about scientific and technical, and not artistic translation) is designed to convey information, rather than a formal structure. If in the translation process it is impossible to select an equivalent, this could mean:

- either the presence of a «blank of a designation», that is, the absence in the language of translation of a verbal designation of this concept,

- either the presence of a «conceptual blank», that is, the absence of concepts of the language of translation of an equivalent concept in the system. This gap occurs when the special area in the source language and the target language is structured differently [1].

Here are some examples of financial terms that do not have equivalents in Ukrainian:

1) Underwriting (in Ukrainian − *anderaitinh*) describes services provided by financial institutions, such as banks, insurance companies, which guarantee payment in the event of financial losses.

2) Warrant (in Ukrainian − *varant*) can define a security that gives the holder the right to buy a proportional number of shares at a specified price within a certain period of time, usually at a lower price than the current market price and also a certificate of a warehouse for the storage of a certain product, that is, a distribution document used for the sale and pledge of the goods.

3) Voucher (in Ukrainian − *vaucher*) is a written certificate, a receipt, a document confirming the receipt of goods, discounts on goods or services.

4) Goodwill (in Ukrainian – *hudvil*) is an intangible asset, the value of which is defined as the difference between the market (selling) value as an integral property complex and the book value (the amount of net assets) of the enterprise.

5) Leverage (in Ukrainian − *finansovyi leveridzh*) is the ratio of the borrowed capital and equity of the company and the effect of this ratio on net profit.

6) Hedging (in Ukrainian − *khedzhuvannia*) is opening transactions in one market to compensate for the impact of price risks of an equal but opposite position in another market. Usually, hedging is carried out to insure risks of price changes by concluding transactions in futures markets.

In conclusion, it is important to underline that the development of economy contributes to the emergence of new concepts and terms, which, in turn, need an adequate translation. Translation of financial terms requires special knowledge in this field. Calques (loan words) and descriptive translation are the most important tools in translating the non-equivalent financial terminology. Explanatory comments are also included. Translators should take into account the language and style of presentation, as well as differences in economic systems of different countries.

References:

1. Sudovtsev V. A. Scientific and technical information and translation. The manual on the English language. − M.: Higher Education, 1989. − P. 232.
2. Kiyak T. R. Linguistic aspects of terminology. − Kiev: UMKVO, 1989. − P. 321.
3. Golovin B. N. Linguistic terms and linguistic ideas. − M.: Questions of Linguistics, No. 3, 1976. − P. 256.

Herasko M. D., Nikitina G. Ye.
Oles Honchar Dnipro National University

INTERNATIONAL EXPERIENCE OF GRAFFITI TOURS

Nowadays, tourism is one of the most fast developing sectors with increasing offer of destinations and journey types to respond to the infinite variety of travelers' wishes. One of the latest tendencies in alternative tourism are graffiti tours, which emergence in megalopolises, such as New York, Berlin, London and Paris was due to the recognition of street art among forms of expression of modern urban culture. At present, tourist brochures of every major city from Barcelona to Bogota, from Tel Aviv to Sofia and Ljubljana offer graffiti tours allowing to discover another face of the metropolis by means of the local pieces of street art often hidden behind well-known sights.

New York is indeed a graffiti Mecca attracting both tourists and foreign artists aspiring to leave their mark on its streets. Therefore, it is easy to find graffiti tours on any taste and budget: walking tours through Manhattan, Brooklyn or even the whole New York City are often based on system called «pay-what-you-wish» or «name-your-own-price», which means that tourists are free to choose how much they would like to pay. It is particularly appealing to backpacking travelers with low budget and strong demand in destinations out of the beaten tracks who prefer murals in suburbs to renowned masterpieces in museums. These tours last approximately 3 hours and can include workshops (30 USD per person) for those who want to try themselves in the role of graffiti artist. The necessity of making reservation in advance proves that such an experience is gaining popularity quickly.

Another world's famous graffiti destination is Australian city of Melbourne, considered as a capital of stencil, a technique, which consists in applying spray or roll-on paint across a pattern on an intermediate surface (plastic, metal, paper). Melbourne's open-air street art museum has a lot of hidden treasures, such as «Keep Your Coins, I Want Change», «Little Diver» etc, that is why tourists willing to see all graffiti objects need a guide. Melbourne's graffiti tour guides are practicing artists who know perfectly all peculiarities and latest style tendencies in street art, which explains their emotional approach making a difference comparing to regular tour guides. These tours at 69 USD per person (children under 16 years old benefiting of 50% discount) for 3 hours program including anecdotes about local artists, interesting stories behind artworks, visiting Blender Studios and to taking part in discussion about political, social and other aspects of graffiti as an art form are held on Tuesday, Thursday and Saturday.

The third major graffiti destination is London. Among factors of attraction of this city for tourists are paintings and personality itself of anonymous British underground artist Banksy, who became one of cultural icons of The U.K. among Shakespeare, The Beatles, Sir Elton John and Queen Elizabeth II. Banksy's popularity is so high that his fans, who were ready to buy the paper with his real name on auction sale on eBay in 2011, don't miss the opportunity to visit places, where his creations can be seen at 7.7–17.5 USD. Walking along streets of London tourist will see graffiti art from huge murals, covering entire skyscraper buildings, to tiny secret pictures, hard to see with a naked eye. Graffiti tours in London show visitors stunning, shocking, beautiful, atmospheric and unforgettable pieces of street art. There are also «name-your-own-price» tours and tours that cost 28 USD.

In Berlin, it is possible to attend a workshop where tourists can create their own souvenir, held in abandoned margarine factory with creative space and specific atmosphere of underground culture. In Paris, abandoned buildings transformed into art object by street artist even help local authorities to raise money for their demolishing and reconstruction.

As we can see, a picture on the wall can be a tourist object, which has a big tourist demand. Worldwide experience of graffiti tours attracting important tourist flows is particularly interesting in Ukraine currently searching opportunities to develop tourism not only in cities with a lot of historical sights, such as Kiev, Lviv, Odessa or in the Carpathians, but also in huge industrial and scientific centers, such as Kharkiv, Dnipro and Zaporizhzhia. Among the first remarkable steps to support the development of internal graffiti tourism in Ukraine is the project «ART-wasp» by famous Ukrainian pop-art painter and showman Richard Gorn.

Ignatova M. S., Honcharova Yu. S.

Oles Honchar Dnipro National University

METHODS FOR MARKETING RESEARCH

Various marketing research studies help to solve many tasks: from the general forecast of market development and competitive environment to the definition of the smallest details and characteristics that the product must possess. The goal of this article to outline ways for carrying out marketing research and describe useful methods.

In today's world, business is developing very rapidly. Leadership, as experts underline, can be achieved with good theoretical training, communication skills and a creative approach to the use of opportunities. To achieve this, reliable information should be available. The success of enterprises depends on how many of their products meet the requirements of consumers. Therefore, the decisive factor in business success is the effective tool of marketing research. The main purpose of such studies is to provide information for making managerial decisions concerning the manufacture of a specific product that will meet the consumer requirements.

Hence, the question arises about identifying the most effective methods by which it is possible to obtain reliable, efficient and operational marketing information about the specificity of the market, the motivation of consumers, etc.

Different methods are used in various marketing research. Among them, several of the most common classifications of marketing research can be identified, depending on the methods of data collection, quality, and a reliability of data.

Cabinet method helps to estimate the market volume, demand structure, competition, product assortment, opportunities in the product promotion. *Field method* helps to collect primary information. *Quantitative research method* is necessary for the calculation of sales volumes, demand and supply structure, planning of marketing and advertising campaigns. *Qualitative research methods* are necessary for introducing a new product on the market. They help to identify the main motives of consumers, their views and needs.

In the era of rapid development of technology, as G. Scott Erickson noted, there are new opportunities for more accurate marketing research [2]. So, analyzing all the above, it can be argued that with the emergence of new methods for gathering information using modern technology, the level of knowledge and practical skills of economists, marketers in the field of organization, techniques, marketing research technology needs continuous improvement. We support the idea that the important role for entrepreneurial success is the collected and properly processed information.

References:

1. Antipov A.N. (2009) Analysis and evaluation of the development factors of the marketing system in the enterprise / A.N. Antipov, V.V. Aronova // Marketing: Theory and Practice. − No.15. − P. 10−16.

2. Erickson G. S. (2017) New Methods of Market Research and Analysis. – Northampton: Edward Edgar Publishing.

Lytvynenko Yu. I., Nikitina G.Ye.

Oles Honchar Dnipro National University

MODERN APPROACHES TO MANAGEMENT

Efficiency and quality of managerial work are highly determined by the reasonableness of methodology in solving problems, which includes specific approaches, principles and methods. Practice is blind without theory: nowadays, there is more than 14 scientific approaches to management, but only few of them are applied in day-to-day business activity. The most popular with executives are complex, integration, quantitative, administrative, behavioral and marketing approaches.

Complex approach in making managerial decisions takes into account the most important interrelated and interdependent factors of the external and internal environment of the organization, including technology, economy, environmental challenges, organizational peculiarities, demography, social and political tendencies as well as individual and group psychology.

Integration approach to management aims research and strengthening of interrelations between separate subsystems and elements of the management system, main stages of management’s object lifecycle, levels of vertical management and systems of horizontal control.

Quantitative approach consists in transition from qualitative estimates (new product launch) to quantitative ones (annual turnover, actual market share, ranking of product in question) using mathematical statistical methods, engineering calculations, expert assessments and scoring systems. Its main advantage is the possibility to control numbers and not just words.

Administrative approach involves regulation of functions, rights and duties, quality standards, costs, duration of elements of management systems in regulatory acts.

Behavioral approach is focused on employees' abilities, skills, pursuits and individual career plans. Its main goal is to improve the efficiency of a department and the entire organization by reinforcing the role of human resources and developing potential and motivation of employees through additional professional trainings, team-building activities and perks.

Marketing approach provides the orientation of the control subsystem in solving problems per consumer. Being the one, which can easily be applied in any area and type of organization, it deserves particular attention. As we know, the role of marketing in the economy is to increase trade and operational efficiency. At present, marketing is considered to be the expression of a market-oriented management way of thinking, able not only to respond to the development of the market environment, but also to change the parameters of the environment itself. Thus, marketing involves analyzing sales, assessing short- and long-term market forecasts to monitor further opportunities, selecting target-markets and specific market-segment, developing a marketing mix, implementing marketing activities between main subjects of marketing (producers, intermediaries (suppliers) and consumers of various products).

With regard to the tasks of state and municipal management, it is legitimate to mention non-commercial marketing, which has its own specificity. Its main objects are products distributed in the budget sectors of the economy and social life: in public education and healthcare, social protection, security, defense, in state and municipal government. The services of non-commercial and public organizations, such as the Red Cross, charity foundations, chambers of commerce, trade unions, social movements, political parties, also belong to this sphere. Relations in non-commercial marketing are not market ones, as its main goal is to meet needs and expectations of groups of the population, the rational provision of social services.

Thus, the marketing approach in modern management can be seen as a market-oriented management system, focused on the effective solution of problems of specific consumers. Marketing is philosophy, strategy and tactic of market participants, in which effective satisfaction of consumers' requests leads to the success of companies and benefits the society.

Mazur Ju. N., Polyviana O. V.

Oles Honchar Dnipro National University

FUNCTIONS OF THE ENGLISH LANGUAGE IN THE EUROPEAN UNION

Nowadays we witness the spread of English outside Great Britain, North America, Australia and New Zealand in a variety of social and cultural situations. The objective of the present study is to describe the various roles and properties of English as a linguistic phenomenon in different countries of the world and in the countries of the European Union.

The spread of English in Europe can be considered as a part of a global process and its model concerns all the European countries. Due to the spread of English and the variety of functions the language performs it may be necessary to extend its model in Europe. So we have to describe in detail the sociolinguistic situation of the unified Europe.

There is a wide range of speech communities in Europe. Each community has its own culture but at the same time constitutes a part of the cultural heritage of Europeans. Each speech community has its own language and dialect, which is one of the number of different languages and dialects spoken in Europe. In spite of the fact that each community has its own mother tongue, English is a language of wider communication. In the European Union the goal is political and economic integration and it leads to unification in the language use, which creates a unique sociolinguistic situation. According to Berns, this situation can be characterized by the following features.

The first characteristic feature is the multiple roles of English for various citizens of the community. In the unified Europe English has functions of a mother tongue, a foreign language and an international language. For citizens of Great Britain and Ireland English is a native and a second language, in other countries it is a foreign or an international language, but in Luxembourg together with French and German, English is regarded as a primary language. In the Netherlands English is so widely understood that it is considered by some people as one of the languages of this Dutch-speaking community. English is a compulsory school subject in primary and secondary education. In other countries of the EU English is generally regarded as a foreign and international language.

The second peculiarity of English is its spreading across Europe throughout nativization or Europeanization. It means that Europeans introduce innovations on the basis of their mother tongue. At the same time they de-Americanize and de-Anglicize English, which involves a number of linguistic processes. The most striking features are lexical borrowings. For instance, the word «eventual» has such meanings as «probably», «perhaps» or the word «actual» means ‘current», «topical». These are the examples of the continental use of English. Conventions of the native language and culture are also maintained in texts which include the English language and syntax. This phenomenon concerns rhetorical pattern, argument structure, etc. It is called discoursal nativization.

Thus, the linguistic situation as to the function of English in the European community is so complex that it is impossible to accommodate it in the framework of the model. Also due to its multiple function English is likely to become the primary language of the citizens of the EU. Undoubtedly, it will be even more widely used as a means of intra-European communication in future.

Molozhnikova V. V., Honcharova Yu. S.

Oles Honchar Dnipro National University

AFFILIATE MARKETING: ADVANTAGES AND DISADVANTAGES

The article focuses on one of the newest Internet marketing strategies – affiliate marketing. We need to analyze the essence of this concept, to distinguish its components and highlight its advantages and disadvantages.

Affiliate marketing is one of the tools of the Internet marketing, which is constantly developing and expanding now in our modern society. The concept of affiliate marketing was invented, patented and put into practice by William J. Tobin, the founder of PC Flowers & Gifts. It can be defined as a method of promoting business in the network by webmasters-partners and besides one business rewards another business for sending customers, visitors and/or sales. In addition, it is based on revenue sharing. The idea behind it is that someone promotes company's products, through an affiliate network, earning a piece of the profit if people actually buy goods or services due to this marketing. Affiliate marketing builds on relationships between four participants: the merchant, the network, the publisher, and the customer. However, in reality, there are only two sides of this equation: the product creator and seller and the affiliate marketer. Some experts (Goldschmidt, Junghagen, and Harris, 2003) define affiliate marketing as the process of spreading product creation and product marketing across different parties, where each party receives a share of the revenue according to their contribution. It is important to outline the benefits of this marketing method:

1. Low-Cost Business Idea. Each participant should take some steps: create an affiliate-marketing website or join to the framed website, choose a compelling niche and a particular product or products that are relevant to the market, sign up for a selected affiliate-marketing program, and start.

2. No Expertise Needed. Participants do not need to be a marketing expert to become an affiliate.

3. Low Startup Costs. Comparing to other industries, at the initial stage, the operating expenses of the affiliate business are almost non-existent.

4. Performance-Based Income. Affiliate marketing verifies if participants are good at online marketing and what campaigns are the most successful.

However, there are some disadvantages of affiliate marketing:

1. Low Level of Control. Unless an affiliate marketer or promoter has a business relationship with a merchant, he/she has little control over offers.

2. High Competition. Everyone can be a participant in this process.

3. Pay on Performance. This is a great option for the merchants. They only pay when they sell something. All advertising risk transfers to an affiliate marketer.

4. Limited Growth Potential. There are no opportunities to lock in customers or adapt deals to suit changing market conditions [3].

In conclusion, we can summarize that affiliating marketing represents an open and dynamic system that is constantly developing. For advertisers, affiliate marketing is a good opportunity to automate the marketing campaign. Promoters obtain access to the target audience and work with the help of a webmaster. As a rule, affiliate programs offer a rich tool for analytic work and tracking an advertising campaign. In its turn, the advertiser can test various design options, different types of traffic and ways to attract the target audience.

References:

1. Affiliate Marketing Made Simple: A Step-by-Step Guide [Електронний ресурс]. – Режим доступу : https://neilpatel.com/what-is-affiliate-marketing/
2. Goldschmidt S., Junghagen S., Harris U. (2003) Strategic Affiliate Marketing. Cornwall: MPG Books.
3. Seobook: The Affiliate Model [Електронний ресурс]. – Режим доступу : http://www.seobook.com/pros-cons-affiliate-model

Movchan A. O., Honcharova Yu. S.

Oles Honchar Dnipro National University

NEW MARKETING TECHNOLOGIES

Modern marketing technologies help people to develop their business. The goal of the article is to analyze the new marketing technologies in the light of studies in recent decades. Crisis trends force leading economists and marketers to look for the new ways of interacting between the producer and consumer. This explains the relevance of a considered problem. Marketing techniques are methods that are aimed at the successful market activity of the firm. In the 20th century, there were five main marketing technologies: targeting, segmentation, positioning and forecasting analysis. Now this list has expanded due to the mass dissemination of information technology, the modernization of market relations. Network marketing, integrated marketing communications, lateral marketing (a system of views, approaches based on associative logic) supplemented the list, in particular. Marketing of the 21st century − a constant search, the implementation of original ideas, the use of creative approaches. Today innovations, modern marketing technologies give an indisputable advantage in a rivalry. More and more enterprises are included in the race for creating completely new products, forming new markets, developing new ways of promotion. All above-mentioned marketing techniques are closely connected to customer-centered approaches that, according to scientific research (Holtzblatt, Beyer, 1993), provide a highly significant positive effect on customer loyalty and retention.

Consider three particularly interesting techniques that have recently emerged in the market for business research: product testing, computer simulations, and contextual research. Recent valuable field research (for example, Karwowski et al., 2011; Norman, 1990) focuses on different aspects of these techniques, highlighting concurrent issues, such as improving creativity and innovation of the company's products, saving the company's amounts of money, increasing the company's stock price.

1. Testing the use of the product focuses on the interaction between the consumer and the product. Testing allows checking whether the alleged mental model of the customer corresponds to the interaction of the consumer with his product and provides monitoring how the consumer is trying to use the product. This method allows determining where the developers made errors. Consumption testing helps to eliminate product design errors. People often find it difficult to describe systematically what they are doing in a particular situation. Often this knowledge is difficult to express in words, and this knowledge remains inaccessible. Therefore, it is more effective to provide such conditions in which consumers carry out certain actions, and

then carefully consider this behavior. The method is effective for testing a new, complex product.

2. Computer simulation has the same goals as any laboratory study: reproduce in a controlled environment a reliable model of the definite real-life situation. Today it is carried out with the help of video monitors and multimedia software. In the near future, the technologies for creating a virtual reality should provide even greater reliability of models. Computer simulation has several advantages. It enables a researcher to re-create the experimental conditions and easily measures various effects by appropriately setting up software, which, in its turn, allows displaying different images or choices.

3. Contextual research. A distinctive feature of contextual studies is that product designers watch the buyer at the workplace. These studies can be considered a specific type of visit to the client. The basic idea is that much of the consumer's experience cannot be expressed in words and discussed until he gets into the consumption situation. Thus, it becomes clear the need to monitor the buyer in the context of using the product. The research procedure includes a meeting of developers to determine the area of interest. What interests them should be reflected in the list of actions and events to be monitored. Then, buyers are invited to participate in the study. Usually, a group of two developers spends 1-2 hours with the consumer, then watching how he/she performs the work using the product of interest to developers. Then this experience is analyzed. The weakness of this technique is that usually people do not like watching work when they are interrupted by questions.

The survey of new marketing technologies gives ground to suggest that marketing is a dynamic discipline: new technologies continue to develop, scientists discover new statistical methods, new procedures are being introduced to work out unsolved problems. These new techniques require using sophisticated mathematical models and increasingly complex laboratory conditions as in the examples with computer simulation. In addition, using focus group methods and visits to the client, researchers will tend to approach the real life of consumers more and more. The contextual case studies could prove this hypothesis. Finally, some techniques can combine high-tech and proximity to consumer life, combining experimental and anthropological approaches.

Those times when the term «marketing research» meant primarily a survey, remained in the distant past.

References:

1. Holtzblatt, K., Beyer, H. (1993). Making customer-design work for teams. Communications of the ACM 36, 93–103.
2. Karwowski W., Soares M. M., Stanton N. A. (2011) Human Factors and Ergonomics in Consumer Product Design: Methods and Techniques. Boca Raton: CRC Press.
3. Norman, D. A. (1990). The design of everyday things. New York: Doubleday.

Vdovichak A. O., PhD Kolomoichenko O. E.

Oles Honchar Dnipro National University

CHANGING THE LIFE OF MODERN YOUTH IN THE CONTEXT OF TECHNOLOGICAL INNOVATION ADOPTION

Leveling the territorial boundaries between states erased the communicative boundaries between people from politicians and scholars to ordinary citizens. This fact enabled to activate the exchange of culture with traditions and knowledge, which in turn gave impetus to the development of new branches of knowledge and the emergence of new technologies in all spheres of human life. Therefore, in our opinion, it is relevant to study any aspects of the innovations impact on the existence of a modern person.

The purpose of our work is to analyze the change in the outlook of contemporary Ukrainian youth as a result of the perception and use of the latest technological inventions.

The modern generation of people is forced to live in a huge amount of information. Its flows are increasing every year, during a month any modern person gets more information than in the 18th century for all his life. The appearance of gadgets for many people causes the feeling of quick access to information and the possibility of its use. If there was a problem with a lack of information before, now we are «overloaded». In journalism, it is called «noise» or «spam», unnecessary information that is not necessary to achieve goals or personal development. A modern person conducts watching television about 31.5 hours a week, because the TV is gradually coming out of the things of a compulsory subject of life, it is a fair amount of time. The possibility of mass communication with the means of computer technology caused the emergence of a new phenomenon – computer communication. Computer communication has helped narrow the boundaries and create the foundation for preventing conflicts between different peoples. People have the opportunity to communicate in real time. A new type of society is called «informational» because the information itself is the basis of it. A. Mole wrote about the emergence of the so-called mosaic culture. Considering the state of the culture of the West, the scientist has shown the influence of mass communication on the process of displacement of the traditional «humanitarian» culture of the past by a modern «mosaic» culture. The difference between the humanitarian culture and the mosaic can be seen as it was formed under the influence of a rationally organized process of knowledge, as a rule, through the established system of education, and the other under the influence of a constant, continuous flow of information, which is distributed mainly through mass communication. Mole called «culture of the masses» the culture formed under the influence of mass communication. From his point of view, the mosaic character of contemporary Western culture reflects the combination of modern elements of the cultures of different people and epochs, which, in the minds of each individual, settle down according to certain statistical laws and «create in his brain somewhat similar to the place where messages are stored».

In the XX–XXI centuries, according to Hoover and Strauss theory, several generations can be singled out: – Generations of GI (Generation of Winners) – people born in 1900–1923; – «Silent generation» – people born in 1923-1943; – «Baby Boomeres» – people born in 1943–1963; – «Generation X» – people born in 1963–1982; 4 – «Generation Y («Millennium») – people born in 1983–2000; – «Generation Z («Alpha»)» – children born in the generation Y. Generation «Y» (born in 1983–2000) – the last generation of working age at the moment who survived the collapse of the USSR, terrorist attacks and military conflicts, development of digital technologies. For them, mobile phones, various gadgets and the Internet have become commonplace (that is why there was another name for this generation – «electronic people»). The system of values of this group already includes such concepts as civic duty and morality, responsibility, but at the same time the immediate goal is immediate compensation, the desire for comfortable working conditions, high mobility. They are quite satisfied with abundance at the level of average or even below average. They are not tied to material values and not inclined to accumulate a large number of things. Stability for them is not as important as for the older generation [Generations]. McLuhan once said that in order to preserve at least a part of the civilizations of the past, all TVs must be thrown out. This phrase reflects a conflict in which a new type of media destroys the foundations of the civilization of the past because they were verbally oriented, and instead they came with visual mechanisms, which led to the television. Another known difference is the Maclean on the cold and hot means of communication. By its definition, the hot remedy turns off, and the cold turns on. The hot media is completely filled with information, so it does not require audience participation. In the cold media, the audience has to be active. Cold media gives less certainty, which makes readers / viewers more active. Relying on his theory that the medium (and not content) is a message, McLuhan emphasizes that the content plays a subordinate role. Mussolini, Hitler and Roosevelt climb up in the era of radio as Kennedy in the era of television. In the book «Understanding the Media», McLuhan gives the following definition of the hot remedy: «The hot remedy is a tool that extends the unified feeling to the degree of «high certainty»». And further: «Hot remedies are characterized by a low degree of participation of the audience, and cold – a high degree of its participation». Accordingly, backward countries are cold, developed are hot. A language or phone is cold communication. Cinema and radio are hot.

It can be concluded that scientific and technological progress has an active influence on the formation of the individual and the development of society. Given the fact that the generation Y only goes to the labor market, one must take into account the differences in values and, accordingly, motivate them in different ways. Technical progress made it possible to erase linguistic and cultural barriers, which contributes to the improvement of relations between different groups of the population, which in turn affects the development of countries as a whole. Progress is not in place, and therefore constantly evolving. The mass media makes our life comfortable and understandable, but it is necessary to clearly distinguish the information necessary for the development of our personality and the formation in society of the »overload» of our nervous system and adversely affects consciousness.

References:

1. Makluen GM, «Understanding the Media», «External Human Expansion.» – M., 2003. – P. 27.

Vorova T. P., Karpluk V. V.

Ukrainian State Chemical Technology University

SECURITY STRATEGY AND ITS EUROPEAN PRACTICE

Security is the condition of being protected from or not exposed to danger, also described as freedom from fear. Thus, security clearly contains a subjective element, an element of perception. The part of definition can also be expressed as confidence in the future which has a mere positive ring to it; security is a very broad concept that comprises several dimensions.

Security policy can be defined as a policy aiming to keep an object, in this case the values and interests of the EU are safe. Traditionally, security policy was associated only with its military dimension, with the use of politico-military instruments. Defence policy is defined as the aspect of security policy that has to do with self-defence against acts of aggression.

A strategy is a policy-making tool which on the basis of the values and interests of EU outlines the long-term overall policy objectives to be achieved and the basic categories of instruments to be applied to that end. It serves as a reference framework for day-to-day policy-making in a rapidly evolving and increasingly complex international environment, it also guides the definition of the means (i. e. the civilian and military capabilities) that need to be developed.

The need to tackle the means was what there was consensus about back in the past, when the process leading to the creation of the European Security and Defence-Policy, the military dimension of the security policy was launched. The British turnabout was announced at the informal European Council where London's willingness to build a military capacity in the framework of the EU was welcomed by all Member States. The UK accepted the fact that for the other Member States (for budgetary as well as for political reasons) this would be feasible through increased European cooperation, a solution implying the creation of the EU military bodies.

But there consensus ended. Member States widely different on the political / strategic dimension, a debate which goes for beyond the European defence policy, as it concerns the whole of EU external action, across all three pillars (the limits of the EU's foreign and security ambitions, degree of autonomy of the EU, the precise role of the military instrument inside the EU).

In the British view, European military capabilities would still primarily be put to use in the framework of NATO, as the main forum for decision-making on security policy. Others certainly preferred the EU to define and implement policies of its own.

Even on the assessment of the security environment, Member States differed with threat perceptions being influenced by individual States' proximity to specific unstable regions. Because of these deep-running divisions and in order not to lose the momentum, it was decided, as happens so often in European decision0making, to push through with these elements on which an agreement existed, i. e. the means and institutions of defence policy, assuming that once these were in place the strategic debate would inevitably have to follow.

The absence of an explicit strategy need not to be a problem if all those involved in policy-making share the same basic views and can easily reach a consensus on policies that fit within these general guidelines, even if they are not written down. But with regard to the external policies of the EU, this is clearly not the case. There was no common strategic vision behind the existing (but incomplete) consensus on the need to develop more effective military capabilities for the EU.

The EU external action has lacked direction, determination and consistency. Faced with the initiatives of the dominant global player (the USA), the EU is necessarily restricted to a reactive role. Without a clear strategy of its own, the EU cannot escape the American framework of thought and promote its own policy priorities in terms of objectives and instruments.

Vorova T. P., Sytnik A. A.

Ukrainian State Chemical Technology University

THE RESEARCHES OF YOUTH MASS MEDIA

More than 90 % of teens and young adults in the USA use the Internet and similar statistic are reported from many European countries. The implications of this are profound: a growing body of interdisciplinary research suggests the Internet has become a key medium for young people who have access to digital technology and the basic skills to use it.

Various studies suggest that the Internet shapes many aspects of young people’s lives. In light of this growing importance of the Internet, various stakeholders, including parents, teachers, technology providers, policy-makers and in some instances young people themselves, have engaged over the past half a decade in a dialog about the risks and opportunities that young internet users experience online.

A significant share of stakeholder writing focused on risky behaviors online, including contact risks, cyberbullying, and privacy problems. Researchers from various disciplines have also concentrated efforts on these issues, providing a growing body of date on these risk categories and related economic, social and legal practices has become available and can be used to inform the public debate and policy-making.

Other important youth-related policy issues have to be explored in greater detail. This highlights information quality of youth mass media. The article is motivated by the observation that the Internet has led to structural changes in an information environment that affect the quality of information (i. e. its meaning and effect). The increased and more diverse set of speakers online, the lack of traditional gate-keepers, the entrance of new intermediaries, the disappearance or replacement of mechanisms and standards aimed at ensuring certain quality levels, media convergence make quality judgments about information in the digital media more challenging and corresponding skills even more important.

The relative vulnerability of children given their stage of cognitive development and limited life experience increases the relevance of the problem. The ability to adequately deal with the multifaceted information quality challenge is not a youth-specific issue that resolves itself once an individual reaches adulthood. The relevant skills or the lack of them will significantly shape the ability to navigate cyberspace throughout a user's life.

It is suggested to expand the currently dominant theoretical model with its focus on credibility towards a more holistic notion and framework of information quality; also, it is offered a stronger process-orientation when exploring information quality issues by looking at the entire process of youth interaction with information, which today includes not only the evaluation of a piece of information, but also the search and creation of information.

In order to be able to draw upon research from various disciplines, a common referent for categorizing studies had to be established as part of the work with four basic clusters that approach information quality from different perspectives: a) the ethnographic perspective defines information quality as that which makes young seekers choose a piece of information over another; b) the adult-normative perspective defines information quality and young users' recognition of it in terms of adult expectations; c) the systematic perspective defines information quality through abstract reflection; d) the prescriptive perspective defines information quality by how much the datum improves the lives of users.

Using this taxonomy, the studies have been reviewed that discuss digital media, youth and information quality, with a primary focus on works from science, sociology, education, complemented by a review of ethnographic studies and research: determining information needs, searching for information, evaluating information, adapting and applying information, creating new information.

Zaskoka S. S., Honcharova Yu. S.

Oles Honchar Dnipro National University

LINEAR-FUNCTIONAL TYPE OF ORGANIZATIONAL STRUCTURE

The purpose of this work is to analyze the linear functional organizational structure in the firm, its advantages and disadvantages.

The linear-functional structure − a modern organizational structure that provides distribution of managerial labor. At the same time, the linear levels of management are called to manage, while functional levels − to advise and help in the development of specific issues and the preparation of relevant decisions, programs and plans. The leaders of the functional services have a formal influence on the production units, not having, as a rule, the right to give them an order on their own.

The linear-functional organizational structure provides a qualitatively new division of labor in management, but in solving problem tasks, as scientists underline [1; 2], it is ineffective.

Improvement of the linear functional structure led to the emergence of a divisional structure management, when separate units, having a certain autonomy, enter into contractual relations with each other on the basis of self-financing. Strategic decision making remains for the top management.

Current experience suggests that the linear functional structure should be used in those organizations that produce relatively limited product range, operate in stable external conditions and to ensure its functioning requires solving of standard managerial tasks. Such types of firms can serve firms operating in metallurgical and rubber industry, as well as in the industries that produce raw materials. Functional structure is not suitable for organizations with a wide range of products operating in an environment of changing consumer and technological needs, as well as for organizations that operate on a wide international scale, simultaneously in several markets of a country with different socio-economic systems and legislation. For organizations of this type, as scientists noted, the divisional structure will be most suitable [1; 2].

Amongst the advantages of such a structure, experts identify the following points: stimulation of business and professional specialization, reducing duplication of effort and consumption of material resources in functional areas, improving coordination in functional areas.

Amongst the disadvantages, the next points were identified. Firstly, departments may be more interested in the goals and objectives of their divisions than in the general objectives of the entire organization, because the possibility of conflicts between functional areas increases. Secondly, in a large organization, the chain of commands from the head to the executive becomes too long. Thirdly, slow response to external changes can take place. Finally, problems with distribution of responsibility for elimination of problems are present.

Consequently, the choice of a company structure depends on its products, the desired type of team interaction, external conditions and other factors. Linear-functional is more prone to firms with a small range of goods, under stable external conditions that require the solution of standard management tasks.

References:

1. Goldstein G. Y. Fundamentals of management. − TRTU, 2003.
2. Mikhaleva O. P. Management. Summary of lectures. − M., 2009. − 192 p.

Zhydachyn A., Kolomoichenko O. E.

Oles Honchar Dnipro National University

SOCIALIZATION OF CHILDREN WITH SPECIAL DEVELOPMENTAL NEEDS AS THE STEP TO FORM A NEW MODEL OF THE STATE

The main factor in the correct formation and development of the individual is the correct and rational educational process and the educational system as the whole. In light of the recent events of instability in Ukraine and the fragile situation not only in the economy, but also the universally shared views and principles. An important criterion for constructing the newest state is the vector that is focused on the construction of a new nation of the future, which despite a large number of factors, that blocking the correct development, develops.

The main model for the development of national consciousness in democratic countries is actions aimed at raising the level of education. Since Ukraine is a democratic state, the basis for the development of the citizens' consciousness lies in the borrowed European model, which considers the main way of achieving the goal in educating of the population.

The main impulse for a new stage in the development of the education system for Ukraine was the Salamanca Conference, where Ukraine along with other countries faced with the problems of educational reforms. The Salamanca Conference, which took place in 1994, as the main criterion of reforming saw the restructuring of education system for children with a special physical and educational needs. The key theses of the conference were:

• every child has the right for education and should be able to receive and maintain an acceptable for his/her level of knowledge;

• it is necessary to develop a system of education and carry out educational programmes in such a way as to take into account the wide variety of these features and needs;

• individuals with special needs in education should have access to regular school, which should create the conditions based on pedagogical methods focused primarily on the children in order to satisfy these needs [2].

The main concept in this field, such as «socialization» has various interpretations among the representatives of psychological science.

Despite this, there are almost identical terms, which are considered identical to the term «socialization» [1]. These are the terms «bringing-up» and «personality development». For a better understanding of the basis of these terms, it is important to understand the meaning of the parity concepts. Thus, education is a process of social and pedagogical personality formation. The personality development is the term that means qualitative changes in the individual that help to form in a society [3].

After analyzing this information, we can conclude that these terms are really identical.

The psychologists consider that personality is not born, but is formed. Thus, socialization is a direct process of the personality development. In fact, the process of formation begins immediately from the birth of the individual.

There are 3 areas in sociology where the formation of the subject happens: activity, communication, self-understanding. The mentioned above spheres of constructing a social object are important and integral, because if the one is absent the normal development of the society object is impossible.

Socialization is an individual process that happens in every person with particular qualities. One of the modern problems of a society building is the socialization of children with special needs. Often, people with special needs are not accepted in the society or will not become a part of it. This happens because of the incorrectly builted education system for them.

There are key concepts for successful socialization of children: adaptation and integration. We mean that one of the most important problems of socialization of children with problems of psychophysical development is the difficulty of adaptation. Adaptation of these children is impossible without properly selected pedagogical methods, which would have contributed to it. Social integration is the process of admiting an individual by other members of the society. In this case, it is important to work with a group of children before a child with special needs comes. For example, A. Kolupayev and O. Taranchenko described the method of working with a group of children until including a child with cerebral palsy in it. The described method is in transferring a child with problems of psychophysical development on a toy. This way the teacher brings a doll with a broken leg and explains its pain and the necessity of help. In the next lesson, the tutor takes a doll to play with a group of children. Such a pedagogical method prepares a group of healthy children for the emergence of a special child in a group, and also gives time to develop caring skills. Thanks to this and similar methods the successful integration into the society happens. Work with a child is held for a long time. Tasks, that are necessary for creating a certain self-dependence, are better to conduct in the form of a game and transfer the child's task to a certain toy. For example, choosing the clothes and dressing of a sick child to move on a doll.

A wide variety of childhood disabilities require the creation of particular, individual, rather than universal, methods for improving socialization. For example, working with a child with vision problems will be fundamentally different from working with a child with cerebral palsy. Working with a blind or visually impaired child will be based to overcome the psychological barrier. Thus, the first task of preparing for entering into the group is to create motivation. It will contribute to the better psychological mood of socialization. Undoubtedly, an important step will be acquaintancing a group of healthy children with the features of a sick child. Sometimes a visually impaired child tries to conceal his peculiarity or, knowing about the awareness, behaves stiffly and avoids communication or something new. In this case, it is necessary to involve the child in all possible events. It is clear, that besides of creating a friendly atmosphere for a sick child, the teacher should also be acquaintanced with the features of her visual system for creating the proper conditions for staying.

Integration of a child or children with special needs requires a detailed studying the peculiarities of their psychophysical development. This means, that there are no universal methods that would suit any child. The main task of psychologists, teachers and doctors is the development and objectification of methods of working with a child, who has one or another diagnosis or a syndrome that could contribute to the integration of children into society.

Integration into an educational institution requires a detailed studying of the child and the choice of a certain strategy for achieving the main goal of education – the comprehensive development of personality and its adaptation in the society.

References:

1. Economic socialization of youth: socio-psychological aspect: monograph / comp. ed. V. V. Moskalenko. – K.: Ukrainian Center for Political Management, 2008, – 336 pp.
2. Salamanca Declaration on Principles, Policy and Practice activities in the field of education of people with special needs. Salamanca, Spain, 7-10 June 1994
3. Volkova N. P. Pedagogics: Teach. manual Kind. 2nd, processing, add. – K .: Akademvidav, 2007. – 616 pp. (Alma Mater)

Ваняркін В. М., Тімофєєва В. С.

Дніпровський національний університет імені Олеся Гончара

LE FRANGLAIS: POUR ET CONTRE. ON NE PEUT NIER QUE LA LANGUE

De nos jours la langue anglaise est devenue une langue principale de la communication internationale. C'est un fait évident, qu'on ne peut ni nier, ni combattre. Dans de nombreux domains il faut savoir l'anglaise soit pour faire sa carrière, soit pour étudier à l'etranger. Cela s'explique avant tout par les facteurs politiques et économiques: les Etats-Unis sont la première puissance du monde, l'Angleterre joue un role important dans la vie de l'Europe.

Le français est bel et bien grignoté par l'anglais dans les générations montantes. Dans les banlieues, le rap (c'est-à-dire la tchatche) est en franglais. Dans les entreprises multinationales comme Renault, l'anglais est devenu la langue de travail des cadres supérieurs. Les pessimistes s'en désolent: la plupart des humains sur terre sont attachés à leur langue comme à une bouée de sauvetage. C'est d'autant plus vrai que les peuples fondateurs d'empires ont toujours jugé superflu l'apprentissage d'autres idiomes.

L'expansion de l'anglais comme *lingua franca* de l'humanité va accélérer son évolution et son affaiblissement. Les Britanniques commencent à s'en inquiéter. Dans cette Babel qu'est devenue la terre entière, notre langue française s'est d'abord considérablement appauvrie au XIXe siècle, lorsque les langues régionales, et même la langue des signes inventée par l'abbé de l'Épée, ont été interdites. Elles apportaient des trésors au patrimoine du français.

Donc, depuis 1945 les européens (y compris les français) utilisent de plus en plus de mots d'origine anglaise. Certains trouvent cela normal. D'autres s'inquitent. Pour lutter contre le «franglais», le gouvernement a créé le Comissariat général à la langue française et a fait voter plusieurs lois. Par example, en novembre 1975, la loi Bas-Lauriol est votée. Son but: protéger le consommateur, resister à la position dominante de l'anglais dans le domaine des affaires et du travail [1, p. 130].

Nous méprisons silencieusement ceux qui ne parlent pas le française à l'égal des Grecs anciens ou des Anglais encore aujourd'hui. Les compatriotes âgés sont désorientés aujourd'hui par ce *melting pot* franco-anglais. Les optimistes rappellent que les langues sont le produit d'échanges très anciens, et que le dialogue ne leur nuit pas. Aucun parler n'est la création d'un seul peuple. La «lingua franca» se souvient d'une centaine de langues, avec une foule de mots germaniques, italiens, arabes et encore davantage de termes latins et grecs. Chacun accommode les mots.

Il est à noter que la plupart de législateurs acceptant certains termes étrangers, surtout, s'il est impossible de les traduire: spaghetti, couscous, salami, gorgonzola, week-end, sandwich. Cela n'empêche pas le Petit Robert, venerable dictionnaire, de définir tranquillement une personne «sexy» comme «ayant du sex-appel» [2, p. 2085].

En 1985 les linguists français lance un plan de sauvetage de la langue française, en faisant attention aux boutiques parisiennes portant à leurs enseignes des formules qui ont le genre américain, mais qui ne sont d'aucune langue. En guide, d'exemple on cite le cas d'un petit restaurant parisien, baptisé «Tart inn» (analogue du français «tarte»).

En 1989, la chasse au franglais s'intensifie. Le ministère de l'Economie publie une nouvelle liste des termes anglais qui doivent être bannis. Ainsi, le «raider» qui convoite une enterprise en bourse doit obligatoirement être un «attaquant». Le «traveller's cheque» cede la place au chèque de vouage. On trouve enfin les purs anglicismes employés «parce que ça fait *cool*». Relevant presque d'un jargon, ils peuvent être associés au monde d'aujourd'hui, aux cadres branchés du monde modern. Au langage des jeunes en général –des «djeuns», comme on dit, par anglicisation du terme sans doute: «J'peux pas te parler, je suis dans le rush. Je suis hyper speed, là!» [3, p. 120].

Jacques Toubon, ministre français de la Culture de mars 1993 à mai 1995, a fait voter une loi (héritière de la loi Bas-Lauriol) visant notamment à »assurer la primauté de l'usage de termes francophones traditionnels face aux anglicismes». La loi Toubon a aussi rendu obligatoire l'utilisation du français dans la publicité. Ainsi, les supports publicitaires sur lesquels apparaissent des slogans ou des textes utilisant des mots en anglais doivent «impérativement» en donner la traduction (qui apparaît généralement en petits caractères et précédée d'un astérisque).

Aujourd'hui, le français se défend correctement, mais il pourrait beaucoup mieux faire. Sa force, ce sont le millier d'Alliances françaises dans le monde, qui font apprendre et aimer la langue française à 400 000 personnes par an! Les Allemands, avec l'institut Goethe, les Chinois, avec les instituts Confucius, ont suivi l'exemple. La France dispose également de plus de 400 établissements scolaires – collèges et lycées – dans 133 pays, où l'enseignement est dispensé en français, avec une petite spécialisation sur la langue du pays dans lequel l'école est implantée. Ces lycées, de bonne réputation, accueillent 281 000 élèves par an, dont les 106 000 enfants des 1 500 000 Français expatriés dans le monde, et 175 000 jeunes étrangers.

Pourquoi ne pas vous essayer à un petit exercice de traduction? Nous avons sélectionné quelques termes (en gras), qui nous semblent plus difficiles à rendre en français. On vous invite donc à proposer pour ceux-là des traductions inventives et percutantes! Si «logiciel» a facilement supplanté «software» et que «parc/aire de stationnement» n'a pas pris le pas sur «parking», c'est en partie à cause de la longueur de la traduction [3, p. 145].

En conclusion, il est à noter que le gouvernement ukrainien devrait, à notre avis, s'occuper de ce problème en utilisant l'expérience de la France. L'étude des enseignes à nos établissements prouvent que l'ukrainien est beaucoup plus menace à ce sujet que la langue française.

Liste des références :

1. J. Girardet, J. – Z. Frérot, Panorama, CZE International/VUEF, – 2001. – 159 p.
2. Le Petit Robert. Dictionnaire de la langue française, le Robert, Paris, – 1999. – 2549 p.
3. François Hauter, Le bonheur d'être français, Fayard, Paris, – 2012. – 256 p.

Adzhamalova O. G., Kolomoichenko O. E.
Oles Honchar Dnipro National University

GLOBAL TRANSFORMATION OF RETAIL INDUSTRY: E-COMMERCE

Today, e-commerce doubtlessly is a global trend and the main threat to traditional distribution methods in retail industry. The question is whether e-commerce in retail will totally substitute supermarkets, shop centers etc. It is crucial for international retailers to better understand the scale of this tendency in the world so that they could organize efficient channels of distribution and not waste money for unnecessary squares of shops.

E-commerce is transacting or facilitating business on the Internet. E-commerce is short for «electronic commerce.» Popular examples of e-commerce revolve around buying and selling online which will be discussed below. However, the ecommerce universe contains other types of activities as well. Any form of business transaction (e.g. electronic payments, online auctions, internet banking, online ticketing) conducted electronically is e-commerce [1].

Over the past decade, the evolution of both tech hardware and the internet have had a direct correlation with e-commerce. Just as the internet has grown into the desired medium for marketing, advertising, and purchasing of products, goods, and services; e-commerce has grown to rival traditional shopping in many ways.

Preceded by tech giants like Amazon, that joined the space in 1995, and later Google and Paypal which launched their e-commercial initiatives in 1998. The overall journey of online shopping is far from finished but it has undoubtedly accelerated in the last decade [2].

E-commerce is growing globally thanks to its numerous advantages. Among them: overcome geographical limitations; gain new customers with search engine visibility; lower costs; locate the product quicker; eliminate travel time and cost for customers; provide comparison shopping; enable deals, bargains, coupons, and group buying; provide additional information on products; create targeted communication; remain open all the time; create markets for niche products [3].

When people first began Amazon shopping and eBay bidding in 1995, the entire online shopping market was valued at just $131 million and the likes of Paypal had not even been invented yet. In ten years, $109.4 bln were spent on online shopping. In 2015 when almost all major retailers are now online and customers are increasingly shopping on their phones with multiple payment options, e-commerce is valued at a staggering $1.55 trillion [4].

In 2017, retail ecommerce sales worldwide reached $2.304 trillion, a 24.8% increase over the previous year, eMarketer estimates [5]. Mobile was a key factor, as e-commerce accounted for 58.9% of digital sales.

Last year total retail sales reached $22.640 trillion, up 5.8% over 2016. An improving export business, higher employment and wages, as well as rising e-commerce and cross-border sales across Asia-Pacific, North America and Western Europe were all factors in driving retail spending.

Ecommerce made up 10.2% of total retail sales worldwide in 2017, up from 8.6% a year prior. This growth in share was largely influenced by Asia-Pacific, where 14.6% of overall retail spend went toward e-commerce. In the digitally maturing markets of Central and Eastern Europe, as well as parts of Southeast Asia, ecommerce accounted for less than 5% of retail sales. The same was true for regions where economic factors have slowed ecommerce sales growth, such as Latin America and the Middle East and Africa.

Global e-commerce sales rose by 40.3% last year to $1.357 trillion, representing 6.0% of total retail expenditures. Markets with significant mobile spending include China, Japan, South Korea, the UK and the US. Growth has been helped along by consumers feeling more comfortable making purchases on their smartphones and, in some regions, a greater selection of low-cost items like apparel, which encourages impulse buying.

China alone made up 67.1% of e-commerce sales worldwide in 2017, driven by its mobile-first internet audience. Sales are expected to nearly triple from $909.93 billion to $2.595 trillion between 2017 and 2021.

E-commerce is expected to change at an even faster rate as brands embrace the power of voice search and omni-platform/omni-device options. Voice assistants have already been used to make purchases by 40% of millennials, with that number expected to exceed 50% by 2020 [6]. This transformation of the digital retail landscape will only continue to grow as more consumers integrate digital devices into their shopping habits.

Development of e-commerce market additionally determined by Fourth Industrial Revolution with its Artificial Intelligence, Internet of Things, VR and Augmented reality (AR) technologies. As AI-powered chatbots become even smarter, expect the rise of artificial intelligence chatbot interfaces to continue. Combined with opportunities like blockchain technology, the power of chatbot messaging to fuel the future of retail is nothing short of astounding [6].

The integration of AR into e-commerce portals is quickly changing how consumers shop by offering them a much more immersive and personal experience. For example, if a customer is shopping online for furniture, they're merely guessing how a new bed or a new desk would look in their home [2].

Future of e-commerce seems pretty clear, however the things are not so obvious. Looking at statistics and modern trends above we could say that e-commerce methods of selling products will eventually replace stores, but there are another side of online shopping which would cause customers preference of physical stores. We should mention several disadvantages of e-commerce which will not let it cover 100 per cent of retail market.

Firstly, e-commerce does not allow customer to experience the product before purchase. For lots of consumers online shopping is not an option because of that. Another thing is that e-commerce can provide customer with necessary goods «tomorrow» the earliest. If consumer needs something right now they would prefer going to nearest shop to buy it. Security is a big issue too. Beginning from the fact that anyone can set up an e-commerce website and up to providing customers' credit cards information and mailing addresses. It could lead to credit card fraud or even identity theft [7].

Actually, all concerns, except the first one, can be overcome. E-commerce might progress to 100 per cent market share in some niches of retail industry where mentioned disadvantages are negligible. Nevertheless, there always will be shoppers who would rather try out the item in the physical store before buying it. So, today's retailer should combine both physical presence and developed online-platform.

Therefore, e-commerce will rapidly grow (15% and more) in mid-term perspective but it might take a few generations before it possibly, but unlikely, could replace traditional retail totally.

References:

1. A. Khurana. *Learn the Basics About Ecommerce* [Електронний ресурс]. – Режим доступу : https://www.thebalance.com/let-s-ask-the-basic-question-what-is-ecommerce-1141599
2. Augment. The *Evolution of eCommerce Over the Last Decade* [Електронний ресурс]. – Режим доступу : http://www.augment.com/blog/evolution-ecommerce-last-decade
3. A. Khurana. *Advantages of E-commerce Over Traditional Retail* [Електронний ресурс]. – Режим доступу :: https://www.thebalance.com/advantages-of-ecommerce-1141610
4. A. Narusyte. The *History of E-Commerce, Online Shopping Evolution, and Buyers Behavior* [Електронний ресурс]. – Режим доступу : https://www.altushost.com/the-history-of-e-commerce-online-shopping-evolution-and-buyers-behaviour
5. C. McNair. *Worldwide Retail and Ecommerce Sales: eMarketer's Updated Forecast and New Mcommerce Estimates for 2016—2021* [Електронний ресурс]. – Режим доступу : https://www.emarketer.com/Report/Worldwide-Retail-Ecommerce-Sales-eMarketers-Updated-Forecast-New-Mcommerce-Estimates-20162021/2002182
6. T. Popomaronis. *E-Commerce In 2018: Here's What The Experts Are Predicting* [Електронний ресурс]. – Режим доступу : https://www.forbes.com/sites/tompopomaronis/2017/12/15/e-commerce-in-2018-heres-what-the-experts-are-predicting/#53e5c73c6deb
7. A. Khurana. *Disadvantages of E-commerce* [Електронний ресурс]. – Режим доступу : https://www.thebalance.com/disadvantages-of-e-commerce-1141571

Ekzarkhova E. A., Bovkunova O. V.
Oles Honchar Dnipro National University

BASIC PROGRESS TRENDS OF INTERNATIONAL BUSINESS FORMS IN GLOBALIZATION

The development of international business in the globalization and the formation of the global economy are conditioned by the evolution of internationalization, the transformation of productive forces, the impact of changing the environment of international business, and the deepening of interrelationships between national economies in the production, exchange, consumption and distribution lots of factors and outputs. In general, the tendencies of environmental changes of the functioning of international business at the different levels and stages of internationalization become a prerequisite for the emergence and transformation of forms of international entrepreneurship. At the modern global level of the internationalization the development of international business forms as a set of business operations is carried out by companies due to the desire to strengthen the integration of national economies in the global production process. The integration of economic agents goes beyond international trade and international investment as forms of international economic relations in the context of globalization.

By creating conditions for multinational companies, international business, at the same time, is influenced by changes in the external (global) environment. The processes of globalization and the formation of new, global, economic ties in economic systems at the meso-, macro- and micro-levels, within which the international business operates, affect the level of development of all spheres and components of the environment. The intensification of global transformations has become objective prerequisites for the transformation different forms of international business. Globalization and internationalization have led to the integration of the subjects of the international economy at all its levels and forms, and identified capital, information and technology as factors enhancing such integration for the production of a global product in the global market.

International business in the conditions of internationalization is developing under the influence of competition in global markets. Furthermore, their development is due to the dynamic processes of globalization and the internationalization of productive forces, the consolidation of international business and the activities of global companies in the new civilization order. The global stage of the integration is directly linked to the multifaceted process of internationalization, which is a process of expanding and deepening global economic relations by increasing the mobility of factors and outputs (macro levels) and involving the firm in international operations (micro level).

As a result, the challenges of globalization and the strengthening of the internationalization of production and capital, the environment of international business undergo lots of structural changes in the certain areas of the environment, both general and competitive. The multidimensional globalization is manifested through the growth of the scale and dynamics of the international movement of goods, services, factors of production, information, technology, and innovation.

Economic globalization is characterized by the output of the international economy to a higher level of development with the systemic internationalization of the conditions and areas of human activity, so we can speak about the formation of a global economy, where socio-economic changes at the national, international and intercorporate levels of the international environment are caused by the breakdowns of technological and information development of the subjects of these levels.

In addition, the international entrepreneurial activity is focused on the introduction of specific measures for expansion of markets, services, capital, labor, search for new sources of production and financial resources, diversification of economic activities, etc.

References:

1. Електронний ресурс. – Режим доступу : http://www.economy.nayka.com.ua
2. Електронний ресурс. – Режим доступу : http://unctad.org

Feloniuk O. A., Kolomoichenko O. E.
Oles Honchar Dnipro National University

UKRAINE AND CURRENT PROCESSES OF WORLD ECONOMIC GLOBALIZATION

This work looks upon the notion of globalization and its main features in modern economy. It examines the place of Ukraine in the contemporary process of globalization. We describe positive and negative impacts of globalization on the development of the Ukrainian economy.

The term «globalization» means the process of world economic, political and cultural integration and unification. The main implications of this process are the international division of labor, capital migration across the planet, human and productive resources, standardization of legislation, economic and technical processes, and the convergence of cultures from different countries.

Globalization is one of the main trends in the development of the modern world, which has a significant impact on the economic life of almost all countries of the world and, of course, Ukraine, which is fully consciously, actively and purposefully moving towards integration into the international economy.

Economic globalization is carried out in several directions: globalization of production, globalization of trade, financial globalization, transformation of the mechanisms of intergovernmental regulation of the world economy.

Ukraine has sufficient conditions for active integration into general civilizational world processes. Trade is a strong category: an openness indicator for trade is above the average, and a high percentage of trade revenues in GDP (111%, while the average index is 99%). However, the positive effect of these indicators is lowering the rating «below the average» due to tariff and non-tariff barriers, convenience for international trade and settlement constraints. From 2016 to 2017, the number of broadband access users increased, the percentage of trade revenues in GDP grew from 108% to 114%. Ukraine remains the 44th in the global ranking of the globalization of world economies from 60 countries. The indicators which were improved: growth of direct investments (internal and external,% of GDP) from 0.7% (with an average index of 3.6%) to 4.1% (with an average of 4.5%); the development of tourism (internal and external, per 1000 population), from 202 (with an average of 857) to 938 (with an average of 1308). The study of the globalization index again predicts the continuation of the processes of globalization.

The research has shown that the impact of globalization on Ukraine's national economy is rather complex and controversial. There are both positive and negative sides. Positive sides are obvious: the opportunity to take an active part in discussing the regimes of the regulation of international economic relations; reduction of expenses for foreign economic operations, which will increase the price competitiveness of Ukrainian producers. This way, our country will fulfill one of the main conditions for deepening the relations with the European Union and will be able to protect the interests of Ukraine and its enterprises in accordance with international forms and procedures. Also, the positive factor of globalization for Ukraine is the possibility of its entry into international cooperation projects, which will ensure the investment attractiveness of Ukraine for foreign investors and expand the opportunities for more free access to foreign markets by reducing tariff and non-tariff barriers.

As for the negative effects of globalization, they are the following: the domination of economically developed countries; the repression of certain sectors development of the national economy, which, due to their import substitution, are not ready for international competition; social inequality in comparison with economically successful countries. Moreover globalization relieves economic forces that deepen inequality in employment in terms of labor productivity, material well-being, and so on.

Thus, globalization is the reality of modern society and is a complex process that affects the different spheres of the society functioning, affects the formation of the world economy with a single market in which the capital, goods, services and labor force are freely mixed.

Ukraine gradually takes its place in the system of new international economic relations. As a result, the potential of Ukraine to participate in global markets is rather high, but Ukraine does not use it sufficiently due to incomplete reforms at the present stage.

References:

1. Електронний ресурс. – Режим доступу : http://uk/wikipedia/org
2. Електронний ресурс. – Режим доступу : http://korrespondent.net/business/economics/1311330-ukraina-zanyala-44-yu-poziciyu-v-rejtinge-globalizacii-mirovyh-ekonomik
3. Біленька Н. О. Пріоритети і напрямки розвитку економіки України в умовах глобалізації [Електронний ресурс]. – Режим доступу : http://slavutajournal.com.ua

Hanziuk O. O., Vorova T. P.

Oles Honchar Dnipro National University

THE COOPERATION OF UKRAINE WITH THE INTERNATIONAL MONETARY FUND

The Ukrainian cooperation with the international economic organizations deserves a special attention both of the developers of foreign policy of Ukraine and the researchers. The steady process of deepening the internationalization of economic life, which has its manifestations in the form of the expansion and complication of the interrelations and interdependencies of the national economies, the socialisation of labour and production in a global scale, the growing cooperation and coordination among states regarding the development and implementation of the international developing strategy, objectively increases the importance of the external sources of financial resources for any national economy.

The issue is relevant to Ukraine that links its integration into the global economy and access for the international financial markets with the deepening of cooperation with such influential international economic organizations as the International Monetary Fund and the World Bank Group. In this aspect, it should be noted that nowadays our government does not fully use the potential of such a cooperation in attracting the foreign investments and solving the problems of the external debt and its servicing, building the long-term and stable relations with the international financial institutions.

Ukraine became an IMF member-state according to the Law of Ukraine «On Ukrainian accession to the International Monetary Fund, International Bank for Reconstruction and Development, International Finance Corporation, International

Development Association and the Multilateral Investment Guarantee Agency», adapted in June 3, 1992.

The International Monetary Fund is an intergovernmental organization designed to regulate monetary and credit relations among Member States and to provide the financial assistance to them through the supplement of the short-term and medium-term loans in foreign currency.

The IMF's financial resources are directed to assist Member States that are struggling for overcoming the balance of payments as well as helping the mitigation of the effects of the stabilizating programs. The IMF provides funding both from its total resources and within the mechanisms of preferential financing, which are administered separately. Member States that use the IMF's total resources «buy» (i.e. borrow) the currency of the other Member States in return for an equivalent amount in their own currency. The IMF taxes such loans and requires Member States to «purchase» their currency from the IMF (i. e. to acquit a debt) within a specified period, using the currency of the other Member States or SDRs. Favorable financing is provided in the form of loans at low interest rates.

The IMF performs its credit operations only with the official authorities of the countries – central banks, treasuries, stabilization funds. The share of credit resources provided to the country for the first time is called a reserve share and amounts to 25% of the quota of the participating state. The extra resources that can be given to the country over the reserve share are equal to the quota amount and are usually divided into 4 lending parts (tranches) up to 25% each. It means that the maximum amount of the loan being able to be provided for the participating country equals 125% of its quota in the Fund. Loans can be provided by the Fund in the form of a stand-by facility or stand-by loan that means to provide a foreign currency to a country in accordance with an agreement on shares at specified intervals throughout the term of loan. The stand-by loans are used primarily to finance the macroeconomic stabilization programs of the countries – the members of IMF and are provided when the country fulfills the certain political and economic conditions embodied in programs of economic restructure. This order is called the principle of conditionality. Typically, these programs cover the activities that are inherent in fiscal / monetary fields, pricing, foreign trade, international credits / currencies; they are connected with decrease in government spending, tax increases and interest rates, changes of exchange rate, etc.

Thus, the IMF loans open the wider access to the world capital market where a demand exceeds an offer. Specifically for Ukraine, it creates more opportunities to attract the loans. Also, the function of loans is to attract the foreign funds to keep Ukraine «afloat» as a state with the object of entering the world market, where it should become a part of the global economy with its comparable dimensions concerning the countries with market economy. The cooperation with the IMF is important for the transformation of Ukrainian economic structure, the changes of its economic proposals, the creation of conditions for its economic balance.

Hanzyuk K. I., Hanzyuk S. M., Honcharova Yu. S.

Oles Honchar Dnipro National University,

Dniprovsky State Technical University

ANGLICISMS IN UKRAINIAN FINANCIAL DISCOURSE: THE ASPECTS OF PRAGMATICS

Reforming the Ukrainian economic system, active development of business and partner contacts, especially in the financial sphere, determine the expediency of studying the process of borrowing from the English language. The financial discourse we consider as the particular type of speech that represented in financial documents and professional scientific literature.

The goal of the research is to analyze the use of special financial terms that do not have suitable equivalents in the Ukrainian language. To achieve this goal it is necessary to identify some pragmatic aspects of the professional vocabulary expansion.

The terminology system, as the scientists underline, is a complex lexical layer of the economic sphere is in a state of constant quantitative and qualitative change [1; 2; 4; 5]. The absence of equivalents, the question of status, id est the use of «prestigious» lexemes, a more compact meaning are among the reasons for active borrowing in the financial sphere. Ukrainian financiers loaned such items of terminology as «absorption costing», «agent bank», «transfer agent», «aggregation», «fund-raising», «subprime», «switch» because financial Anglicisms bring into the Ukrainian financial sphere the professional context, more precisely – the pragmatic reference. Moreover, this refers us to the ideas of Ch. Peirce, which do not lose their relevance.

Consider the following examples of widespread financial Anglicisms in more detail. *Absorption costing* (укр. Абзорпшен-костинг) is a method of calculating the cost of a product or enterprise by taking into account indirect expenses (overheads) as well as direct costs.

Agent bank (укр. Агент-банк) – a bank that performs services in some capacity on behalf of an entity. Agent bank services can encompass a wide range of duties.

Transfer agent (укр. Агент-трансфер) – a trust company, bank or similar financial institution assigned by a corporation to maintain records of investors and account balances.

Aggregation (укр. Агрегування) – consolidation of economic indicators by means of their integration into a single group.

Fund-raising (укр. Фандрейзинг) − the process of gathering voluntary contributions of money or other resources, by requesting donations from individuals, businesses, charitable foundations, or governmental agencies.

Subprime (укр. Сабпрайм) – denoting or relating to credit or loan arrangements for borrowers with a poor credit history, typically having unfavourable conditions such as high interest rates.

Switch (укр. Світч) − liquidation of previously accepted obligations on one security or currencies and conclusion of transactions on others; assignment to a third party balance on a clearing or other bilateral account at a discount rate against the official.

As the researchers note, English terms usually enter the Ukrainian language, as well as many other languages, through publications by means of transcription or transliteration. As we can see, these terms become multicomponent in the translation, which makes it difficult to hand over the necessary information in the professional circles. They are difficult to translate because their value does not always exactly correspond to the value of the constituent elements. The proposed equivalent should take into account the change of the order of components of the attributive group.

Anglicisms represent a reality, a living proof of the constant evolution of language. A significant observation is that most borrowed words in the field of finance are nouns. The specialists' attitude to Anglicisms consider both advantages and disadvantages. Some linguists and financiers struggle for the »purity of the language», others insist on the inevitability of borrowing. However, borrowing is one of the most productive ways to enrich any language. Modern terminology is increasingly becoming prone to internationalization through the process of borrowing.

We consider that the influence of the English language should not be viewed as a negative phenomenon because in this way the Ukrainian financial discourse is modernized. However, foreign terms are to be explained very carefully in order to avoid misinterpretations.

In addition, borrowing English realia, such as some of the abovementioned, is considered as a sign of internationalization of the Ukrainian vocabulary, while complete rejecting them is a manifestation of self-isolation [3]. Financial terminology in Ukrainian is a changing and dynamic area that constantly enriched by new loan words. We believe that research in this field has a scientific perspective.

References:

1. Goncharova Yu. S., Kolomoychenko O. E. English borrowings as indicators of new financial and economic realia in the Ukrainian economic discourse // Вісник Дніпропетровського університету. Серія : Мовознавство. − 2016. − Т. 24, вип. 11. − С. 23−27.
2. Matsak Zh.G. Translation of terms in the financial industry in Ukrainian / Zh. G. Matsak // Bulletin of the KPUU named after Mykhailo Ostrogradsky. Part 1 − 2008.−Proceed. 1 (48). – P. 167−171.
3. Pop A., Sim M. Globalization, Anglicisms and Business English // Annals of Faculty of Economics. − University of Oradea, Faculty of Economics. – 2015.− vol. 1(1). − P. 377−384.
4. Snigovska O.V. Financial and economic terms in English and Modern Greek and their translation / O.V. Snigovska // Terminologyand translation: Proceedings of the Remote International Conference (April 22, 2016). − Mariupol, 2016
5. Zorivchan R. Foreign language as a means of deeper knowledge of language / R. Zorivchan // Native word. – Issue 7. − K., 1973. − P. 95−99.

Kaliuzhnyi H. O., Kolomoichenko O. E.
Oles Honchar Dnipro National University

SOURCES AND ROLE OF GLOBALIZATION IN INTERNATIONAL BUSINESS

Conducting international business has significant differences compared with doing business within the country. Important things for a company to succeed are the things that unglobalized companies do not even have to think about. In this regard, it becomes apparent that the need for a thorough study of the management of international business in terms of globalization [1].

Essentially, globalization is an integration of countries and people across the world. It is caused by the reduction of transport and communications costs, as well as the destruction of artificial barriers of the movement of goods, services, capital, knowledge and people. Globalization is a general, volumetric term for a range of complex economic, social, technological, cultural and political changes, and can be considered as a power that strengthens mutual dependence, integration and interaction between people and companies at different perspectives.

International business is a wide range of business activities carried out outside national borders. At the international level, globalization of the world economy as well as differences between countries is considered as opportunities and challenges for the business environment [2].

The processes of globalization has jeopardized in the recent 25 years. Throughout the same period, the world economy has depicted growth: world exports, as a share of GDP, increased from 20.4% in 1993 to 29.5% by the end of 2015 [1]. Moreover, global GDP increased from 25.8 trillion. dollars US $ 74.2 trillion dollars USA.

An important indicator that demonstrates the rapid growth of globalization processes is the volume of direct foreign investment in tangible assets: factories, equipment, and land. According to the World Bank, in 1993 the volume of direct foreign investments numbered to 211.8 billion dollars, and in 2015 – 2.2 trillion dollars [3]. Thus, growth has become tenfold while world GDP has almost tripled.

Over the past decades, 2 main sources of globalization have become distinct. The first is the technological process, which led to plunge of transport and communication costs, a significant reduction in the processing costs, storing and using information. Information service is directly related to the successes in computer science and creation of e-mail and the Internet specifically [3].

The second source of globalization is the liberalization of trade and other forms of economic relationships, that caused protectionist policy restrictions and made world trade more independent. As a result, tariffs were substantially reduced, many other barriers related to trade of goods and services were eliminated.

Globalization affects all aspects of the international companies' activities: industrial (the emergence of a world market production and wider access to a number of foreign products), financial (the emergence of global financial markets, the simplification of access to external financing), economic (a global common market that operates on the basis of freedom of goods and services exchange), political (governmental regulations between states that guarantee rights and opportunities for their citizens), information (increase of information flows) [3].

As a conclusion, the concept of «globalization» is very multifaceted and has a variety of sources that determines it from different perspectives. It focuses on processes that turn the world into a sole global system. This process is irreversible, it is the natural course of global development, with its positive and negative sides.

References:

1. Єранкін О. О. Консолідація та глобалізація ринків продукції АПК України: оцінка та перспективи розвитку// Агросвіт. − 2008. − №23.
2. Старостіна А., Каніщенко О. Суперечливі шляхи економічної глобалізаці // Економіка України. − 2008. − №5.
3. Пенькова О. Г. Розвиток української економіки в умовах глобалізації // Формування ринкових відносин в Україні − 2008 − №4(83).

Kotenko M. O., Nikitina G. Ye.
Oles Honchar Dnipro National University

THE INFLUENCE OF MUSIC FESTIVALS ON LOCAL ECONOMIC DEVELOPMENT

Event tourism is estimated as one of the greatest revenue generating sources in the 21st century. Its development took numerous phases and years to come up to this status. Tourism sector, which traditionally involved hospitality, transportation, attraction spots and sporting centers, has taken a turn. The concept of organizing events for promoting destinations and less visited places is widely accepted nowadays. This has caused a significant change in the sector in question, which resulted to be motivating and attracting people to travel more than ever before. As a rule, image-making events with a significant impact in terms of tourist attraction are mega in size [1].

Recently, music festivals have been included in the sphere of cultural tourism as tourist objects, in which the possibilities of familiarizing with traditional culture and cultural heritage with leisure time are combined with success. Attracting thousands of participants, music festivals are progressively becoming one the main forms of implementing contacts between performers and listeners. The music festival is one of the cultural sites where all components of cultural and educational tourism are organically connected: developing, relaxation and economic benefits, as it implies a number of services connected with the replenishment of the regional budget. Music and cultural festivals are a growing global phenomenon and an important economic driver for many cities and countries. For example, famous British music festival *Glastonbury* contributes over 100 million pounds to the economy annually.

The evolving concept of events and festivals in tourism has opened up a new image in this sector. The expansion of music festivals has constantly helped in increasing disposable incomes, accompanied by an increased amount of time dedicated to holidays.

From year to year, music festivals are attracting more and more people. Each year their number increases and varies in themes, music styles (from jazz to rock, from folk music to modern electronic) and places where these events are held (summer festivals in the open air, in areas near well-known cities, on beaches and even in historical sites). For considerable number of tourists, attending festivals, which are held regularly and have a long history, has become an annual tradition.

The United States report that in 2016 over 60 million music tour tickets were sold worldwide and the global revenue from live music tours amounted to almost 4.9 billion USD. According to the forecasts, in the United States, the revenue of the live music industry will gradually rise from around 9 billion USD in 2015 to almost 12 billion USD dollars in 2021. Annually, Americans spent an average of 22.51 USD per consumer on music, not including live music. Within the live music sector, live concerts with a prominent headliner proved to be the most popular.

In 2016, Canada's total music market revenue stood at almost 490 million Canadian dollars, the highest figure to date. Similarly, live music revenue reached a new high of 988 million Canadian dollars in 2015, up from 798 million Canadian dollars in 2010 [2].

The number of people who enjoyed live music events in the UK rose by 12% in 2016 up to 30.9 million pounds from 27.7 million pounds in 2015. Live music fans generated 4 billion pounds in direct and indirect spending in 2016 by flocking to concerts and festivals across the UK – a rise of 11% on the 3.7 billion pounds they spent in 2015. The total number of music tourists from the UK and abroad increased by 20% in 2016 to 12.5 million, of which 11.6 million were the UK citizens visiting live music events in other parts of the UK [3].

Festival fans choose to travel abroad more than ever before, so it has become a priority for festival promoters to attract that foreign audience with a captivating and simple offering. 67% of festival-goers are 21-30 years old, with 37% between 21 and 25 years old. France and Great Britain have the youngest festival-goers in Europe, with an average of 32% between the ages of 16 and 20 [4].

A festival, depending on its size, also helps to create direct or indirect dynamic in terms of employment. For instance, in the UK over 24 thousands full time jobs sustained by music tourism. It also shines a light on its surroundings and can be a smart way to increase cultural awareness and attract tourist to discover architectural and historical heritage of cities and regions as well as beautiful natural sites out of the beaten tracks, especially when it comes to the audience coming from abroad.

Each music festival is an event that gathers music connoisseurs both from other regions of the host country and from abroad. We can say that, at present, the number, quality and direction of music festivals are actively forming a special tourist image of the country and make a significant contribution to the economy. It should be taken into consideration in Ukraine, where such type of tourism can help to increase significantly international entries, as we could see both on national level due to Eurovision Song Contests held in 2005 and 2016 and the annual «Gogol Fest» and regional level due to «The Best City UA» rock-festival held in 2012 and 2013 in Dnipro City.

References:

1. Gopal Bhusal; Odudu Equere; Elijah Md. Sadequzzaman. 2015. Importance and impact of international music in tourism [Електронний ресурс]. – Режим доступу : https://www.theseus.fi/bitstream/handle/10024/95335/Final%20Thesis.pdf?sequence=1&isAllowed=y
2. Live Music – Statistics & Facts. Available: https://www.statista.com/topics/3034/live-music/
3. Music Tourism: Wish You Were Here 2017 [Електронний ресурс]. – Режим доступу : https://www.ukmusic.org/research/music-tourism-wish-you-were-here-2017/
4. Infographic. Music Tourism in 2016 and What to Expect for 2017 [Електронний ресурс]. – Режим доступу : https://www.festivalinsights.com/2017/03/infographic-music-tourism-2016-expect-2017/

Krainiak A., Kolomoichenko O. E.

Oles Honchar Dnipro National University

THE INFLUENCE OF GLOBALIZATION ON THE DEVELOPMENT OF THE UKRAINIAN AGRARIAN SECTOR

In the modern conditions of economic globalization more and more attention is paid to the development of the Ukrainian agrarian sector, which remains the most promising under the present circumstances. It is difficult to overestimate the role and position of agriculture and the whole agrarian sector for our country. According to this fact the search and implementation the effective ways of improvement should become one of the primary tasks of the Ukrainian government.

During recent years the significant structure changes were made in the agrarian sector of the national economy such as capitalization, concentration of producing and modernization of main technologies. All these activities are aimed at helping Ukraine to take a proper position in the world food market.

At the same time despite the development prospects of the Ukrainian agricultural sector this industry faces many problems and risks. The devaluation of the hryvnia and the rise in price of fuel, fertilizers, etc. have led to an increase in the cost of growing crops. Also there are problems with qualified staff, dominance of goods with low level of processing, inadequacy of foreign trade policy in realization of high-technology products, monoculture and degradation of agriculture lands and many others. To estimate the condition of agrarian sector in Ukraine and its impact to national and global economy we offer to analyze last years' date.

The main commodity groups in Ukrainian export of agricultural products is gain crops, sunflower oil and oilseeds. So it is especially important for our country to maintain high yields and encourage new investments. The harvest of grain and leguminous crops in Ukraine in 2017 amounted to 61.3 million tons with 14.5 million hectares with a yield of 42.3 centners per hectare, which is 11% below the record level in 2016, but it's still above the average for the past five years [1]. To increase yields in 2017, more territory was allocated for crops, but this didn't help mostly due to unfavorable weather conditions. This indicates the need for further development of the sector through the use of intensive methods and efficient technologies that would reduce expenses and allow maintaining a high level of crop yields.

A lot of agrarians purposely cultivate grain for its further export. To do this they are stimulated by world prices and constant demand for products. According to the results of 2017, foreign trade in agrarian and food products between Ukraine and European countries increased by 30.8%, or $ 1.9 billion, and amounted to $ 8.1 billion. At the same time, Ukraine exported products to EU countries for $ 5.8 billion, thus forming a rather serious positive balance in our bilateral trade [2]. This situation is a result of a successful reorientation of most of our exporters to new market after loss of Russian one. It shows that EU countries are interested in deepening cooperation in the organic industry.

But there are several factors that constrain an increase of exports. One of the main is domestic logistics infrastructure the improvement of which is not paid enough attention. To the introduction of innovations in logistics will stimulate the further growth of grain exports from Ukraine, provide the creation of new workplaces and help to improve the Ukrainian competitiveness in the world market.

Also it is important to launch a new land reform in the Ukrainian agrarian sector according to European standards, although it was excluded from the list of mandatory conditions for Ukraine to receive the next tranche in 2018 [3]. Ukraine will receive a powerful economic charge as a result of the development of agrarian business. After the statement of a large agricultural business it will be possible to use new highly effective equipment, the qualitative seeds and not only grow good harvest, but also to preserve and process it.

Thus, Ukraine's favorable potential in agriculture might make the agrarian sector the major economic driving force of the country. But it is possible only in conditions of agrarian reforms, which are primarily in the area of state land administration, in the introduction of EU quality and safety standards and in the promotion of efficient operating structures.

References:

1. Електронний ресурс. – Режим доступу : http://agroportal.ua/news/rastenievodstvo/minagroprod-ukraina-sobrala-613-mln-t-zernovykh
2. Електронний ресурс. – Режим доступу : http://minagro.gov.ua/node/25337
3. Електронний ресурс. – Режим доступу : https://economics.unian.info/2328499-ukraines-economy-2018-faster-growth-amid-higher-inflation.html

Lysyak E. V., Kolomoichenko O. E.

Oles Honchar Dnipro National University

METHODOLOGY OF INTERNATIONAL BUSINESS GLOBALIZATION

Despite the fact that the term «globalization» has come into scientific and political circulation, at the present time there is no unity of views on its nature. Usually the globalization is associated with qualitatively new levels of integration, integrity and interdependence of the world, although it is the only part of a more complex and contradictory picture.

However, many authors have devoted their works to the problems of globalization and the inaccuracy of the term definition. Indeed, if we can talk about the movement of the modern world towards greater integrity, we should name this universal trend. But some scientists are highly critical about globalization, saying that «rumors of globalization are greatly exaggerated» [1]. They point to opposite directions of globalization or the parallel processes of economic and social demodernization, cultural fragmentation and segmentation. A lot of things also cause the rejection quite aggressively promoted the ideology of globalization.

The Foundation of the expansion of international society to the international community served as both material and virtual innovations, summarize in political discourse vague and imprecise the word «globalization». In the literature of the 90s, according to the Russian researcher A. Bogaturov [2], globalization in various combinations, has been identified at least like eight major trends and phenomena:

1) objective the strengthening of the inter-state permeability of the walls (the phenomena of «boundaries» and «economic citizenship»)

2) a sharp increase in the volume and intensity of TRANS-state, transnational flows of capital, information, services and human resources;

3) massive expansion of Western standards of consumption, life, self – and world-view to all other parts of the world;

4) strengthening the role of non-, over -, trans-and simply non-state regulators of the world economy and international relations;

5) accelerated export and implantation in the political fabric of different countries of the world of these or those variations of the model of democratic state structure;

6) the formation of a virtual space of electronic communication, dramatically increasing the opportunities for socialization of the individual, that is, for the direct introduction of the individual (passive or interactive), wherever he is, to the global information processes;

7) emergence and cultivation in the sphere of global information networks of the image of responsibility of all and each individual for other's destinies, problems, conflicts, a condition of environment, political and other events in any, perhaps, even unknown to the person corners of the world;

8) the emergence of the »ideology of globalization» as a set of interrelated postulates, designed to justify simultaneously the benefit and inevitability of the trends, based on the unification of the world under the leadership of its civilized center.

So, using the economic definition of globalization, it should be in mind that economic globalization is a dependent variable influenced by broader changes. To understand it, it is necessary to analyze not only the economic but also the political, social and ethical dimensions of the information revolution and other new factors in the world system.

References:

1. Kastels M. Global capitalism // Economic strategies. – 2009. – № 3.
2. Bogaturov A. the Syndrome of absorption in international politics // Pro et Contra. – 2005. – T. 4.

Nesterova A. V., Kolomoichenko O. E.

Oles Honchar Dnipro National University

THE IMPACT OF GLOBALIZATION FOR BUSINESS DEVELOPMENT

In the modern economy, business cannot exist without active cooperation with the subjects of the international community. Globalization has changed the balance of power between business, state and society in general. In this regard, Ukrainian business raises many questions about its origin, functioning, mechanisms of relations with the state and civil society. The relevance of the research is related to the enormous influence that business has on all spheres of life in modern society.

The problems of globalization were reflected in the works of such domestic and foreign scientists as: P. Krush, D. Lukyanenko, Yu. Pakhomov, V. Bazylevych, Y. Belinskaya, V. Budkina, B. Gavrilyshina, A. Halchinsky, N. Grazhevskaya, Ya. Zhalilo, B. Kvasnyuka, V. Sidenko, A. Filippenko, A. Chukhno and others.

In the conditions of globalization the external environment of the business entities changes, in particular, national markets for consumer goods and resources are increasingly integrated and incorporated into a single world market in which foreign companies operate on an equal basis with the national ones; the volume and conditions of the sale of goods are largely determined before the beginning of the production, based on long-term contracts with customers; in the total volume of the product offered in the market, the largest share is occupied by services, scientific and technical developments, technical complexes, but not material goods; in the structure of production costs, the share of transactions, which is directed to other fields of activity and advanced costs, increases.

One third of world trade is the intra-corporate operations of TNCs, that is, transportation of goods from the enterprise owned by TNC in one country to its own enterprise in another. There are more than 40000 TNCs in the world, and their number is constantly increasing. 500 largest TNCs control 25% of the gross domestic product on the Earth; they account for 90% of all foreign direct investment in the world; they own 80% of patents and licenses for modern technology.

The benchmarks for business development in a modern globalized world are not within the national economy, but far beyond its borders. Ukrainian capitalism raises many questions about its origin, functioning, mechanisms of state-to-business relations and economic results. Since the beginning of systemic transformations, Ukraine has developed a peculiar, highly controversial and largely unstable political and economic hybrid after gaining independence. It should be taken into consideration that the formation of the Ukrainian model with all its features coincided in time with the opening of the country to the outside world.

Consequently, the globalization of economic development stems from the deep interdependence of the components of the world economy, which is intensified in the context of the widespread deployment of internationalization of production and circulation, and the intensification of integration processes. Ukraine is not torn away from the world economy, but it is still insufficiently connected with it. At the same time, the opportunities for development in this direction exist and begin to expand. The main direction of institutional regulation of the sphere of socio-economic relations in Ukraine, first of all entrepreneurial activity, should be the development and implementation of social practices, an extensive system of formal norms, rules, standards and regulations, one of the main developers and the guarantor of which the state acts.

References:

1. Kvitka S. A. Impact of Globalization on the Interaction of Business and State in Ukraine [Електронний ресурс] / S. A. Kvitka. – Режим доступу : https://aspects.org.ua/index.php/journal/article
2. Shved T. V., Bila I. S. The Impact of Globalization on the Development of National Enterprises: Theoretical Aspects / T. V. Shved // Bulletin of Social and Economic Research. – 2013. – №2 (49). – P. 81-87.
3. Baranov R. A. Main tendencies of the international business [Електронний ресурс] / R. A. Baranov. – Режим доступу : http://ena.lp.edu.ua/bitstream/ntb/35832/1/33_198-203.pdf

Scherbina N. Yu., Nikitina G. Ye.

Oles Honchar Dnipro National University

GLOBAL CHALLENGES AS INSTABILITY FACTOR AND THE ROLE OF INTERNATIONAL ORGANIZATIONS IN THEIR SOLVING

Global challenges can be determined as those which impact affects not only one individual, but the whole mankind, and which solution depends on organized efforts of world's community. Unsettled, global challenges can lead to serious consequences in future that will influence both humanity and natural environment and put the life on our planet in danger.

All global challenges can be classified into three groups: these are conflicts between countries, conflicts between individual and society and conflicts between society and natural environment.

The first group of global challenges is connected with disagreements between different countries. The main risk is the danger of starting the World War III, which risks to turn into a nuclear war. Although the number of states to possess nuclear weapons officially is limited to seven (the USA, the UK, France, Russia, China, India and Pakistan), the risk coming from countries outside the Treaty on the Non-Proliferation of Nuclear Weapons, such as North Korea, or countries presumed to possess them, like Israel, situated in center of perpetual conflict in the Near East, must not be underestimated. Another global problem is terrorism and terrorist organizations, such as Taliban, Al-Qaeda, responsible for the attacks in the USA in September 2001 and ISIL, responsible for most of recent massive attacks in Europe (attacks in Paris on 13th November 2015, in Nice on 14th July 2016) with enormous quantity of victims. Civil population in public places is the main target of terrorists struggling for their political or religious beliefs by means of fear and panic caused by sudden attacks killing hundreds of innocent. Another global problem related to disagreement between countries is the globalization itself. Beside open borders and markets as well as new partnerships, it has a significant disadvantage, which consists in loosing cultural diversity which manifests through customs, languages, immaterial heritage.

The next group of global challenges includes conflicts between society and an individual. The central problem is demographic. It is connected with progressive ageing of population in developed countries and low nativity creating a huge gap between generations, caused by late marriages (the average age of getting married for the first time in Northern Europe being 33–35 years old), which in long-term perspective can result in considerable reduction of population and lack of workforce. Another challenge is inequality between genders (sex discriminations), living standards (the gap between poor and rich getting wider both inside the state and on international scale) and nations when it comes to global redistribution of wealth. Also, we should mention unemployment, caused by economic recession which leads to job losses. The rate of unemployment worldwide has never been so high since the Great Depression (even prospering France, Germany, Belgium and the UK claim 15% unemployment) which gives birth to sophisticated forms of exploitation from short-term contracts to probationary periods with minimal remuneration lasting for six months.

The third group of global challenges englobes conflicts between society and nature. These are ecological problems such as global warming especially greenhouse effect caused by carbon-dioxide emitted by transport and industry environmental pollution with industrial wastes and consumer rubbish forming a floating continent in the Pacific Ocean, massive destruction of Amazon forests or declining diversity of species.

For global challenges are not limited by conventional boarders on world’s political map and no country is in shelter of terrorist attacks or greenhouse effect, and require common effort of all the nations and coordinated gestures, they brought to life in the end of 20th century a number of international non-governmental (The Red Cross, Medecins sans Frontières), intergovernmental (United Nations, Organization for Security and Co-operation in Europe) and super-governmental organizations (Interpol).

Shakhova Y. S., Stavitska A. V., Aliseenko O. M.
Oles Honchar Dnipro National University

JOINT VENTURE AS A FORM OF WORLD TRADE

In the context of globalization, no country is able to provide efficient and dynamic development of its economy without the cooperation with other countries. The basis of economic integration of different countries is the international division of labor which causes the formation of world economic relations. World trade is the first and the most common form of these relationships. It exists along with such forms as the creation of world markets of goods, capital and labor, scientific and technical as well as production cooperation, international monetary, settlement and credit relations.

In international practice, joint entrepreneurship acts as a combination of diverse forms of production and economic activity of the partners from several countries, which is based on the pooling of efforts, financial resources, material resources, long-term guarantees for sales of goods, the systematic upgrading of production, scientific and technical as well as trade cooperation, profit sharing, distribution of technical and investment risks. A joint venture is a new organizational and social form of international entrepreneurship. It is a form of economic and legal cooperation with a foreign partner, which is created as a common ownership of material and financial resources used for the production, scientific and technical, trade and other functions [1].

Thus, the study of the characteristics of international entrepreneurship becomes important in connection with the analysis of the opportunities offered to entrepreneurs in organization of joint activities with foreign partners. After all, the world economy is a base of the international division of labor which defines the specialization of countries according to their socio-economic and climatic conditions.

The development of joint entrepreneurship in Ukraine is considered as one of the most important tools for attracting overseas capital and technology. However, the inflow of capital in joint entrepreneurship is constrained by both the adverse market conditions and the uncertainty of the legal framework of economic activity. Regarding new technologies, despite the fact that joint venture is undoubtedly one of the channels of technologies worldwide, their potential is limited: at the initial stages of technology life cycle, they mainly «work» for the market of the country-owner of the relevant developments, know-how, and then, reaching the following stages, they move to other countries [3].

Joint entrepreneurship is currently developing in Ukraine both with partners of leading market countries and with those from the CIS. Moreover, in both cases it is typically undesirable distribution of JV in non-production areas – in domestic and international trade, in the sphere of financial circulation.

The largest number of joint ventures was created between Ukraine and Russia, i.e. in 2012 only on the territory of our state there were 950 organizations of this kind. It comprised 25 % of the total number of joint enterprises in Ukraine. And there were indirectly 72% of total direct investments in Ukraine from Russia in the form of joint ventures. An example of the creation of the Ukrainian-Russian joint ventures is the interaction of the Ukrainian and Russian business entities in the framework of transnational entities – Russian financial and industrial groups (TVPG) [2].

Thus, under the impact of globalization, a new form of world trade – joint venture – is being emerged in the world arena. Cooperation in the framework of joint ventures involves not only the attraction of capital investment, logistical and financial investments, but also modern forms of organization and management of data assets. Learning from the experience of foreign companies, domestic firms are on the path towards stabilization. Under such conditions, an enterprise in industrial and commercial activities management and coordination can use not only operational, but also strategic planning.

References:

1. Herasimchuk Z. V. Horbach L. M. International economic relations: textbook. – Lutsk: – 2011. – 328 p.
2. Maksimenko E. Ways to enhance foreign investment in Ukraine // Finance of Ukraine. – №6. – 2012. – 386 p.
3. Novitsky V. E. International economic activity of Ukraine: Textbook. – K.: KNEU, 2013 – 484 p.

Sharova D. O., Polivyana O. V.
Oles Honchar Dnipro National University

THE IMPACT OF GLOBALIZATION ON THE BUSINESS ENVIRONMENT

The process of globalization is about progress. It is something new for an old process. Globalization benefits for the rich nations, who control prices, who influence the economies of poor countries and cause populations to migrate in order to try and improve their lives. It is good for those who are already economically strong. They are the big multinational companies who really benefit, and sometimes they seem to have more power and influence over our lives then elect governments. And what about business? How globalization influence on it?

Globalization is a new phenomenon in the development of international business that arose at the end of the twentieth century. It was preceded by the process of the emergence of multinational corporations. To date, some authors of scientific papers do not see the differences between multinationalization and globalization and consider these two phenomena as a single whole. In fact, there is a significant difference between these two processes. It consists in the fact that the multinational corporation produces and sells goods in different countries and uses different strategies for doing business, various production processes, producing various goods, depending on the conditions in the countries where the goods are manufactured and sold. A global company also produces and sells goods in different countries, but does so using the same goods, a single production process and a unified strategy in all markets.

The ideal global trade model is a standard marketing mix consisting of the so-called «four P»: product, price, place and promotion. Currently, most global companies failed to achieve the ideal model. For a global company that produces a product in different countries and exports it to many countries, it is not difficult to win another market. After all, the essence of globalization lies in the fact that the company uses a single product and a unified strategy in all markets, therefore, using a long-term strategy, a global company can increase its sales volumes without special additional costs. It is especially important to emphasize that due to the presence of a global company in many markets of the world productions volumes are growing that allows to achieve large-scale production and, therefore, to reduce the cost of producing a unit of production. The annual sales income of General Motors alone exceeds the total GNP of seventy countries.

Currently, no global company has achieved the ideal model of globalization (full standardization of the production process, trade and strategy). But the process of globalization continues, and companies try to approach the ideal model as closely as possible, as the closer the company is to the ideal model, the larger, stronger and richer it becomes.

References:

1. Globalization Starts with Company's Own View of Itself. // Business International, June 10, 1996.
2. The 100 Largest U.S. Corporations.// Forbes, July 18, 1997.

Shvets V. V., Polyviana O. V.

Oles Honchar Dnipro National University

GLOBALIZATION AND ITS IMPACT ON INTERNATIONAL BUSINESS

There are two ways of looking at globalization. One of them is as an accidental or inevitable effect of economic growth: industry, technology, communication, etc. As the economy grows, it is only natural for a global market to become established in previously local areas. For this to happen, free trade and the free movement of capital are essential.

The second way of looking at globalization is as a deliberate process, and this is almost certainly more accurate. It is true that there is a degree of inevitability involved, but this is mainly due to the agreements made between nations, between corporations, etc. Business wants globalization and it has almost single-handedly caused it to happen. The Silk Road was not a humanitarian effort. It was about a vision of business. And these visions become grander and more easily conceived as technology and politics progress so fast that globalization does, after all, seem inevitable.

Globalization is a process, which is present in all spheres of social life, but it is more evident in the economy. Although there are contradictions and antagonisms, globalization is the dominant force in world economic development. It has changed and continues to change the society of the world and living standards in general. Globalization developed the technologies the best way ever, especially the information technologies that made the connection between university-technology and industry that resulted in a great productivity. Movement of capital, labor, goods and services in Asia, America and Europe are all fulfilled thanks to technology development. We are convinced that without the help of electronic chips, fiber optics, screens and software economy would not reach this level of development. The challenges of globalization in the future will be: to ensure the fruits of globalization to be in the all countries, to convince developing countries that globalization through trade liberalization will increase their standard of living, reduce the gap between rich and poor, increase the number of employees, especially in developing countries [2].

From the business perspective, one of the effects of globalization is to expand markets. This means that a business that had previously only sold its goods domestically can start selling products to other countries. One example of expanded markets includes the auto industry. Before the fall of the Berlin Wall, those living in countries under the influence of communism only had access to cars that were produced domestically or in other communist markets. This was due to trade barriers with the West. When communism fell, the Western economies, namely, countries that were not under the influence of communism, were able to expand their markets to former communist countries. This in turn increased their profit potential. Another consequence of bilateral trade agreements is the access to cheaper resources [1].

International development, as a consequence of globalization, arises out of a combination of expanded markets as well as cheaper resources. A prime example of this is India. Before the late 90s, the information technology sector in India was largely in its infancy stage. However, coupled with an educated yet inexpensive workforce, foreign companies were able to start subsidiaries of high tech activities in cities like Bangalore. This technological know-how spread to local firms, which in turn grew as a result of expanded markets in India as well as the rest of the world.

So, globalization grants access to benefit from the international division of labor, technologies, international specialization and intercultural exchange.

References:

1. Думная Н. Н. Неравномерность развития мирового хозяйства в условиях глобализации / Н. Н Думная. – М.: КНОРУС, 2005.
2. Harris P.R Effects of globalization in developed countries, developing global organization/ Harris P.R. – 2012. – P. 416–425.

Zaitseva Y. O., Kolomoichenko O. E.

Oles Honchar Dnipro National University

THE IMPACT OF MARKETS AND INDUSTRIES GLOBALIZATION ON THE STRATEGIC MANAGEMENT OF AN ORGANIZATION

At present, the practice of developing the world economy shows that no country that aspires to economic growth and prosperity can afford to remain outside the framework of the process of global integration into the world economic system.

The process of markets and industries globalization has a special impact on the areas of activity of many enterprises. The heads of the companies understand that to increase profits, expand production and increase the efficiency of the organization's activities, it is necessary to enter international markets.

The problem is that the globalization of the economy has contributed to the diversification of business, the introduction of new management standards, the expansion of the scope and scale of companies' activities, so at the moment there is an urgent need to study the specifics of strategic management in the context of globalization. This problem determines the relevance of the study on the impact of this process on the aspects of strategic management of the enterprise.

The process of globalization of business began to develop so quickly that a new aspect of enterprise management appeared, which can be called «Global Strategic Management». It is a combination of strategic management and international business, which is being developed around the world as new strategies for global corporations [1].

In business, the process of globalization is often associated with the activities of transnational corporations. This transnational corporation is an enterprise that carries out extensive international operations in more than one foreign country. Such corporations often represent global concerns.

However, it should be noted that a successful company that effectively operates in the context of globalization is not necessarily a global company or a transnational corporation that controls the markets of several countries at the same time. Very often you can find a way to successfully develop and increase your income and at the local level, knowing what mechanisms to apply. The choice of the most optimal development strategy depends on many factors, in particular on the choice of a particular market, the positioning of the company, the understanding of the competitive advantages and, of course, the traditions and values of the host country.

As already mentioned above, each company approaches the issue of forming a development strategy, relying on the specifics of the company's activities, as well as its competitive advantages. There are four main strategies that can be used to achieve success and improve the efficiency of the enterprise in the context of globalization.

These strategies offer the following options for development [2]:

– benefit from the opening of new markets, including the use of an integration strategy with other companies;
– specialization on one link in the price chain and further development as a «virtual» enterprise, with the support of a network of partners;
– positioning your own company on the market as the main contractor;
– use of those opportunities, which are neglected by competitors, concentrated especially in the world markets, to further outstrip them in the domestic market.

The use of integration processes is one of the most popular options for the development of an enterprise in the context of globalization. The essence of the international integration strategy implies the introduction at the world level of the model of a traditional integrated enterprise, and then the search for the benefits of using cheap labor and large-scale production of goods to provide services to a larger market at optimized prices.

Also, one of the strategies of enterprise development in the context of globalization is the virtualization of the company. In general, enterprises that adhere to this strategy are companies specializing in one operation, and the remaining tasks are assigned to partners from other countries [3].

Another development strategy in the context of globalization involves positioning the company as a contractor. However, this choice should be taken carefully. In view of the increase in the number of companies that specialize in a particular type of activity, contract markets are emerging, the importance of which is growing every day.

The latest development strategy implies superiority in the domestic market. In the conditions of globalization, in many industries there may be a gap at the level of local markets. The reason may be that globalization is characterized by the standardization of proposals, which may not correspond to the specifics of local demand [4].

Analyzing the development strategy of the company in the context of globalization, it can be noted that the universal way to achieve rapid success cannot be found, but in the formation of their own development strategy, the company can rely on the proposed options, using them as the main platform, taking into account the peculiarities of the company and the market.

To determine the most appropriate strategy for the development of the organization, strategic planning managers need to analyze many of the indicators directly related to the possibility of increasing the efficiency of the enterprise, among which an important role is played by the competitiveness of the enterprise. As a tool for analyzing the competitiveness of the company, a map of strategic groups, analysis of the five competitive forces of M. Porter and SWOT analysis can be used.

Summing up, we can say that the process of globalization has an increasing influence on the spheres of activity of both large and small enterprises. The formation of the company's strategy in the context of globalization of the economy requires not only identifying the main trends in the international arena, but also a thorough analysis of the internal environment of the enterprise, as well as its far and close environment.

References:

1. Strategic management [Електронний ресурс]. – Режим доступу : http://pidruchniki.com/80524/ekonomika/strategichniy_menedzhment
2. International Economics: Multinational Corporations [Електронний ресурс]. – Режим доступу : http://pidruchniki.com/1741062062537/ekonomika
3. Article «The impact of globalization for the development of international business» [Електронний ресурс]. – Режим доступу : http://conf.management.fmm.kpi.ua/proc/article/ view/96146
4. Article «Small and medium business in the globalized world economy» [Електронний ресурс]. – Режим доступу : https://cyberleninka.ru/article/v/malyy-i-sredniy-biznes-v-usloviyah-globalizatsii-mirovoy-ekonomiki

Alieva S., Bovkunova O. V.
Oles Honchar Dnipro National University

SPANISH BUSINESS ETIQUETTE

While Spanish business etiquette is quite similar to the rest of Europe and the Western world, it retains certain nuances specific to its unique culture and lifestyle.

Spaniards used to be renowned for their relaxed attitude towards punctuality and timekeeping; however, this is now not the case and you should definitely arrive on time to make a good impression and you can expect them to do the same.

The importance of trust within Spanish business transactions cannot be overestimated. Anyone you will potentially do business with will need and want to find out that you are a person they can trust before they enter into any transactions or contracts with you. It's a common feature of initial meetings that they will aim to establish a personal relationship before entering into any form of business with you. Expect to be asked and to answer questions about yourself before you can get down to the work side of affairs. In other words, never dive straight into talking 'business' as you will be seen as not only rude but also you will be deemed to be rushing in too quickly.

Mealtimes in Spain are generally considered to be the time to relax and enjoy yourself rather than close business deals, so if you are expecting to discuss business over lunch, you should definitely mention this in advance. Usually, a deal would be done at the office and then you would go out to celebrate at a restaurant. It's usual practice for the person extending the invite to foot the bill. It is not usually for bills to be divided in Spain, whatever the circumstances of the meal, and if you have been invited out, it's considered polite to reciprocate at a later date.

Modesty and humility are also highly valued qualities. The Spanish will not be impressed by any form of boasting about financial or personal achievements. Similarly, a calm and measured approach is more highly regarded than either assertiveness or aggression. Loyalty is highly prized and respected. If you win someone's business, their loyalty will then be linked to you as an individual rather than the company you work for.

A handshake is the recognized formal introduction to any meeting. You may then wish to hand over your business card unless you have given it to the receptionist prior to entering any meeting being held within a company's building. In Spain, men will clasp their new acquaintance's hand between both of theirs, as a mark of warmth and welcome.

The dress code is in line with that of the rest of Europe: smart, dark-colored suits for both men and women, although women are not expected to wear jackets. Conservative attire is respected with nothing too showy. Elegance and style are preferable to glamour and ostentatiousness. That being said, Spaniards are said to have a penchant for fine-quality and branded goods. Therefore, men and women often complement outfits with designer bags, shoes, ties, and jewelry.

As a matter of courtesy, always ensure that any paperwork you provide in a business meeting is available in both English and Spanish. It is also advisable to have information on business cards printed in both languages. If you are not a fluent Spanish speaker, then ensure one of the following: either that the people you are meeting with are able to discuss all matters in English or that there is someone available who can translate at the meeting. You may need to hire the services of an interpreter in some cases.

Spanish companies follow a hierarchical structure, with the individuals within those companies granting those hierarchies both respect and expectations. Decisions will always be made by those in charge at the top of the hierarchy and people lower down the ladder will expect many issues and problems to be solved by those at the top.

Bearing in mind all of the above points should ensure that there are no nasty surprises or faux pas in your first business meeting in Spain.

References:

1. M. Ochoa Brun «La diplomacia de la Renacimiento y La diplomacia española» // «Corona y diplomacia» p. 44, Madrid, Escuela diplomática, 2008 r.
2. Електронний ресурс. – Режим доступу : https://etoninstitute.com/blog/spanish-business-etiquette
3. Електронний ресурс. – Режим доступу : http://businessculture.org/southern-europe/business-culture-in-spain/business-etiquette-in-spain

Balyshyna T. S., Bovkunova O. V.
Oles Honchar Dnipro National University

THE IMPACT OF CULTURE IN INTERNATIONAL BUSINESS NEGOTIATIONS

The growing interdependence between nations, enterprises and people have led national cultures to become important. Culture is defined as the socially transmitted patterns of behavior, norms, beliefs and values of this community. Culture is strongly influenced by the factors how people think, communicate and behave. Therefore, it has a great influence on some aspects of the negotiations. It is important to note that culture and nationality are not always the same. Cultures inside the country can be different.

The purpose of the negotiations varies between cultures. For some cultures, the main goal of the negotiations is to conclude an agreement and sign a contract, while other cultures regard is an establishment of long-term relationships between the companies, which can lead ultimately to a contract. In China, the establishment of interpersonal relationships has priority over a commercial agreement. Consequently, it is necessary to establish trust in business relations, the stage of preliminary discussion is important for the Chinese. On the contrary, Americans attach greater importance to the signed contract. Perhaps this is due to the fact that American parliamentarians usually have the right to be lawyers, and through their studies at a law school they negotiate with a view to concluding a signed contract. As soon as the deal is reached, it is deemed final and all details must be respected. Thus, the preliminary stage will be in a hurry, which can lead to a mutual misunderstanding and offenses that may adversely affect the negotiation process.

Culture strongly influences personal stylists. The conciliators of formal styles are inclined to turn to their colleagues by their names and avoid discussing personal affairs. On the contrary, participants in informal culture tend to hurry to try to establish friendly relations. For example, Americans can refer to each other by their names, even if they are just friends. On the contrary, the Chinese formally turn to each other, as it is a sign of respect. Only people who know each other are very well connected with each other by name, that is, with friends and spouses.

Attitude to time varies between cultures. The Chinese prefer slower negotiations, while Americans believe that time is money and in a hurry to conclude an agreement. This reflects their opposite views on the purpose of the negotiations.

For participants it is important to understand the tendency of a particular culture to act emotionally or vice versa. Culture affects the form of written agreements. Americans prefer very detailed contracts, where all possible events and risks are expected. This is due to the fact that the contract is regulated by law. On the contrary, the Chinese prefer a more general agreement, since the basis of the contract is the relationship between the parties. Thus, a detailed agreement indicates a lack of trust between the parties. If there are unforeseen problems, the Chinese will prefer negotiations or mediation to solve this problem, as opposed to litigation, which is America's best choice.

In international business negotiations, it is important to learn about the culture of colleagues and thus improve the problems that may arise during the negotiations. From this study, we see that in the verses of the negotiations between the United States and China there are notable differences that are related to the cultural differences between the two countries. Paying attention to these differences will allow the negotiators to understand the negotiating behavior of their colleagues and to facilitate talks. However, it is important not to allow cultural stereotypes to determine relationships with potential business partners. This is because people can have their own culture, which does not always reflect the perceived culture of the country.

References:

1. Brian J. Hurn / The influence of culture on international business negotiations / London: Sage Publications – 2007.
2. The impact of culture in international business negotiations: special reference to China and USA [Електронний ресурс]. – Режим доступу : http://www.elsi-project.eu/fileadmin/user_upload/elsi/brosch%C3%BCren/THE_IMPACT_OF_CULTURE_IN_INTERNATIONAL_BUSINESS_NEGOTIATIONS.pdf

Bychkova D. S., Bovkunova O. V.

Oles Honchar Dnipro National University

THE IMPACT OF CULTURAL FEATURES IN THE INTERNATIONAL NEGOTIATIONS

Introduction. The universal value, which was created simultaneously with humanity, directed the behavior and culture of society, its direction of thinking is the norm of ethics. In the formation of a modern globalized world, they are the source of tolerance, mutual understanding of people, peoples, and the creation and observance of traditions, as well as the acquisition of new information and knowledge. These factors are important for the development of the economy and welfare in society in general [1].

At present the table of international negotiations meets representatives of various countries around the world, so everyone has his own culture, customs and traditions. Therefore, this issue is relevant with each passing day more and more, and this regard is investigating the influence of the nature and style of the nation in the process of international negotiations [3].

Formulation of the problem. The purpose of this issue is analysis of the characteristics and cultural aspects of international negotiations. Methods by which scientific research is carried out – observation, analysis, comparison, generalization.

Research results. The partnership relationship is a modern way of establishing and recreating entrepreneurial activity – a new business philosophy. It is very important to have a common goal between the partners, but at the same time it should be beneficial for both sides [2]. The active process of companies introduction to the foreign markets makes it necessary to use a cross-cultural approach in negotiations. Based on the interpenetration of values, attitudes and behavior of different cultures it is considered to be a new mechanism of partnership. Such concepts as «cross-culture» (from the English word «Cross Culture») means «crossing cultures».

American expert on intercultural communication E. Hall was asked anthropological «iceberg model», also known as the »Triad culture.» It provides an opportunity to consider different levels of culture and their characteristics. [4] This model illustrates the impact of culture on the invisible visible behavior.

The «iceberg model» all aspects of culture are divided into three levels:

1) visible or technical level – that is what we are seeing is primarily clothing, language, food, architecture. These aspects are all manifestations of a universal vision of culture;
2) partially visible or formal level – is a behavioral reactions: the concept of «politeness» and «time», private space, rules of behavior, facial expressions, gestures, emotions;
3) invisible or informal level – the unconscious level, which is in the subconscious of man. Here we are dealing with incontrovertible fundamental values and beliefs, beliefs about themselves and the world.

US researchers H. Brakerom allocated nine points [5], which could complicate international negotiations. Thanks to them cultural differences that may arise during the negotiations can be found:

1. The purpose of negotiations.

For example, for Americans, the most important aspect is signing of the contract, and the creation of partnerships prevails for Asians.

2. Strategy.

Strategy «win-lose» – confrontational process, which supply receiving benefits only by one side. Regarding the strategy «win-win»: the process of solving common problems, calculation of interest. A striking example is Japan.

3. Talks styles.

There are formal (recourse titles, no issues touches privacy) and informal (rapid establishment of friendly relations) talks styles. For example, formal style is appropriate for the countries such as Germany, Japan and informal – USA.

4. Communication style.

Direct (representatives express their intentions clearly and directly) and indirect (ambiguous communication in which matter gestures, facial expressions, pauses, intonation, etc.). The first type include the Americans or the Germans, and the second Japanese.

5. Cigarette time.

High (time is money, the fastest transition to the nature and the Americans have the clearest example), and low (partners from Asia first spend time to establish personal relationships and then do business. They believe that the haste in negotiations – a bad sign while concluding agreements).

6. The process of the transaction.

Some representatives examine details and discuss specific issues, and then agree to the above terms, while others are the opposite. French and Argentines initially agree with the basic principles, then move to specific points. This approach to the transaction is called a »top down» or of a partial. Americans and Mexicans first agree on a number of points, this style of negotiation is «upward» from parts to the whole.

7. Who decides? The leader or group?

Americans choose a leader who is responsible for important decisions in any negotiations, in Asian culture important decision is taken with the compliance of the group. In the first case the team that negotiates usually small, and the decision process is quick; in the second case, the negotiations involved a large group of people, and it takes time for the decision.

8. Emotionality.

Latinos and Spaniards show their emotions at the negotiating table, while the Japanese, Germans and Englishmen hide their feelings. Of course, emotion depends on the particular person, also different cultures have various emotion degrees.

9. Addicted to risk.

Attitudes to risk either positive or negative. The Americans observed this tendency, they are willing to take personal responsibility for making decisions, try new approaches to solving problems. The Japanese prefer to share the burden of risk with working group.

Conclusions. You can determine that keeping cultural issues in international negotiations is very important part and you should always stick to cross-cultural characteristics of countries during their meeting. If prepared in advance, the chances of misunderstandings during the negotiations and even disrupt it very small, just the opposite. Always remember that each country has its national identity, its own culture, and for everything necessary to be prepared, but all of these features are not always specific to all members of the country is on this issue should take all adequate and be ready for anything.

References:

1. Krupski, O.P. Professional ethics as a factor in the establishment and development of socially responsible culture orhanizatsiynnoyi tourist enterprise [Text] / Volume 22, № 6: Bulletin of Dnipropetrovsk University. Series: World Economy and International Economic Relations, 2014.
2. Nikilyeva, L.A.T. Features international partnerships between the subjects yektamy businesses in the information society / Volume 22, № 6: Bulletin of Dnipropetrovsk University. Series: World Economy and International Economic Relations, 2014.
3. «The role of social and cultural traditions in international negotiations» [Електронний ресурс]. – Режим доступу : https://studme.com.ua/121910105897/politologiya/teoriya_mezhdunarodnyh_peregovorov.html
4. Beyond culture. E. Hall. New York: Doubleday, 1976. 320 p.
5. The Global Negotiator: Making, Managing, and Mending Deals Around the World in the Twenty-First Century. HJ Braker. Macmillan, 2003. 320 p.

Danilova P. S., Bovkunova O. B.

Oles Honchar Dnipro National University

THE ROLE OF SOCIO-CULTURAL TRADITIONS IN THE PROCESS OF INTERNATIONAL NEGOTIATIONS IN ASIAN COUNTRIES (China, Japan, Arab countries)

Formulation of the problem. In the modern world business and entrepreneurship play an important role. Business is one of the main occupations in conditions of market economy and a source for economic and social development. It includes manufacturing, consulting, banking, commercial sphere as well as some other fields of economic activity. Negotiations with representatives of different cultures, countries and nationalities are essential part of business. Negotiations are a craft that any person can master. It is worth it, just make a little effort. As for any skill, you need experience, patience, dedication and most importantly – time. For the purposes of successful negotiating and its subsequent evolving into a long-term cooperation with foreign partners it is important to take into consideration the rules of conduct, communication and etiquette adopted in their culture.

Further, we will try to figure out all peculiarities of communication process in Asian countries that are difficult for us as Europeans to understand.

It should be kept in mind that Asians strongly believe that business is based on mutual trust, personal interactions and, above all, unhurried rhythm of decision-making. This drastically differs from the European model of behaving. We are used to the fact that business relationships rely on coldness, rigidity and accuracy. Observance of hierarchy and subordination, attention to private life and individual reputation, respectful attitude, complying with protocol and traditions are principles of a typical businessperson from Japan, China or any other Asian country no matter whether it is an owner of an international company or a head of a small firm in Singapore [1].

China. This country is considered to be one of the world's main business centers. The art of trading has been developing here for a long time and it plays a huge role here even now. Foreigners are treated here with some caution and suspicion. As a result the Chinese tend to prolong the negotiations following so called «tactics of exhausting» therefore you should stay patient. They also appreciate live communication thus, it would be better to meet in person for the first time not using mail or a phone. However, the meeting should be arranged in advance and preferably in written form. The Chinese retain strong obedience to dress code. Men have to wear a suit, shirt and a tie. Footwear should be perfectly clean. Although the Chinese are quite friendly, they behave in a discreet way during the process of negotiations and if you smile too much on an important meeting, your Chinese colleagues may think that you are not ready for the serious conversation and actions since business is a really big deal for them [1]. The Chinese strictly draw the line between work and rest. You will never be invited to meet in a restaurant or any other places like that. It's important to address colleagues or a person you are talking to as «master». Most of all try to come on meetings in time, as the Chinese are very punctual and may interpret your being late as rude and insulting.

Japan. Japanese manner of doing business and negotiations is almost similar to the Chinese one. They also cannot bear tardiness, prefer unhurried behavior and building up friendly relationships while being strict and conservative at the same time. It is customary to bow when two colleagues meet and the lower they bow the more respect is expressed. Exchange of business cards is a real ceremony. It is thought that you can learn almost everything about a person with a help of their business card only. Therefore it is important to put on it your name, surname, work place, position etc. A business card is necessary to be two-sided with both English and Japanese variants of information. During the exchange, give your business card with either both hands or just a right one keeping a side with Japanese text directed upward. Make sure there are no obstacles between you like a table, chair or a plant. Always take a business card with both hands as it shows respect [2]. Every worker considers a firm as his home, so they distrust stranger and will be very attentive to you.

Arab countries. Keep in mind that Arab world is nothing like ours. It has its own rules, laws and religion. With incomplete understanding of all differences, you may get into a very awkward situation and provoke mistrust or even a conflict. The main peculiarity of the Arabs is that all their rules and prohibitions refer to Islam. It can be difficult for a European to get used to Islamic tradition to pray five times a day no matter where they are whether it be in a shop, restaurant or in negotiations with you. It is also important to remember that pork and alcohol are strictly prohibited. Greeting with a handshake is allowed only for men. You have more chances to get respect from Arab business partners if you are:

1) coherent;

2) loyal;

3) predictable;

4) show friendly attitude to them and their authority [3].

Conclusion. To sum it up we can make up an inference that for successful negotiations it is necessary to explore and get into a culture of a person you intend to have business with. Anyone would appreciate your efforts to improve the relationship between you. Negligence or inattentiveness during preparations for negotiations may cost you a broken deal and contacts or even a real conflict.

References:

1. Електронний ресурс. – Режим доступу : https://delovoi-etiket.ru/nacionalnoe-osobennosti/1273-osobennosti-delovogo-etiketa-v-yaponii-kitae-indii-drugih-aziatskih-stranah.html
2. Електронний ресурс. – Режим доступу : http://miuki.info/2013/07/biznes-etiket-v-yaponii
3. Електронний ресурс. – Режим доступу : http://amalgrad.ru/viewtopic.php?id=2210

Golomoza E. O., Bovkunova O. V.

Oles Honchar Dnipro National University

FEATURES OF CONDUCTING BUSINESS IN THE USA

Nowadays the USA is considered to be the most competitive and technologically developed country in the world with the ever-highest standard of living.

Business in America is an excellent variant for people who wish to earn money honestly at present. The largest internal market, lower degree of corruption, transparent legal system, state support and every possible help to small business – all these factors allow to get the positive relation of society according doing business.

Let us clear out a few advantages of doing business in the USA: the largest market in the world, the largest private sector in the world, low normative barriers, one of the most innovative user markets in the world, presence of highly productive and skilled work force with high mobility, lightness of doing business in connection with the presence of an outstanding business supremacy of law. The proprietor of business in the USA has a possibility to get a permanent residence, and after expiration of 5 years even American citizenship.

As well as there are always some difficulties in all business negotiations. Let us consider what difficulties you can face while doing business in the USA: vast regional distinctions between 50 markets of the different states, high level of competition, clients require high quality of service, cost-of-living expences in large cities, noticeable difference in time (7–10 o'clock of difference), the cost of insurance business is of the ever-highest level, process of getting workings visas – expensive and laborious.

An intercourse and a conduct play a great role in a process of conducting business. How and what does it need to be talked in other country of the world in order not to offend the partner? At first: Americans usually hold back from greetings which conduce to hugging and close physical contacts. In the second: standard distance between you and your interlocutor must be about two feet. As for the leaders it will be the most uncomfortably to stand at a short distance from each other. On distance of the object to other person it is acceptable just to nod him or pass him a hand. In the third: the English, as well as before, will be strict and extremely correct in all business negotiations. The Americans, as a rule, adopt sporting terms in a business language («Touch base», «Call the shots», «Ballpark figures» and «Game plan», – and so on. In general, the Americans like to laugh and get pleasure from socializing with people who have sense of humor. Jokes are usually approved.

It is necessary to conduct business in the conditions of the enormous and tough competition in the USA. There can be two supermarkets in one street, and it is fully ordinary phenomenon. Working is necessary – is the only civilized method, both by different technologies of marketing and by lining up confiding customer relations. Any family ties will not help in administration, all the decisions are made by the passing through tenders. Some companies which are at the beginning of their way consciously work in a loss, only to perform the good product or service, please clients and go out to the American market.

Those companies which have the debugged service are successful in the USA, but not those which quality of commodity is better at. It is the well known fact. It is necessary to understand that business there depends on every client, who in the case of insufficient attention to himself can go away to one of three hundred other competitors, interesting him by more attentive relation. Therefore, whatever a client was, it is necessary necessarily to love him and behave to him with every possible attention.

While conducting business in the United States, one of the best ways to succeed is to use outsourcing. Outsourcing – is a process of transmission of a part of production or business processes to other company, being an expert in this area. If you plan to do business in the USA, you must understand the mechanisms of work of governmental purchases in commercial and military sectors.

What is the most important, it is necessary to keep in mind: to get hold a client, it is needed not to be the best, but to be the most convincing. However, it is also necessary to follow the rules of etiquette.

References:

1. Top tips for doing business in the USA [Електронний ресурс]. – Режим доступу : https://www.communicaid.com/cross-cultural-training/blog/top-tips-for-doing-business-in-the-usa/.html

Hordiienko O.O., Nikitina G. Ye.

Oles Honchar Dnipro National University (Ukraine)

BUSINESS ETIQUETTE IN THE UNITED KINGDOM AND GERMANY

Each country has its own national specificity. Even countries, which are located close to each other, can have different social structures, economic systems and business approaches. Awareness of these features is becoming more and more important in globalized world, where most countries tend to open economic borders to export and import goods and services worldwide and to improve business communication with their trade partners. In order not to get into hot water when business-people work with foreign partners, they have to pay attention to a number of small things and details, especially, when it comes to limits of acceptable. This problem is particularly important for Ukraine, as our country has chosen European vector of development, which determines the way of conducting business with representatives of European countries.

The United Kingdom is one of the world's biggest economic and financial centers. British financiers and business-people are real perfectionists concerned with details and ask the same from their colleagues, including representatives of foreign countries especially when it comes to subsidiaries. The number of rules to take into consideration in formal letters let see how demanding the British are in business communication. One of keys to successful negotiations in the UK is punctuality. Arriving late is inacceptable and business meeting is assigned in advance. Specific humor and wit, being symbols of British culture, can become a significant obstacle in business environment: if you do not understand the joke or ironic remark of the interlocutor, you shouldn't be embarrassed, just you should smile and continue conversation. As Great Britain is a multinational country, calling a Scot or an Irish an »Englishman» would be a wrong step. Representatives of Scotland, Wales and Northern Ireland do not even like the word «British» though, that's why it is better to avoid this topic within the United Kingdom. The British are very conservative when it comes to dress code for official meetings: casual clothes such as jeans and T-shirts ought to be replaced by classic suit. For the same reason, the British avoid to show out their emotions even when they do appreciate your professional skills and personal qualities [1].

Conducting business in Germany has its peculiarities too. Germans are well-known masters of planning. Knowing what they are going to do on a specific day is a significant part of German day-to-day culture. Most aspects of German living and working are defined and regulated by structure, for example, through laws, rules, and procedures, which are evident in all economic, political and even social spheres, necessary so that people aware of what is expected from them could adopt the appropriate working rhythm and build the necessary lifestyle. Therefore, business in Germany is not flexible. Germans do not like surprises: sudden changes in business transactions, even if they improve the outcome, are unwelcome. Business is viewed as being very serious, and Germans do not appreciate humor in a business context. Germans are most comfortable when they can organize their schedule in details, they are extremely punctual and even a few minutes delay can offend them. If you are going to be even slightly late, you should call ahead and explain your situation. Moreover, giving gifts among business associates is not common in Germany. But if you want, it can be something inexpensive but of good quality. Appearance and self-presentation is very important to Germans, particularly with regard to business: they take great pride in dressing well, regardless of where they are going or what position they hold, even when dressed casually, they stay neat and conservative [2].

As features of business etiquette mentioned in this report are common in most European countries, those business people who want to succeed in British and German markets should take into consideration.

References:

1. Деловой этикет в странах Европы [Електронний ресурс]. – Режим доступу : https://selfmadetrip.com/delovoy-etiket-v-stranah-evropyi
2. Business etiquette [Електронний ресурс]. – Режим доступу : http://businessculture.org/western-europe/business-culture-in-germany/business-etiquette-in-germany/

Hovorukha A. A., Gratschewskaja T. A., Snanezkij W. J.

Oles Honchar Dnipro Nationale Universität

ZUSAMMENARBEIT VON DEUTSCHLAND UND DER UKRAINE IM BEREICH DER BILDUNG

Deutschland ist ein verlässlicher Partner der Ukraine, nicht nur in der Politik und im Handelsbereich, sondern auch im humanitären und wissenschaftlichen Bereich. Die Zusammenarbeit zwischen den beiden Ländern in den Bereichen Bildung und Wissenschaft ist kontinuierlich, sehr intensiv und verspricht, sich weiter zu entwickeln. Diese Verbindungen zwischen den Ländern sind von besonderer Bedeutung für die fortschreitende Integration der Ukraine in den gesamteuropäischen Raum für Hochschulbildung und Forschung.

Der rechtliche Rahmen für die Zusammenarbeit zwischen Ländern im Bildungsbereich ist Abkommen über kulturelle Zusammenarbeit am 15. Februar 1993, Die Gemeinsame Erklärung «Über die Grundlagen der Beziehungen zwischen der Ukraine und der BRD» am 1. Juni 1993, «Vereinbarung über die Entwicklung einer umfassenden Zusammenarbeit in den Bereichen Wirtschaft, Industrie, Wissenschaft und Technologie» 10. Juni 1993.

Die Zusammenarbeit zwischen deutschen und ukrainischen Institutionen beschränkt sich nicht auf bilaterale Beziehungen und wird auch im Rahmen der Östlichen Partnerschaftsprogramme in der EU-Nachbarschaftspolitik umgesetzt. Im europaweiten Kontext unterstützt das Bundesministerium durch solche Integrationsprojekte wie RI-LINKS2UA, IncoNet EaP, Danube-INCO.NET und Black Sea Horizon. Zu den bekanntesten Austauschprogrammen gehören AIESEC, Erasmus + und DAAD.

Es sei darauf hingewiesen, dass eine bedeutende Rolle in der deutsch-ukrainischen Partnerschaft spielt Goethe-Institu, die einer der größten Partner des Ministeriums für die Sanierung von Bildungsinhalten ist, Lehrplan Modernisierung, Lehrerausbildung, die Einführung eines Systems von Sprachprüfungen in Bildungseinrichtungen und die Förderung der deutschen Sprache [1].

Es ist auch eine Form der ukrainisch-deutsche Zusammenarbeit im Bereich der Bildung ist der Austausch von wissenschaftlichen, pädagogischen und didaktischen – methodische Literatur, Informationsmaterialien und Lehrfilme, sowie die Erleichterung des Zugangs zu Archiven, Bibliotheken und ähnlichen Institutionen.

So bestätigen zahlreiche Projekte und Initiativen im Bereich der bilateralen Aktivitäten, Austauschprogramme und die Bereicherung der Bildungsbasis durch den Austausch von Bildungsmaterialien die Bedeutung der Kooperation zwischen den Ländern im Rahmen der Östlichen Partnerschaft, um Verbindungen und qualitativ neue Beziehungen zwischen den beiden Völkern zu entwickeln und zu bilden und Interesse an der Zukunft zu zeigen Stärkung und Ausbau der Zusammenarbeit beider Seiten.

Links:

1. Deutsch-Ukrainischer Dialog für Universitätsvertreter und Forscher der beiden Länder fand in Berlin statt [Електронний ресурс] / Botschaft der Ukraine in der Bundesrepublik Deutschland. – 2016. – Режим доступу : http://germany.mfa.gov.ua/de/press-center/news/49189-u-berlini-projshov-ukrajinsyko-nimecykij-deny-nauki-za-uchastyu-ministriv-dvoh-derzhav
2. Мельник О. М. Украинско-германские связи в школьном образовании на современном этапе [Електронний ресурс] / Наукові записки Національного університету «Острозька академія». – 2015. – Режим доступу : http://histj.oa.edu.ua/assets/files/n24_15/21.pdf

Kravets M., Bovkunova O. V.
Oles Honchar Dnipro National University

STRATEGY AND SUBTLETIES OF BUSINNESS NOGOTIATIONS WITH THE SWEDES

Business negotiations with foreigners have an additional burden in the form of national traditions or features. Therefore, it is necessary to be prepared for each meeting, because one wrong step or movement can lead to a major setback or conflict. To conclude a mutually beneficial contract, you need to know the specifics of the mentality of a particular people. As it is known, it is easier to negotiate with representatives of European countries than with representatives of Arab countries. But, despite this, the Swedes also have their own subtleties in negotiating.

Swedes are characterized by seriousness, punctuality, decency and reliability in the relationship. They are great professionals in their field. They can be called perfectionists. During the negotiations, they rarely use an interpreter, since they themselves speak English and German well.

Basically, Swedes tend to be restrained in their style of paraverbal and non-verbal communication compared to Latin cultures. They are described as having a monotone tone of voice, which could be misinterpreted by people of other cultures which are more expressive. They are very quite and thoughtful. That permits then to listen a lot instead of talking spontaneously. Swedes are used to hide their feelings and emotions. The distance of the outstretched arm is considered to be acceptable for communication. Proximity is not advised to make them comfortable. Consequently they do not apply any touching gestures. Handshake is enough.

Secular conversations in Scandinavia are not among the favorite. If you already have a secular conversation with a Swede, do not tell him about your family. In Sweden, the boundary between business and personal sphere is very clear. Critical remarks about the Swedish state system, the royal house, as well as discussions about immigration are taboo. It is better to talk about sports, especially about football or hockey.

It is very important to know before the negotiations about the dress code. Swedes prefer classical style. For men, this is a dark or gray suit. For women – more or less strict, but very bright costume of fashionable length and silhouette, not too pretentious dress. It is worth mentioning that Swedes adhere to simplicity and pathetic is not acceptable for them either in clothes or in the manner of communication.

Friendly relations and relationships play a special role in the development of business. The work is not limited by the walls of the office and often has a continuation at a friendly dinner in the restaurant or away. Only the closest or important partners can be invited to home. If you received such an invitation, then do not forget to buy flowers to the hostess of the house.

Alcoholic beverages in Sweden are very popular, so if you give a bottle of wine as a present, you will not lose anything. However, nice, expensive chocolate Swedes like even more. If the gift is presented to you, do not forget to thank the donor.

In this country it is customary to observe small traditions at the table. According to custom, the owner of the house raises his glass in greeting and, speaking to everyone, says «Skål» (Cheers).

It is considered to be impolite to pronounce a toast to the hostess or master until the end of the meal, put the glass on the table while toasting, until the present people look into each other's eyes.

References:

1. Wiedersheim-Paul, F and Eriksson L. (1991) Att utreda forska och rapportera, Liber Economi, Malmö.

Mashkina K. O., Nikitina G. Ye.

Oles Honchar Dnipro National University

SOME FEATURES OF DOING BUSINESS IN SWEDEN

Globalized economy implies cultural awareness, which, beside customs and traditions, includes features of business communication, capable of becoming either the factor of success or failure of international negotiations. As more and more Ukrainian business initiatives looking for long-term partnership and foreign investment are supported by Sweden, particularly open-minded to new ideas, thanks to annual Sweden-Ukraine Business Forum, understanding key peculiarities of doing business in this Scandinavian country becomes an important factor of success.

Sweden with its strong economy and stable political climate is characterized by openness and transparency within both the private and public sectors, which determines the specificity of doing business and main features of business communication with representatives of this country.

The key element to successful negotiation in Sweden, like in most countries, is punctuality and it is worth remembering this when it comes to meetings. Swedes view lateness in both social and business interactions as disrespectful. Swedes like to prepare meetings in advance, so changing the day or place at short notice will be frowned upon. For this reason, it is highly recommended to arrange meetings at least two weeks in advance and expect a swift reply confirming the meeting arrangements. The best time to schedule meetings is either 10am or 2pm.

Small talk in the beginning, which main goal consists in breaking the ice between interlocutors, should be minimal and meetings should finish on time, otherwise, Swedes may begin to pack up their belongings to show that the meeting came to its end.

The tone of business meetings in Sweden usually surprises foreigners, because in this country, well-known for its diligent work ethic, meetings have relaxed and even jovial atmosphere. It is important for foreigners to recognize that this friendly supportive environment is created because Swedes value contributions from all employees, no matter their rank is. However too much humor and hilarity are seen as inappropriate and may imply interlocutor not taking the business seriously. Managers respect the opinions of their employees, and all employees have the right to expose their point of view or business consideration, if it is supported by justified reasons and data.

Swedes do not like being asked to work overtime and on weekends, so they plan thoroughly their working day. It is worth remembering that Swedish legislature places great importance on parental leave, flexible working, pension entitlements, holidays and corporate social responsibility.

Many foreign business people feel intimidated by the meticulous approach adopted by their Swedish counterparts. Nevertheless, cooperation benefits in the long term, as their attention to details leads to improved quality and greater productivity. Some foreigners also negotiate with the Swedes who are exhausting at first, since all articles may need a detailed discussion, and when the agreement is implemented, it can be reopened for discussion if new issues are discovered. This cautious approach to business is typical of the Swedish people. They place high hopes on themselves and others, because they consider this to be the most effective way to maximize the quality of life and maintain a balance between work and life. Foreign companies who openly embrace this progressive approach to business generally report an increase in productivity and expand more quickly. As Swedes are reliable business partners who will try to maintain existing successful contract and invest on long-term in foreign businesses worth it.

Obodianska V. O., Polyviana O. V.

Oles Honchar Dnipro National University

THE INFLUENCE OF CULTURE FEATURES ON DOING BUSINESS

There aren't any territorial limits for doing business in modern life. Because of some specific features we can divide business on regional and international. Regional business has its own economic and legal norms that depend on the local market. But international business also includes cultural features of target audience. Socio-cultural aspect is very important for achieving maximum efficiency and profitability in business.

Culture is the totality of specifically assimilated norms, values, beliefs, behavioural models, traditions and precepts that exist in all societies and make differences between them. For example, different cultures can have common values but also have different priorities. Thus, there was a situation for a group of American and Asian businessmen that they had to solve.

They were asked the question: «If you are on a sinking ship with your mother, wife and child who can't swim, which of them will you save, if there's a chance only for one person. Sixty percent of American businessmen chose to save a child, forty percent – to save a wife, but all of Asian businessmen chose to save a mother. It means that people from different cultures have their own priorities which affect the way of doing business relationship so much.

Cultural environment of international business includes:

• language (colloquial, official, mass media and international language);

• religion (saint places, philosophical systems, beliefs and norms, taboos, holidays, rituals);

• values and principles;

• education (organizing of educational system, regulatory educational requirements, higher education, level of education)

• legal;

• politics (attitude to sovereignty, nationalism, internationalism, national interests, political risks, opportunity to use power, political ideology);

• technology and material culture (transport, energetic system, communication, urbanization, science and inventions);

• social organization.

For example, we can look at company «Mercedes-Benz» and the way it uses the potential of segment «Turks». Marketers of this company have paid attention to the fact that there are 2.4 millions of the Turks in Germany. One in five Turk has got a Mercedes automobile. That's why the company made advertisement for better awareness. And also the aim was to increase sales among the Turks. Plot of advertisement was the trip of Turkish family for a wedding from Germany to Turkey by Mercedes. The main theme of the advertisement was to show that the way to Turkey is difficult but it is much easier by Mercedes.

Also company changed marketing policy and made special zones for drinking tea where the Turks could talk to each other about everything including automobile. As a result of that marketing decision the number of sold automobiles was highly increased.

Attentive attitude to culture and national features of all people both in society and in business helps to foresee and calculate for sure possible reactions on offering of goods and services. Representatives of different cultures can have different opinions about ethical and unethical behaviour.

There are several representations and acceptances of information in different cultures. Harry Triandis said: «We explain people's behaviour in other cultures within the framework of our own culture».

So we can make a conclusion that profitability of any international business depends on correctly chosen strategy of marketing and management. It’s necessary to consider the socio-cultural aspect for choosing the most effective strategies. Otherwise, business can incur serious losses.

Poterya Yu. O., Bovkunova O. V.

Oles Honchar Dnipro National University

CROSS-CULTURAL MANAGEMENT

Nowadays knowledge of the basic cultural differences and the style of non-verbal behavior is very important. A qualified manager needs to be able to overcome intercultural barriers in order to build relationships with foreign partners. It is necessary to be able to understand and predict the behavior of representatives of another business culture, consider cultural differences in the preparation and conducting business meetings. This topic is very relevant in today's globalization business environment.

Cross cultural management includes managing work teams in ways that considers the differences in cultures [1].

At the first place, it is necessary to clarify that for many years in the world stereotypes about some peoples have been formed. This false information may violate intercultural communications, harm the international development of the company [2].

Examples of some incorrect stereotypes:

Russians: irresponsible, lazy, impractical, unpredictable, closed, benevolent.

Englishmen: polite, true, benevolent, calm.

The Germans: pedantic, soulless, diligent, rude in communication, practical.

Americans: selfish, workaholic, naive, aggressive, irritate, unfriendly.

French: emotional, sentimental.

All in all, do not make a categorical assessment, do not hesitate to ask a lot of questions. Ask and ask! Only so you can understand and feel the nature of the stereotypes of another business culture and build mutually beneficial relations with partners.

Gert Hofstede, Dutch sociologist, characterized culture as a process of collective mind programming that distinguishes members of one country of people from another. According to Hofstede, the perception of the population of different countries differ in four parameters:

1. The ratio of masculinity and femininity – masculinity dominates in societies where the social roles of men and women vary greatly.
2. The power distance – determines the degree of inequality between people in physical and educational terms.
3. Avoidance of uncertainty is the degree of the population's desire to use formal rules and fix life patterns, such as career structure and laws.
4. The ratio of individualism and collectivism. Some business cultures emphasize independence and initiative. In other cultures, the value system is directly opposite. Here, people view themselves as part of a group, organization. [3]

Knowledge of the characteristics of the behavior and management system in different countries can be very useful in making the most optimal management decisions.

1. The United Kingdom .

An English businessman is an erudite man, combining the highest professional training and a kind of political infantilism. Purely human factors are of great importance to him. He has a wide range of interests, connected not only with the economy, but also with sports, literature, art. He is very observant. An English businessman is a good psychologist.

2. Spain.

You can be a little late for meeting with the Spaniards. At the first meeting with you they can embrace you cordially – do not shy away, but do not seek to embrace them first. Siesta for the Spaniards is a sacred thing, so try not to make appointments with them at this time.

3. USA.

The American style of business interaction is characterized by utilitarianism (everything should yield income): the absence of wasted labor; punctuality in fulfilling this promise; analysis, separation of functions and scrupulous verification of performance; the focus is on doing better today than yesterday; great attention to detail; specialization of personnel and production.

4. Arab countries.

An important condition for the success of negotiations in these countries is respect and respect for local traditions. In the traditions of these countries from time to time to you can hear «How is health?», «How are you?». But this does not mean that you have to give a detailed answer. An even bigger mistake is considered if you ask about the health of the spouse and other family members from someone who is not too familiar to you.

Finally, to conduct business in the conditions of a variety of cultures, languages, especially to implement large projects is not only labor-intensive, but also very difficult in terms of cross-cultural management. Having studied all the features of foreign cultures, you will have a great opportunity to expand your production, increase efficiency, productivity and become a multinational corporation.

References:

1. Quora [Електронний ресурс]. – Режим доступу : https://www.quora.com/What-is-cross-cultural-management-What-are-its-functions
2. The problem of stereotypes [Електронний ресурс]. – Режим доступу : http://stud.com.ua/79808/menedzhment/problema_stereotipiv#36
3. Cross-cultural management [Електронний ресурс]. – Режим доступу : http://udik.com.ua/books/book-1066/chapter-37145

Prykhodko M. O., Kolomoichenko O. E.
Oles Honchar Dnipro National University

DOING BUSINESS IN GERMANY AND THE USA AS A SUCCESSFUL EXAMPLE OF EXTENTION

We live in the world where lots of people since there childhood, dream of their own business. You can start business both in your country and abroad. Starting business is rather easy, but it is hard to make it successful and survive in endless competition. After all, the business itself is based on relationships. More economically developed countries are Germany and the USA. Therefore, we shall understand how their businessmen are doing business to try to implement their example in Ukraine.

Nowadays, the United States of America is the most competitive and technologically advanced country in the world with a high standard of living and social security of the population. The gross domestic product of the United States increases annually by 1.8% or more. Let us start with the fact that the most important aspect of American business culture is the notion of «American dream». It is a widespread belief that every person can be successful and financially prosperous through hard work. The American School of Business is based on a strong emphasis of personal initiative and achievement. Personal competence for individual achievement is valued very much. Thus, the leader only advise their subordinates, and they reward them with effective work. Another feature of American business culture is informality. Therefore, the American ethics of business is based on a very direct communication style. It is a well-known fact that there is a principle in American business: «Time is money». Thus, punctuality is an integral part of the American ethical model of doing business, and the delay is thought to be disrespectful and rude. American businessmen believe in clear timetables and strict adherence to the target date. Summing up the results of doing business of America, we can say that the Americans place their business first, and then personal contacts. An important and professional approach is expected from the partner. Shyness, modesty are seen as weakness. (Being late is considered not to be a partner) A meeting is not considered successful if it does not lead to a specific result or decision.

If we speak about Germany, it occupies a leading position in the global economy too. Germany's economic development is based on the principles that combine a free market economy and a social orientation. Germany is a highly developed industrial state. Most German teenagers want to become businessmen. There are a lot of reasons for this. Namely, the high icome and the possibility of its regulation by the startuper; the possibility to obtain prestigious reputation. Small and medium business of Germany is the main driving force of the country's economy. The most popular and promising areas for business in Germany are information and communication technologies, catering and hotel business. It is also necessary to say that there are no divisions between citizens of the country and foreigners when starting their business. First of all, you need to think over the idea, since it will depend on the success of business in general. Germany provides 20% of European GDP, 16% of the population of the entire European Union reside in the territory of Germany. 80% of the gross domestic product in Germany is provided by small and medium-sized businesses. 99,6% of companies the ones are with small registered capital (their employees are 79% of the total working population of the country). German enterprises react poorly and uncertainly. Business meetings are conducted in an informal procedure. The German leaders work on a precise and clear schedule of the day, which is usually clearly executed. German business culture is quite strict. There is a clearly defined hierarchy that is strictly adhered to and the responsibilities and differences between roles and department are clearly seen.

Today it has become very prestigious to do business and have your own business. Firstly, the income of a businessman is much higher than the salary of an employee. Secondly, it is your personal independence. A competent organization of business is a guarantee of high results in the work of the company. As Ukraine is a country with a developing economy, the experience of other countries is very useful. So the way of starting business in the USA and Germany is a good example for Ukraine.

References:

1. Електронний ресурс. – Режим доступу : www.usa.gov/start-business
2. Електронний ресурс. – Режим доступу : https://www.state.gov/business, https://www.usatoday.com/money/business

Моложен А. С., Лобанова В. В.

Дніпровський національний університет імені Олеся Гончара

CROSS-CULTURAL COMMUNICATION AND NEGOTIATION AS THE MAIN ASPECTS OF DOING BUSINESS INTERNATIONALLY

Dealing with cross-cultural differences is an extremely important task in today's world of globalization. The ways of doing business are constantly changing and it is necessary to adapt to them in order to succeed. Communication and negotiation are the key components of doing business internationally and doing this effectively according to cultural diversity is the core concept for dealing successfully in the global environment [1]. Moreover, considering the impact in the workplace, people from different cultural backgrounds can demonstrate business activity in different ways. This may easily cause conflicts and various work troubles. To avoid this cultural awareness is inherent while turning multicultural staff in creative force [2].

Different cultures have their own styles of communication and even small talks excel in special ways. There is a variety of classifications which are used to describe and unify small-talk styles, but one of the most compelling is dividing cultures in the context of communication using the metaphor of peaches and coconuts.

People who are related to the peach culture can be easily considered as relatively sociable. One of their main feature implies maintaining «large talk» with people they do not really know. Private aspects of their lives are often not so hidden and they sometimes share a part of their personal space. «Small talks» are usually enthusiastic, but there is an area, «the peach stone» that always remains private. The best examples of peach culture are USA and Japan, where there a lot of peach-culture manifestations.

The coconut culture is totally opposite to the peach one. People from this type of culture always care about their private «space» in communication with others and try to stay reserved in any cases. When people meet someone from the coconut culture they often think about the »hard shell». Needless to say, the main features of the coconut culture is keeping personal information hidden at the beginning of the conversation. Moreover, such behavior is always perceived as polite one. One of the greatest examples of coconut culture is Germany.

Obviously, the differences between these types of cultures can cause troubles and misunderstandings during the process of doing business internationally. As a result, a peach-coconut challenge takes place. To solve this task the main thing we can do is not to misinterpret the signs we receive, because it gives an opportunity to stay flexible and free in a way that we are [1].

The second part of cross cultural interaction implies the process of negotiation. Every culture has its own negotiation style and it is increasingly important to understand dimensions of negotiating diversity across cultures. In many countries negotiations are associated with partnership and at the same time there are a lot of cultures, which perceive their negotiating style as goal-oriented one [1]. For example, such a country as China, which is considered to be vast and rapidly changing and which is bursting with a whole bunch of economic opportunities both for natives and foreigners, has a complex negotiating style. Business people there make an emphasis on relationships among everybody, who is involved in a negotiating process. Furthermore, this tendency tends to prolong negotiations, which is quite strange for many countries where companies focus on fix contract drawing. Despite the relationship emphasis the Chinese try to remain their options opened in order to abandon a non-profitable deal in favor of more attractive one. So called «widespread opportunism» can make it hard to succeed in today's Chinese business platform for many foreign entrepreneurs [3].

In conclusion, cross-cultural communication and negotiation are among key features of doing business internationally. Every culture has its own intangible differences and it is inherent to consider them during cross-cultural communication and the process of negotiation. Cross-cultural differentiation has a lot of interesting aspects and developing communication and negotiation skills considering cultural uniqueness will obviously help people doing business in today's world of globalization.

References:

1. Воробьева С. А. Business Across Cultures. Бизнес в разных культурах. Практический курс английского языка для межнационального общения, М.: Филоматис, 2015.
2. Storti, C. What is Culture, Anyway?:[Electronic resource]/C.Storti; Profiles in Diversity Journal [Електронний ресурс]. – Режим доступу : http://www.diversityjournal.com/4179-what-isculture-anyway
3. Official website. Program on negotiation. Harward Law School [Електронний ресурс]. – Режим доступу ::/[/www.pon.harvard.edu/daily/international-negotiation-daily/international-negotiation-skills-four-tips-for-negotiating-in-china](http://www.pon.harvard.edu/daily/international-negotiation-daily/international-negotiation-skills-four-tips-for-negotiating-in-china)

ЗМІСТ

ЛІНГВІСТИКА, ЕКОНОМІКА, ПСИХОЛОГІЯ: ІНТЕРДИСЦИПЛІНАРНА ВЗАЄМОДІЯ

ВПЛИВ ГЛОБАЛІЗАЦІЇ НА БІЗНЕС-СЕРЕДОВИЩЕ

СОЦІО-КУЛЬТУРНИЙ АСПЕКТ ВЕДЕННЯ БІЗНЕСУ В КРАЇНАХ СВІТУ

Н а у к о в е   в и д а н н я

Мови видання: англійська, французька, німецька

МАТЕРІАЛИ

Регіональної науково-практичної конференції
молодих науковців та студентів

«МОВНА МОДЕЛЬ СУЧАСНОГО ІНФОРМАЦІЙНОГО ПРОСТОРУ»

(іноземними мовами)

Дніпро · 26–27 квітня 2018 р.

Окремі доповіді друкуються в авторській редакції

Організаційний комітет не завжди поділяє позицію авторів

За точність викладеного матеріалу відповідальність покладається на авторів

Відповідальний редактор *Біла К. О.*
Технічний редактор *Біла К. О.*

Підписано до друку 25.04.18. Формат $60x84^1/_{16}$. Спосіб друку – плоский.
Ум. др. арк. 5,8. Тираж 90 пр. Зам. № 0417-01/10.

Видавець та виготовлювач СПД Біла К. О.

Свідоцтво про внесення до Державного реєстру
суб'єктів видавничої справи ДК № 3618 від 06.11.09

Надруковано на поліграфічній базі видавця Білої К. О.
Україна, 49000, м. Дніпро, пр. Д. Яворницького, 111, оф. 2

тел. +38 (067) 972-90-71

e-mail: conf@confcontact.com

www.confcontact.com