

APPLIED ASPECTS OF TRANSNATIONALIZATION THEORIES OF 60-70S OF THE TWENTIETH CENTURY

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Purpose. Being the undisputed engine of the modern world economy, transnationalization process became the object of numerous scientific investigations, which described in a new way perpetual and changeable processes in the evolution of TNCs. Heterogeneity nature of the process of transnationalization creates a significant gap in the levels of development of various countries, and that is why along with the formation of new theories basic theories of 60-70s of the twentieth century do not lose their relevance. Being the basis of scientific interpretation of the laws of transnationalization process theories of 60-70s can be used in the management system of the countries, which are only obtaining the status of transnationalizational subject. In the article analytical research of certain provisions of the most important transnationalization theories of 60-70s of the twentieth century is realized, their advantages and disadvantages are established and parameters of the action are defined. The author offered the range of practical recommendations for the usage of transnationalization theories at macro and micro economic levels.

Methodology. In research process there were used general scientific and specific methods, including: synthesis method was used to identify the characteristics of scientific statements of each of transnationalization theories; analytical method – to identify the strengths and weaknesses of each of them; assumption method – to form directions trans applied using of nationalization

theories of 60-70s of the twentieth century in the development of regulatory policy and to ensure the development of national companies in the country.

Results. It is established that in modern conditions the theoretical concept of transnationalization is very diversified that is caused by its dynamism and heterogeneity of the development. Modern transnationalization theories are a kind of evolution result of scientific development of 60-70s of the twentieth century, whereby the driving force of this evolution became innovative processes. Considering this current transnationalization theories are relevant for highly developed countries, while for the rest of the countries more effective are basic theories – transnationalization theories of 60-70s of the twentieth century. Using transnationalization of 60-70s of the twentieth century as a guide of regulatory policy and mechanism of enhancing national subjects of transnationalization must be used in complex, since every theory focuses on the specific conditions and circumstances, which are balanced in their own way in reality. Speed of effective use allows more rapidly move to the latest standards and thus to improve the overall economic development of a country or individual company.

Originality. Based on comparative and analytical methods there are defined spheres of applied use of transnationalization theories of 60-70s of XX century as a tool of regulatory policy and guidelines for the management system of national firms, which are the subjects of transnational rela-

tions. The spheres of the action and range of limitations for each of the theories of relevant period are defined, and classification table of the practical aspects of the individual transnationalization theories of 60-70s of the twentieth century at the macro level is build, and can be used in Ukraine.

Practical value. The results of the research can be used by state and regional power, scientific-research establishments, management of domestic companies, and specialized organizations that function for stimulation of the processes of transnationalization in Ukraine. References 7, tables 1.