

Комісаренко Наталія Олександрівна
*доцент кафедри української та іноземних мов
Уманський національний університет садівництва
м. Умань, Україна*

MANAGEMENT MECHANISM OF THE INTERNATIONAL ECONOMIC ACTIVITY OF A COMPANY

The formation of mechanism of foreign economic relations, its theoretical development and practical implementation are vital for international cooperation and effective integration of Ukraine into the world economy. Actually a new mechanism which will regulate relations of Ukraine with the world on new principles has to be created.

The mechanism of foreign economic relations is a system of legal, organizational, managerial, financial and economic instruments that provide efficient interaction of national economic complex of the world to accelerate the development of productive forces and improve the socio-economic indicators and living standards of the citizens.

A significant amount of scientific publications are dedicated to the problem of management of foreign economic ties. A. I. Kredisov, O. A. Kirichenko, H. M. Drozdov, I. Dahno, Yu. Makohon, I. V. Bahrova, V. Kozik have given much attention to the formation of the system of foreign economic activity of an enterprise and its control. But most authors do not distinguish between carrying out foreign transactions and their management. The formation of the international management mechanism of a company and its performance evaluation are left out of consideration.

The mechanism involves a sequence of economic events that occur as a result of objective economic laws. In practice companies use economic mechanism which is a set of forms, methods, management tools and management [1].

The mechanism of foreign economic activities at any level is formed and functions, on the one hand, spontaneously – in the process of adapting the subjects of these activities to the environment parameters that are constantly changing. On the other hand, it is a result of conscious, purposeful activity to adjust different levels of economic regulation. In the course of historical evolution the correlation of these two principles has been constantly changing [2].

There are four levels of economic regulation, including foreign trade:

- micro level – the level of the primary sectors of the economy (companies and organizations operating at full commercial calculation);

- meso level – the level of various kinds of national and regional sectoral associations and organizations (associations, chambers of commerce, consortia, advisory boards, etc.) which include legally and economically independent economic agents;
- macro level – the level of states;
- mega level – the level of international associations, organizations and groups.

Customs policy is a part of mechanism of foreign economic activity. Its main purpose is to protect the domestic market. Ukrainian customs policy is aimed at the establishment of customs unions with interested countries that will strengthen their mutual trust and will lead to their customs policy coherence [3].

Business regulation in foreign markets is based on the Law of Ukraine “On Foreign Economic Activity” and some other laws that play a regulatory role.

Currently, when there is no market self-regulation, the economic crisis has not been overcome, it would be a mistake to underestimate the role of state economic management.

In the process of improving the system of state regulation it is necessary to ensure its rationalization and formation of structures adequate to the new stage of development, which are able to regulate the reforms in the real sector of the economy, the budget system, social services and enterprises of all forms of ownership. For this purpose the experience of countries with socially oriented market economies in which the state policy promotes economic and social development should be used.

Література

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