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THE ROLE OF FOREIGN DIRECT INVESTMENT IN THE ECONOMIC DEVELOPMENT OF COUNTRIES

RESEARCH GROUP:

Oleksandr Samborskyi
Candidate of Economics, Associate professor, Professor of the Audit Department
Kyiv National Economic University named after Vadym Hetman

Olga Parkhomenko
Candidate of Economics, Associate professor, Associate professor of the Audit Department
Kyiv National Economic University named after Vadym Hetman

Iryna Hnatenko
Candidate of Economics, Associate professor, Doctoral student
Kyiv National University of Technologies and Design

Viktoriia Rubezhanska
Candidate of Economics, Senior Lecturer of the Finance, Accounting and Banking Department
Luhansk Taras Shevchenko National University

UKRAINE

In a free market, the question of the role of foreign direct investment (FDI) in the economic development of countries has been at the center of the theory of international economics for a long time. FDI involves the organization of new production, the purchase of existing, as well as the creation of joint ventures in a country other than the investor's home country. Acting as a long-term investment, FDI affects economic growth, which is understood as the presence of a long-term trend of increasing production, consumption and welfare of the country. Many researchers share the view that FDI stimulates economic growth in countries both directly (technology and management practices; increase investment resources available to industry; reorientation of consumption from imported products to goods produced by enterprises with foreign capital) and through positive externalities. It should be noted that theoretical ideas about the role of foreign direct investment are quite narrow. A number of models of endogenous growth consider FDI as a channel for borrowing technological innovations, but in practice, foreign investment flows are not always accompanied by advanced know-how. Some models consider FDI only in the form of accumulated foreign capital reserves, while in the context of rapid technology development and the specifics of FDI investments are made in industries where fixed capital requires constant renewal. Thus, the flow rather than the stock of foreign capital in a country has a greater impact on economic growth. In addition, modern works note that foreign direct investment can lead to negative consequences, in particular, to the displacement of direct domestic investment (DDI). Researchers limit their remarks to the fact that in most cases the degree of influence of FDI on economic growth is higher than DDI and due to this the negative effect of displacement can be compensated. However, a detailed consideration of the interaction between the two types of investment is often beyond analysis and modeling.

In this regard, the complexity and ambiguity of the contribution of FDI to economic growth necessitates the development of recommendations for the analysis and management of foreign investment flows to maximize their positive impact on the economy and prevent negative consequences.

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THEORETICAL AND PRACTICAL SIGNIFICANCE OF INTERNET TECHNOLOGIES IN BUSINESS

ORCID ID: 0000-0001-8124-2025
Nastasiia Rabei
Ph.D. student of the Department of Management and Behavioral Economics, Faculty of Economics
Vasyl' Stus Donetsk National University

ORCID ID: 0000-0003-2209-7731
Olena Boienko
Ph.D. in Economics, Associate Professor, Head of the Marketing Department, Faculty of Economics
Vasyl' Stus Donetsk National University

UKRAINE

Nowadays, the ability to effectively manage the entire organization in general and its financial, material, human and other resources in particular is an important resource of the organization. And the most effective way to facilitate the management function is to automate it at every stage. The relentless and rapid development of Internet and computer technology, as well as the constant improvement of the technology platform have led to changes in approaches to enterprise management using these opportunities. This significantly reduced the processing time of certain operations and facilitated many management processes. Current trends in the world market of innovations and technologies have their impact on the development of the world economy. Development and implementation of new information technologies provide optimization of production processes, promote more efficient use of resources and accelerate the exchange of information.

Examining this issue, we can think that Internet technology is only part of the information resources of the enterprise. But this is no longer the case. Indeed, in the late twentieth century, the Internet was only a means of disseminating and obtaining information. However, at present, Internet technologies have become a separate independent area of activity of enterprises. Network technologies have caused radical changes in the process of economic activity of the enterprise and its interaction with consumers, competitors and partners.

The Internet has given rise to new forms of socio-economic activity of people [1]:

1) companies with a network structure based on horizontal connections;

2) «virtual enterprises» (organizational set of interacting business agents working remotely on a joint project using network technologies);