

## **EXPANSION AND FUNCTIONING OF TRANSNATIONAL CORPORATIONS IN THE UKRAINIAN MARKET**

Nowadays, in the modern world, one of the important trends of the world economy is the strengthening of integration processes, the intensity of which is largely related to the influence of transnational corporations. Transnational corporations participate in social, economic and political processes in the world. These companies play a leading role in the internationalization of production, in the process of expanding and deepening production ties between enterprises of different countries.

A transnational corporation (TNC) is a large firm that owns foreign holdings and has a sufficiently significant influence on a certain sector of the economy (or several sectors) on an international scale. In the English-language literature on international economics, the terms “multinational firm” or “multinational corporation” are often used to describe international business organizations. According to the UNO definition, “transnational corporations are enterprises that own or manage the production of goods or services outside the country in which they are based” [1]. International companies greatly deepened the level of interdependence between countries, distributing the process of international division of labour, specialization and cooperation of national economies. In the total volume of world trade, the majority share is occupied by the sale of goods and services of branches of foreign companies. TNCs account for the bulk of capital outflow in the form of direct foreign investment. Since the industry of activity of TNCs extends to almost all states of the world and types of economic activity, the stable development of an individual country in modern conditions of globalization is impossible without interaction with these companies [2].

For Ukraine, the attraction of direct foreign investment through transnationalization is an important component, as it allows solving the issue of the competitiveness of the domestic economy, the development of the labour market, and raising the standard of living of the population. Achieving the set tasks is possible only in case of simultaneous creation of favourable conditions for TNCs and protection of the national interests of Ukraine. As a state with a transition economy, Ukraine is actively integrating into world economic institutions. The domestic economy is also influenced by the external environment, including by transnational corporations. When Ukraine became independent, multinational corporations began to see the national economy as a large market for goods and services, as well as a source of cheap workforce and natural resources. One of the main factors of the entry of TNCs into Ukraine was the low level of competitiveness of domestic enterprises, which is related to the specifics of the functioning of enterprises in the previous times [2].

In 1998 the Nestle Company began production activities in Ukraine after the purchase of a controlling stake in the Lviv confectionery factory “Svitoch”. The activation of the functioning of the represented foreign company on the Ukrainian market was manifested in the creation of “Nestle Ukraine” (in May 2003). It should be noted that since 2004, Nestle has invested about UAH 2.5 billion in the Ukrainian economy [3].

In the tobacco industry of Ukraine, the international company British American Tobacco, which has been operating on the country’s market for eighteen years, should be singled out. The company’s multimillion-dollar investment in the Pryluky tobacco factory made it possible to modernize the equipment, build a new, modern, highly mechanized enterprise on the site of the old production facilities, and also reach a qualitatively new level of production. The Pryluky Tobacco Factory produces such brands as KENT, Vogue, Pall Mall, Capri, Lucky Strike. In 2011 alone, the company paid UAH 3.6 billion in taxes to the state budget of Ukraine [4].

In 1990 the Procter & Gamble Company, which produce hygiene products in Ukraine, appeared on the Ukrainian market. However, the company’s office was opened only in 1993. Since the beginning of 1995, the Procter & Gamble Company has invested about 200 million dollars in fixed assets, working capital, distribution infrastructure, as well as marketing support for its products [5].

At the end of 2012, more than 30 global multinational corporations started operating in Ukraine: Alcatel, British American Tobacco, British Petroleum, Coca-Cola, Danone, Hewlett-Packard, Huawei, Kraft Foods (Mondelez International), McDonald’s Corporation, Metro Cash & Carry, Nestle, Nokia, PepsiCo, Samsung, Shell, Siemens, SUN InBev, Toyota, Unilever. In Ukraine, the largest TNCs that have invested significant financial resources are Pepsi Cola with the amount of investment funds of 250 million dollars, “Kyivstar GSM” with 240 million dollars, and Coca-Cola with 230 million dollars. Leading positions in 2019 are occupied by such corporations as McDonald’s, Nestle, British American Tobacco [5].

Therefore, TNCs currently play an important role in the global international economy. They have an impact on the economies of the host countries; stimulate the scientific and technical process in the countries, contribute to the internationalization of the economy, open access to the financial resources of TNCs, enhance foreign trade through direct access to foreign markets. Ukrainian enterprises should use the advantages of attracting foreign investments, which should be invested in the development of marketing of the country’s enterprises. However, it is also worth knowing that the capital of foreign companies is mainly concentrated in the food and tobacco industry, trade, finance, energy in industries with fast turnover of capital and secured sales markets. This testifies to the limited interest of transnational corporations in the economy of Ukraine.

### References

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*Наталія Баданюк*

### АДРЕНЕРГІЧНИЙ ВПЛИВ НА КЛІТИНИ ІМУННОЇ СИСТЕМИ

В сучасному ритмі активного життя людина все частіше стикається зі стресовими ситуаціями та станами, які в свою чергу, впливають на здатність організму до пристосовування. Саме механізми реагування на стрес, які генетично закладені в нашому організмі, допомагають нам знаходити вихід зі складних ситуацій, знаходити рішення проблем і адаптуватися до нових змін, що в основному залежить інтенсивності та тривалості стресорного впливу.

Важлива функція лейкоцитів полягає у виконанні фагоцитарної функції. Макрофаги, виконуючи функцію процесингу антигенів, забезпечують імунний гомеостаз організму [1, с. 89]. Захисна функція здійснюється лейкоцитами за допомогою фагоцитозу патогенних мікроорганізмів і їх токсинів та продукцією ними особливих білків – антитіл. Антитілопродукція є основою гуморального імунітету, а це найважливіша ланка імунного захисту. Не менш важливою і специфічною функцією є тканинна деградація, тобто вилучення пошкоджених тканин організму. Моноцити (макрофаги) перерозподіляються з крові в шкіру, підвищуючи клітинний імунітет шкіри. Це необхідно для захисту нашого організму від проникнення хвороботворних бактерій через шкіру.

В-лімфоцити являють собою клітини імунної системи, які відповідають за розпізнавання чужорідних речовин в організмі, наприклад різного роду вірусів чи мікроорганізмів, і синтез антитіл, тобто спеціальних білків, які забезпечують знищення цих збудників. В-лімфоцити також є клітинами пам'яті: якщо організм людини заражається одним і тим же