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THE CURRENT STATE OF THE TRANSNATIONALIZATION OF THE ECONOMY AND ASPECTS OF THE TRANSNATIONAL CORPORATION'S GROWTH

The **subject** matter of the article is the theoretical and practical aspects of growth, expansion, and functioning of the transnational corporations against the backdrop of the modern transnationalization of the economy. The **aim** of the work is to research the transnationalization of the economy and to identify the main factors of growth and development of modern transnational corporations. The following **tasks** were solved in the article: analysis of the level of transnationalization of the economy; definition of modern geographical diversification of TNCs; research the theoretical foundations of corporate growth; creation of practical evidence of a theoretical basis on modern databases; analysis of the influence of the elements of the expansion of TNCs on their profitability. The following **methods** are used: the graphic method, the statistical method, the comparative method, the index method. The following **results** were obtained: the level of transnationalization of the world economy in dynamics over the past years has been revealed, which is characterized by a stagnant situation from 2014. The study of the transnationalization of individual economies shows a certain approach of the leaders to the more similar indicators. This trend demonstrates the importance of geographical diversification for TNCs. The relationship between the profit and the using of various specific expenses was discovered. It has been revealed that R & D, as a component cannot independently provide the sufficient competitive advantages to the ever-growing technological solution of global competitors. The need for the existence of specific capabilities of the company due to the proper management in the geographical structure is confirmed. It is noted about the change in the local position of both the parent companies and affiliates of TNCs, which leads to transnational competition between countries. The need of simultaneous use of multiple methods of growth is noted. **Conclusions:** the studied at the work theoretical and practical aspects demonstrate the importance of each element of the TNCs. The expenses of corporations are necessary for the development and expansion of activities. Marketing costs, migration force, R & D costs, geographic diversification management make it possible to use the potential of companies more widely while simultaneously using different methods. Practical consideration has allowed to determine that the maximum result is achieved by a combination of several elements of growth, thereby creating so-called "profitable giants".

Keywords: transnational corporations; marketing expenses; R&D; geographical diversification.

Introduction

The development of the economic sphere is characterized by the continuous growth of the role of transnational corporations. The theoretical understanding and the practical study of the existence of transnational corporations on the basis of their constant growth can predict possible benefits not only at the level of the parent company but also at the state level. Over the past decades, the basic legal forms of ownership have been created and improved. This allows continuing to offer organizational decisions that enable TNCs to keep their current leading positions in comparison with national companies.

Analysis of recent research and publications

The subject of the article was considered by various representatives, both from a theoretical and a practical point of view. New insights on the development of TNCs and the expansion of influence were studied by Solomon Picciotto [1]. The researcher examined the opportunities for TNCs to grow through the creation of specific opportunities in the form of allocation of resources for international tax planning in order to avoid double taxation and create conditions for the introduction of transfer prices. The development of specific opportunities in recent years is also based on research on the benefits of migratory force.

An important approach to the development of TNCs for today's researchers on this topic was the allocation of strategically properly managed management. This is represented as the creation of a TNC differential network to provide specific functions of individual affiliated subsidiaries performing independent work to complement

and integrate into core activities. This schematic image was considered by Heinz Thüßelmannakim, Edvard Gilmor [2] and others [3].

Thus, modern researchers of the theoretical approaches to the expansion of TNCs on the basis of transfer pricing, avoidance of double taxation and the use of FDI for R & D, marketing components are Solomon Picciotto, Stephen R. Buzdugan, Heinz Tyselemann, Edvard Gilmor, Ulf Andersson and Nusan Memar and others.

Identification of previously unsettled parts of the general problem

Despite a large number of explored approaches and methods for analyzing the expansion and functioning of TNCs, there is a constant need to focus on the new research and the basic theory transferred to the practical basis.

The purpose of the work is to study the transnationalization of the economy and the disclosure of methods for the expansion and growth of TNCs, modelling the relationship of the theoretical basis with the practical results.

Presentation of the main research material

In the studies of the theoretical basis for the transnationalization of the economy, the most commonly used method is the transnationalization index for a particular country. This index in this study is used to trace the dynamics of the ratio of FDI to GDP at the global level. The index of transnationalization of the world economy takes on the following form:

$Index\ of\ transnationalization = FDI_{world} / GDP_{world}$, (1) foreign direct investment in the global economy; GDP_{world} – world gross domestic product.

where *Index of transnationalization* – index of transnationalization of the world economy; FDI_{world} –

The dynamics of the index of transnationalization from 2000 to 2018 inclusive is shown at fig. 1, with an interval of four and two years.

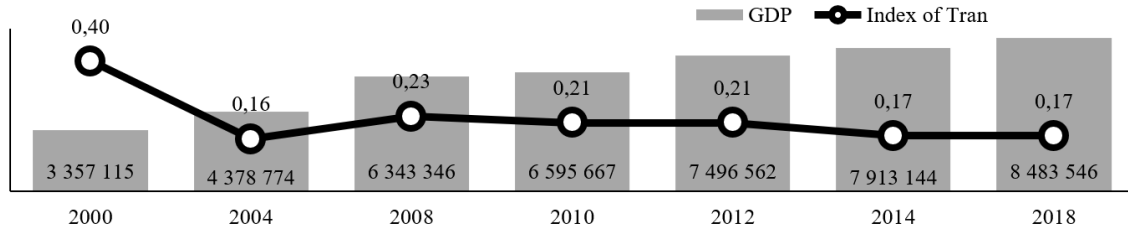


Fig.1. The dynamics of the global index of transnationalization,% and billion dollars USA

The source is calculated and compiled by the author on the basis of statistical indicators [4].

According to the data shown in the figure, it is possible to note that there is no stabilization trend of the transnationalization index at the global level, resulting in constant volatility trends. An interesting period in this study is the actual value for 2000 when there is a significant increase and peak in the period under review. It is possible to characterize this as a certain boom in the transfer of production and the geographical diversification of corporations for the sake of profit. It is also characterized by the expansion of entrepreneurial activity and the creation of financial agglomerates to expand the monopoly power of banking institutions. This provoked a

further decline in the index value in a few years due to the closure of non-profit affiliates.

In 2018 there has been some modest growth rate that can not be described as an unusual situation. During 10 years the period of the global crisis is a small oscillating trend toward growth or decline.

The United States, China, along with Hong Kong and Japan, are countries that are represented as a base of the transnational movement. The theoretically-formed part allows us to investigate this tendency on practical indicators, confirming or refuting the initial statement of their leading position.

The results of calculating the transnationalization index for the respective countries in the dynamics are shown in table 1.

Table 1. The dynamics of the transnationalization index of the USA, China, Japan, and the EU

Country/Year	2000	2006	2012	2018
USA	8,6	5,1	3,9	4,4
China	13,9	12,8	10,7	8,1
Japan	0,3	-0,2	0,1	0,2
EU	30,1	18,3	14	6,9

The source is calculated and compiled by the author on the basis of statistical indicators [4]

According to the dynamics of the indicator in the above countries, the table shows a similar situation to the global scale. The highest value in the four regions was achieved in 2000, which subsequently led to a sharp, further more gentle decline. The leader in the calculated indicator of the transnationalization of the economy is the EU as a region. However, when considering the countries of the Union separately, the study will acquire a different characteristic. Among the single countries in 2018, it is inappropriate to single out only one leader. The indicator

is similar in all cases except Japan. This situation is confirmed by the location of TNCs in the countries provided, significantly changing the diversification from 2000 to 2018.

The review of General information on transnationalization, its indicators, the study of the structure and rating lists of TNCs make it possible to move on to more General information on foreign direct investment (FDI) flows demonstrated by the fig. 2.

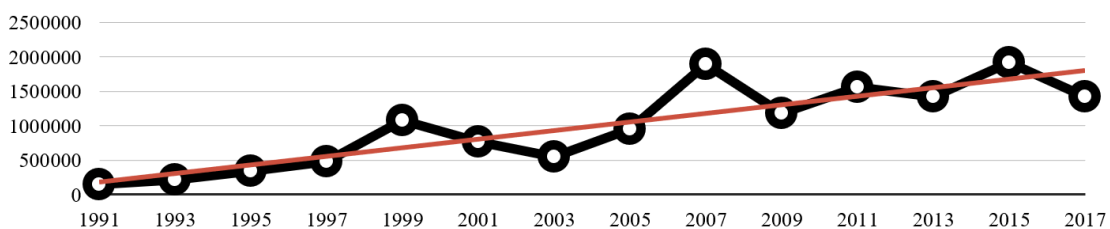


Fig.2. Dynamics of FDI flow, million dollars USA

Source: compiled based on statistical data [5]

From the research data of the period from 1991 to 2017, with an interval period of 2 years, there is an upward trend until 1999. After 1999, the fluctuating trend is noted without constant constant growth or decrease. The maximum value of FDI flows was noted in the pre-crisis year, in 2007. After that, there was a sharp decline in this indicator.

According to the announcements of the UN Conference on Trade and Development for 2018, again the decline in the flow of FDI. Thus, world foreign direct investment fell by 19% in 2018 to an estimated 1,2 trillion USD, from 1,47 trillion USD in 2017. The decrease was due to elemental changes in developed countries, where the inflow of FDI dropped by 40% to 451 billion USD, mainly due to the large repatriation of accrued income by international US companies after tax reforms. This led to a decrease in flows to European countries [6].

After examining the general situation regarding the transnationalization of the economy, it is possible to move directly to the next element of the study - the theoretical and practical aspects of the growth of transnational corporations. Most of the theoretical research by different authors develop the bases, completing them with new observations. In general, according to the combined data of materials, three scientific directions of growth of FDI and TNCs are allocated :

- specific advantages;

- the dynamism of opportunities;
- knowledge pooling [7-9].

The first element of strategic expansion is the direction concerning the company's special advantages. Mainly, this aspect is based on technological advances. Technological equipment allows to accelerate the FDI turnover at constant restoration and slow down at a certain stagnation [5-6], being a necessity for geographical diversification in foreign markets.

An interesting addition to this expansion theory by improving the technological basis is the results of Buckley and Cason's research based on the work of Edith Penrose. The importance of entrepreneurial opportunities for the disclosure and use of investment opportunities in the environment is important [1-3]. Diversification takes place when taking into account two main components: research and development (R & D) and results from product innovation (focusing on the development within marketing and through marketing).

Buckley and Cason [7-8] noted insufficient Penrose's consideration of R & D. In their work Buckley and Cason argue that R & D helps the company to grow, while the researcher claims about the equality of the simultaneous growth of R & D expenditure and growth of TNCs [4-8]. As a result of these studies, a schematic illustration of the transformation of TNCs into R & D costs was created (fig. 3).

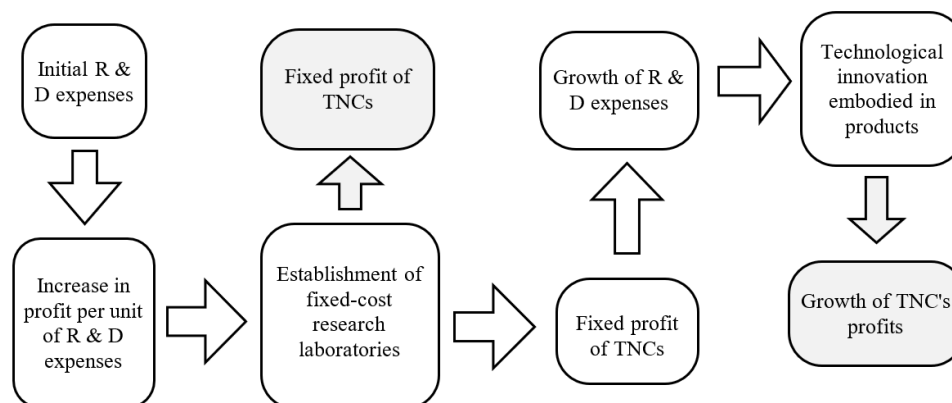


Fig. 3. Impact of R & D expenditures on corporate profits

Source: compiled by the author based on data [7-11]

There are two directions of development of the company with the use of the costs of specific benefits, which is contained in R & D. In the first direction, there is an increase and profit recording relative to the cost of technological equipment, while the other shows the growth and dependence of TNCs on these investments..

In addition, researchers note the stimulation of R & D diversification within the corporation, as technological attachment leads to the spread of knowledge from one product to another. The flow of technological innovation, especially in rapidly changing industries, ultimately determines the growth rate at the firm level [7, 9-11]. The lack of constant and systematic replenishment of technological knowledge, based on investment in R & D, will significantly limit the growth of the corporation, even in spite of the existence of other specific competitive opportunities. The company's growth rate is determined

by a trade-off between improving the quality of products and increasing the cost of R & D.

The work of Buckley, Cason and Penrose is that the growth of TNCs must take into account both geographic diversification into new markets and product innovation. Approval of Penrose was based on the fact that geographical diversification into new markets is a set of "assistive empirical assumptions". Today, such assumptions may include trade and investment barriers, national regimes of property rights and the political situation, dependence on the commodity market, etc. [5-7]. Organizational management decision considers these aspects as possible factors of influence, and not as the basis on which the development model is being built in order to use the opportunities of the external market.

The experience of Penrose allows us to conclude on the construction of a TNC system based on marketing

strategic decisions [5-6]. Marketing, as a component, cannot independently provide sufficient competitive advantages to the ever-increasing technological solutions of global competitors. Investments in R & D is an integral part of the growth of any corporation. The rating of corporations for R & D expenditures is shown in table 2.

Table 2. Rating of corporations for R & D expenses, billion dollars USA

No.	Corporation	Field	Period		
			2012	2015	2018
1	Amazon.com, Inc.	Retailer	2,9	9,3	22,6
2	Alphabet Inc.	Software and services	5,2	9,8	16,2
3	Volkswagen	Cars and components	8,7	13,9	15,8
4	Samsung	Technology and equipment	9,3	13,9	15,3
5	Intel Corporation	Semiconductors and semiconductor equipment	8,4	11,5	13,1
6	Microsoft Corporation	Software and services	9,8	12	12,3
7	Apple Inc.	Technology and equipment	2,4	6	11,6
8	Roche Holding AG	Pharmaceuticals, biotechnology and natural Sciences	8,5	10,2	10,8
9	Johnson & Johnson	Pharmaceuticals, biotechnology and natural Sciences	7,5	8,5	10,6
10	Merck&Co., Inc.	Pharmaceuticals, biotechnology and natural Sciences	8,5	7,2	10,2
11	Toyota	Cars and components	7,3	9,5	10
12	Novartis AG	Pharmaceuticals, biotechnology and natural Sciences	10,2	9,7	8,5
13	Ford Motor Company	Cars and components	5,3	6,7	8
14	Facebook, Inc.	Software and services	0,4	2,7	7,8
15	Pfizer Inc.	Pharmaceuticals, biotechnology and natural Sciences	9,1	8,4	7,7

Source: [11]

There is an increase in spending over the period 2017-2018 for the research and development of almost all representatives of the first 15th rating. Most of the corporations with significant R & D investments are represented by US representatives. The sphere of corporations dominates the pharmaceutical sphere. It has a

fairly standard explanation: the pharmaceutical sector requires continuous improvement of the means of treatment, the development of biotechnology and genetic engineering. The research of corporations' expenditures for R & D and income in 2018 is shown in table 3.

Table 3. R & D expenses and corporation revenues in 2018, billion dollars USA

No.	Corporation	Field	R&D	Profit
1	Amazon.com, Inc.	Retailer	22,6	232,8
2	Alphabet Inc.	Software and services	16,2	136,8
3	Volkswagen	Cars and components	15,8	230,7
4	Samsung	Technology and equipment	15,3	218,17
5	Intel Corporation	Semiconductors and semiconductor equipment	13,1	70,8
6	Microsoft Corporation	Software and services	12,3	110,36
7	Apple Inc.	Technology and equipment	11,6	265,5
8	Roche Holding AG	Pharmaceuticals, biotechnology and natural Sciences	10,8	56,8
9	Johnson & Johnson	Pharmaceuticals, biotechnology and natural Sciences	10,6	81,5
10	Merck&Co., Inc.	Pharmaceuticals, biotechnology and natural Sciences	10,2	42,2
11	Toyota	Cars and components	10	264,4
12	Novartis AG	Pharmaceuticals, biotechnology and natural Sciences	8,5	53,1
13	Ford Motor Company	Cars and components	8	160,3
14	Facebook, Inc.	Software and services	7,8	55,8
15	Pfizer Inc.	Pharmaceuticals, biotechnology and natural Sciences	7,7	53,6

Source: [6, 11-12]

An interesting trend is that corporations with lower annual income are more likely to be allocated to research and development, which is more than 14% of average revenue. While the "giants of profit" invest in R & D only more than 5% of annual income. However, in actual terms, "profitable giants" are not inferior, being at about the same level.

The representatives of the pharmaceutical and biotechnology spheres mostly spend more than 14% of annual income. This situation is justified by the logic of the existence of such corporations: the constant improvement of pharmaceuticals, the development of genetic engineering, the discovery of new substances, etc.

Competition in this area requires constant development and significant technological improvement.

Thus, there is a certain tendency to R & d expenditures by corporations in the amount of about 12% of annual income.

However, in spite of the fact that in relative terms the "profitable giants" invest almost 10% less in R & D, this does not overlook the level of actual indicators. The constant growth of annual income allows us to conclude that the confirmation of the theoretical growth of TNCs is not only based on the assumptions of Kylie and Bailey (R & D), but also on the assumptions of Penrose. Determines the importance of the internal development of TNCs

through marketing. Corporations, for example, Apple, Toyota, Samsung, Volkswagen spend a lot of money on the marketing component. According to the 2017 rating, published at the end of 2018, Samsung is among the top

five corporations that spend significant advertising spending, heading this list. The expenses of corporations for marketing steps in 2017, is shown in the table 4.

Table 4. *The expenses of corporations for marketing steps in 2017*

No.	Corporation	Field	billion dollars USA	%
1	Samsung	Technology and equipment	11,2	4,3
2	Alphabet	Software and services	5,1	4,6
3	Pfizer	Pharmaceuticals, biotechnology, natural Sciences	2	3,8
4	Amazon	Retailer	3,3	1,8
5	Johnson & Johnson	Pharmaceuticals, biotechnology, natural Sciences	1,9	2,4

Source: compiled by the author on the basis of data [12]

The "financial giants" invest a significant part of the annual revenue in the marketing steps to promote their product. However, it is also possible to see that in the total size of the annual income of the investigated corporations does not vary significantly in the relative value of the corporation to the corporation. This confirms the necessity of the existence of specific features of the company not only in one of the elements but in the combination of R & D and marketing as a common element of the internal development of the corporation.

The second direction of TNC growth is the dynamism of opportunities. Different scientists studied and regulated different approaches. The Penrose model has been certified for intentional knowledge upgrades [5].

Steen and Leashe argue that MNCs are developing the higher-order capability for managing resources under their control [7-8]. In general, all models of authors are largely based on the assessment, addition, and expansion of the well-known Dawning's paradigm. This concept is based on three main elements of transnationalization: ownership, internalization and location advantages.

The dynamism of opportunities is reflected by the new factors in the form of tax avoidance and transfer pricing. By Solomon Picciotto, tax avoidance gives transnational corporations the ability to allocate resources to international tax planning [1]. Strategies acquire the two generalized ways. First, the main methods of tax evasion are the creation of "core companies" in jurisdictions with low tax. Secondly, the activity of TNCs is differentiated by function. Branches whose profits are subject to high tax rates are treated as those that carry out "low risk" production, distribution, or research functions and are attributed to "standard" profit rates, typically using a one-way transfer pricing method [1].

The expansion of TNCs activity through the dynamism of opportunities under the old theoretical basis is the subject to internationalization, and, according to the new analytical research, the tax avoidance and the transfer pricing is added.

The development of the differentiation of the TNC network leads to the modernization and deepening of FDI. This statement is proved and analyzed in the work of Stephen R. Buzdugan and Heinz Tyselemann. TNCs increase their specialization in the TNC network and create a differentiated network of subsidiaries in order to maximize competitive advantages by developing their contributions to meet the strategic objectives of the parent company [2]. As a result of this development, the authors

summarize the information on the need for the existence of the mandate and strategic autonomy of branches for deep implementation, the development of the main areas of activity, the implementation of specialized functions.

Edward Gilmore, Ulf Andersson and Nusan Memar have similar views. An additional element to similar theories is the uniqueness and independence of the branch due to FDI invested in R & D. The parent company provides investment and responsibility to one of the subsidiaries for certain research activities. This responsibility requires the subsidiary not only to use its own capabilities but also to integrate the research and development mandate into its existing portfolio and resources that are in the internal and external environment of the subsidiary to promote the overall growth of the TNCs [3].

The third element in the growth of FDI and TNCs is a knowledge pool of placement, international transfer, especially through international human resource management as a prerequisite for growth. Human resources play an important role, which in a sense is an entrepreneurial potential that is critical to diversification and growth, as well as the size of a management team that sets the limits of the firm's growth rate.

As a result of these assumptions, researchers, for example, Tang and Mahoni, and Beamish and Gorzen noted the importance of migrant force. Researchers believed that migrants represent links between important knowledge between geographically dispersed centers of economic activity within the TNCs. Expatriates facilitate the exchange of knowledge transmitted internationally from a parent company with knowledge of location located in the host country's management, and this merger has a positive effect on the sustainable growth potential of MNCs, at least at the initial stage of the conquest of the new market [3, 13].

Migration is not only a process of transferring productive factors between countries, but also affects aggregate productivity through interaction with TNCs, resulting in an intraindustry redistribution of market share to more productive firms. Moreover, migration reduces the variable costs of offshore TNCs and leads to more types of available for consumers. Both channels contribute to an increase in global production efficiency [7, 3, 13]. Thus, in addition to welfare growth through openness to TNCs, migration encourages further achievements.

At the same time as the existence of the theoretical bases for the expansion and functioning of transnational corporations, the question arises of the geographical basis. Localization is considered by researchers as a certain aspect of management and strategic planning for efficiency improvement. Suitable research of the theoretical basis for the expansion and functioning of transnational corporations is geographic diversification, which is often overshadowed by researchers in the writings. Thus, according to Forbes magazine [14], which lists the largest 2,000 TNCs, 61 countries are represented

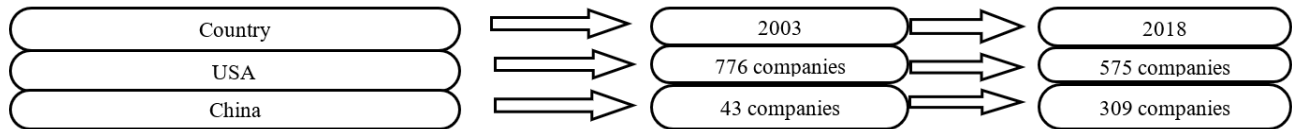


Fig. 4. Leading countries for the formation of TNCs

Source: compiled based on data [14]

According to the data of 2018, the trend is to place the parent companies not only in the United States but also in China and Japan. This situation shows the growing role of the two last countries on the international scene with the following factors:

- technology development;
- state support for both the formation of TNCs and the partial ownership of the shares of large corporations;
- reformed tax system.

At the same time, the tendency for localization changes focuses on the transnational competitive concept. American brand space is characterized by quality and redundancy of offerings on the example of Apple, Google, Coca-Cola, Microsoft, etc. Nevertheless, in 2018, the dominance of American brands in the world market is decreasing. From Samsung to Toyota to Mercedes Benz, companies in Europe and Asia are destroying the cost reduction system by offering goods at a stable price [15].

The biggest competitive pressure of US multinational corporations in 2018 is felt by

among the functioning. According to the rating in the United States, there is the largest number of companies based there, reaching a total of 575 pieces. The second position belongs to China and Hong Kong with 309 companies, followed by Japan with 223 corporations. Even with this source of rating lists, it is possible to observe a significant approximation to more similar rates by location, which is significantly different from the first publication in 2003. The statistical changes in the number of corporations by countries are shown in fig. 4.

the Asia-Pacific region, which is now constantly opening new markets in developing countries. Here, the main representatives are two Chinese companies, Haier and Kelon, which are becoming the leading competitors for the well-known American brands Whirlpool and Maytag. At the same time, the South Korean brands, Samsung, LG and Hyundai, began to appear in the arena in new categories for themselves, such as smartphones, home appliances and cars [15].

The leaders in the ratings of TNCs have a direct influence to the processes of transnationalization. They form a foundation and set the level of development in their spheres as leaders and innovators. Various ratings review the list for a variety of key indicators, so Global 500 Fortune considers profitability as the "Global 2000: The World's Biggest Public Companies" rating is published in terms of profitability.

Table 5 shows the first 10 companies for profitability by the end of 2018.

Table 5. Top 10 TNCs ranked for yield in 2018

No.	Corporation	Field	Billion dollars USA
1	ICBC	Finance	45,2
2	JPMorgan Chace	Finance	32,7
3	China Construction Bank	Finance	38,8
4	Agricultural Bank of Chins	Finance	30,9
5	Bank of America	Finance	28,5
6	Apple	Technologies	59,4
7	Ping An insurance Group	Insurance	16,3
8	Bank of China	Finance	27,5
9	Royal Dutch Shell	Oil production	23,3
10	Wells Fargo	Finance	23,1

Source: compiled based on data [15]

According to the ranking, presented by "Global 2000: The World's Biggest Public Companies" [15], leading profits are led by the financial corporations. The Industrial and Commercial Bank of China (IISC) is ranked first in the ranking for seven consecutive years. The remaining four largest Chinese banks represented the top

ten, while JPMorgan Chase climbed to second place due to higher profits and significant tax cuts.

Position leader has an interesting feature of this position. Thus, ICBC has a significantly higher interest margin than international companies [4, 17]. Focusing on business through the use of individuals as important customers allowed the bank to create a solid client base

inside the bank. The state guarantee provided credibility to the banking system. This has led to the expansion of its own base on the international arena. The outbreak began by investing in significant projects and enterprises supported by government agencies of other countries to stabilize and reduce the risks of the investment portfolio [17]. Thus, this type of expansion of TNC activities may characterize the transition of the national company to the international level, and with the year to the transnational

through the development of the marketing base as a client-oriented different types.

In the above local competition between the United States and other areas for the location of subsidiaries of TNCs, it is also worth considering the placement of affiliated companies as interconnections between different "platforms". The location of foreign (American) affiliates in the European territory is reflected in fig. 5.

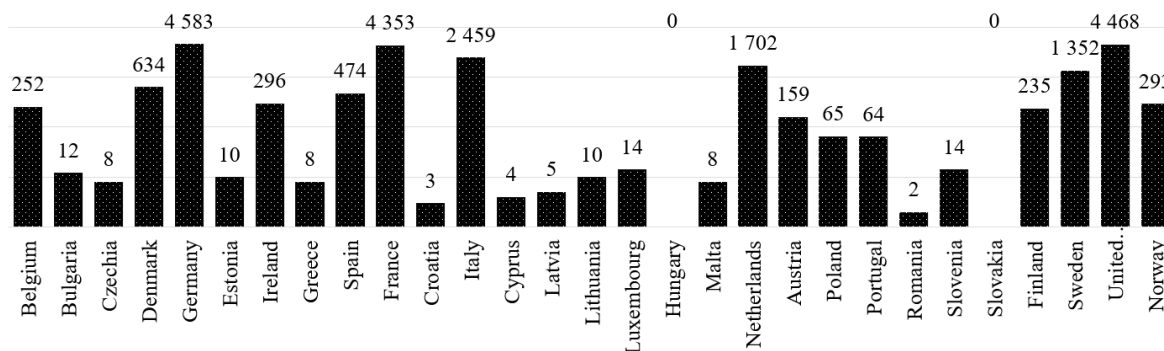


Fig. 5. The number of American affiliates in the EU-28 in 2018

Source: compiled by the author based on data [4]

The given at the Figure data allows you to analyze the location of TNC affiliates from US parent corporations in Europe. The largest branches in 2018 from US transnational corporations are located in the UK, Germany and France. This trend is bilateral, but to confirm the

impact on the region's profits in each country, one should consider separately the result of the absolute indicator - the profits from American branches of TNCs in the territory of Great Britain, Germany and France, as shown in table 6.

Table 6. Statistics for TNC affiliates in France, Germany and the UK in 2018

Country	Profit in million Euros	Working places	Quantity
France	247 957	660 099	4 353
Germany	512 720	773 942	4 583
Great Britain	200 226	488 846	4 468

Source: compiled according to the data [4]

The data in the table allows us to conclude that the study of the three countries has a significant profit form the activities of their American transnational corporations. At the same time, it allows for an increase in the number of jobs, which allows to some extent maintain unemployment within the permissible values for Germany and Great Britain.

From the data above, it is noticeable that, despite a large number of affiliated branches in Britain, there is a significantly higher income in Germany. This situation requires more attention. Firstly, in Germany, there are clearly defined rules in the legislation regarding branches and subsidiaries of foreign missions. Secondly, the continuous improvement of the technological sphere makes it more expedient to use existing German equipment and equipment. Germany remains an attractive investment for American companies. In fiscal 2018, 77% of US corporations recorded sales growth, 82% believed that a positive trend in 2019 would continue, 61% planned to expand their business in Germany over the next three to four years. American companies in Germany appreciate the qualifications of workers, the potential of the sales market and infrastructure. They critically assess corporate taxation and labor costs [4, 16].

In considering the situation regarding TNCs, it is necessary to consider not only the placement of affiliates from US multinational corporations but also in the opposite direction. A positive picture is observed for German companies in the USA. Positive results of the year are accompanied by optimistic forecasts for the next year. Thus, 80% expect an increase in employment and 55% expect an increase in investment. At the same time, 70% want to strengthen their relationship with the US over the next three to four years. German companies in the US are positively evaluating the high potential of the market, taxation and favourable conditions for start-ups, entrepreneurship [4, 16].

In general, such a study leads to the conclusion that the mutual location between countries with respect to TNCs allows to get benefits for each party, despite the general opinion of the existence and benefits of only American and Chinese TNCs.

Conclusions

The transnationalization of the economy will be quite significant in 2018. The countries of the transnational index are the United States, China, and the

European region as the only research element. The development of TNCs on a theoretical basis takes place as a process characterized by the transition of a national company due to the specific advantages and dynamic capabilities of the TNCs. The basis of a transnational corporation is the constant expansion of FDI. The direction of investing in the field of development and research leads to the creation of constantly new potential. Addition to the cost of research and development is the cost of marketing, which allows to increase the profit of corporations. Recent research suggests that TNCs are an element of growth - avoiding taxation, which affects the

process of creating transfer pricing. At the same time, the important point is the use of migrant force as an element of the growth of TNCs in the use of knowledge. Consideration of the geographical location of TNCs allowed investigating the movement of a central location from the United States to China and European countries, replacing the American brand monopoly in the markets. Practical consideration has allowed determining that the maximum result is achieved by a combination of several elements of growth while creating so-called "profitable giants".

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СУЧАСНИЙ СТАН ТРАНСНАЦІОНАЛІЗАЦІЇ ЕКОНОМІКИ ТА ЧИННИКИ ЗРОСТАННЯ ТРАНСНАЦІОНАЛЬНИХ КОРПОРАЦІЙ

Предметом дослідження в статті є теоретичні та практичні аспекти зростання, розширення та функціонування транснаціональних корпорацій на тлі сучасної транснаціоналізації господарського простору. **Мета** роботи – аналіз особливостей транснаціоналізації світового господарства та виявлення основних чинників зростання й розвитку сучасних транснаціональних корпорацій. В статті вирішуються наступні **завдання**: аналіз рівня транснаціоналізації економіки;

визначення сучасної географічної диверсифікації ТНК; дослідження теоретичних основ зростання корпорацій; створення практичних підтверджень теоретичної основи на основі аналізу сучасних баз даних; розгляд впливу елементів розширення ТНК на їх дохідність. Використовуються такі **методи**: графічний метод, статистичний метод, порівняльний метод, індексний метод. Отримано наступні **результати**: виявлено рівень транснаціоналізації світового господарства в динаміці на протязі останніх років, що характеризується стагнаційною ситуацією від 2014 року. Дослідження транснаціоналізації окремих економік свідчить про певне наближення країн лідерів до більш схожих показників. Така тенденція свідчить про важливість географічної диверсифікації для ТНК. Було виявлено взаємозв'язок дохідності фірми при використанні різних витрат. При розгляді показників дохідності констатується зростання розміру від витрат на НДДКР та маркетинг. Виявлено, що НДДКР, як складова, не може самостійно забезпечити достатні конкурентні переваги постійно зростаючим технологічним рішенням глобальних конкурентів. Підтверджено необхідність існування специфічних можливостей компанії при використанні правильного менеджменту в географічній структурі. Зазначається про зміну локального розташування як материнських компаній так і філій ТНК, що призводить до транснаціональної конкурентної боротьби між країнами. Зазначено про важливість одночасного використання декількох методів зростання корпорацій. **Висновки**: дослідженні теоретичні та практичні основи в роботі свідчать про важливість кожного елементу управління ТНК. Витрати корпорацій необхідна складова розвитку та розширення діяльності. Маркетингові витрати, міграційна сила, витрати на НДДКР, географічний диверсифікаційний менеджмент дозволяють використовувати потенціал компанії більш широко при одночасному використанні різних методів. Практичний розгляд дозволив визначити, що максимальний результат досягається запурукою поєднання декількох елементів зростання створюючи при цьому так званих "дохідних гігантів".

Ключові слова: транснаціональні корпорації; маркетингові витрати; НДДКР; географічна диверсифікація.

СОВРЕМЕННОЕ СОСТОЯНИЕ ТРАНСНАЦИОНАЛИЗАЦИИ ЭКОНОМИКИ И ФАКТОРЫ РОСТА ТРАНСНАЦИОНАЛЬНЫХ КОРПОРАЦИЙ

Предметом исследования в статье являются теоретические и практические аспекты роста, расширения и функционирования транснациональных корпораций на фоне современной транснационализации экономики. **Цель** работы – анализ особенностей транснационализации мирового хозяйства и выявление основных факторов роста и развития современных транснациональных корпораций. В статье решаются следующие **задачи**: анализ уровня транснационализации экономики; определение современной географической диверсификации ТНК; исследование теоретических основ роста корпораций; создание практических подтверждений теоретической основы на основе анализа современных баз данных; рассмотрение влияния элементов расширения ТНК на их доходность. Используются следующие **методы**: графический метод, статистический метод, сравнительный метод, индексный метод. Получены следующие **результаты**: выявлен уровень транснационализации мирового хозяйства в динамике на протяжении последних лет, который характеризуется стагнационной ситуацией от 2014 года. Исследование транснационализации отдельных экономик свидетельствует об определенном приближении стран лидеров к более похожим показателям. Такая тенденция свидетельствует о важности географической диверсификации для ТНК. Было обнаружено взаимосвязь доходности фирмы при использовании различных специфических расходов. При рассмотрении показателей доходности констатируется рост размера от вложения в НИОКР и маркетинг. Выведено, что НИОКР, как составляющая, не может самостоятельно обеспечить достаточные конкурентные преимущества постоянно растущим технологическим решением глобальных конкурентов. Подтверждена необходимость существования специфических возможностей компании за счет правильного менеджмента в географической структуре. Отмечается об изменении локального расположения как материнских компаний, так и филиалов ТНК, что приводит к транснациональной конкурентной борьбе между странами. Отмечена значимость одновременного использования нескольких методов роста корпораций. **Выводы**: исследованные теоретические и практические аспекты в работе свидетельствуют о важности каждого элемента управления ТНК. Расходы корпораций неотъемлемая составляющая часть развития и расширения деятельности. Маркетинговые расходы, миграционная сила, расходы на НИОКР, географический менеджмент позволяют использовать потенциал компаний более широко при одновременном их использовании. Практическое рассмотрение позволило определить, что наибольший результат достигается залогом сочетание нескольких элементов роста, создавая, при этом так называемых "доходных гигантов".

Ключевые слова: транснациональные корпорации; маркетинговые расходы; НИОКР; географическая диверсификация.

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