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TNC – THE STRATEGIC PRIORITY OF THE FUTURE OF UKRAINE**KOLYADA Olena**

*Candidate of Economic Sciences, Assistant Professor,
Assistant Professor of the Department of International Economics
University of the State Fiscal Service of Ukraine
ORCID ID: <https://orcid.org/0000-0001-7773-2005>
e-mail: kolyada_ov@i.ua*

ZAIATS Diana

*student of the fourth stage
speciality of International Economic Relations
University of the State Fiscal Service of Ukraine
e-mail: dianochka_zayats@ukr.net*

Abstract. *The article defines nature and features of transnationals corporations. The activity of foreign TNCs in Ukraine is explored. The impact of transnationals corporations on the national market are determined. Functional problems of world's TNCs on the national market are found out; Strategies for improving conditions of existing TNCs in Ukraine are formulated. Problems of functioning of TNCs in the domestic market are revealed and an improvement of conditions of their functioning at preservation of balance of interests, maintenance of ecological and economic safety of the country are offered by the authors.*

Keywords: *globalization, transnationalization, transnational corporation, foreign direct investment, international movement of capital.*

At the current stage the process of the transnationalization is expanding around the world very active. This process is caused by the activity of transnational corporations on territories of different countries.

This process is expression of global integration, when countries exchange direct foreign investments with each other. The country, which is connected to these process and has some TNCs on its territory is assumed to be member of international economic relations and relates to the world economy.

Nowadays the development of economic, political situation in Ukraine and improving welfare of Ukrainian people is strategically important mission for Ukrainian government. The cooperation with foreign partners and attracting investment to the national economy is claimed to be the main tool for achievement these goals. Transnational corporations are opportunity to access to the world stage for each country. Therefore research on its functioning in Ukraine is actual and important for today.

The purpose of the article is to generalize the genesis of the essence of the concept of "transnational corporation", identify prerequisites, factors, motives for transnationalization of companies, analyze the activities of transnational corporations and develop proposals to improve their performance to ensure sustainable economic growth in Ukraine

During the analysis next methods were used: systemic analysis and fusion, statistical observation, comparing, systematization and graphical method.

The article defines nature and features of transnationals companies. The activity of foreign TNCs in Ukraine is explored. The international companies, which operate and have the largest profits in Ukraine are analyzed. Sectors of the Ukrainian economy, in which a lot of transnational companies operate are defines. The countries, which invest the most in Ukrainian economy are found out.

During this research it was revealed that our country is very attractive for

foreign companies. Ukraine has a great potential for development foreign business on its territory. It was determined that transnational enterprises has the large positive impact on the national market. Our country receives a lot of direct foreign investment from abroad through TNCs. International corporations paid to the Ukrainian budget large taxes. Overseas businessmen offer to Ukrainian people a great part of workplaces. It is very positive aspect for economy of Ukraine.

At the same time the negative impact of TNCs on the Ukrainian economy is revealed. The main aspects of this impact are total control over national market and our dependence on foreign companies. A lot of problems in Ukraine, which impede successful functioning of global TNCs on the national market is analyzed also. At the end of this research strategies for improving conditions of existing TNCs in Ukraine are formulated.

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