

WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

INVESTMENT STRATEGIES OF TNCs IN TERMS OF SUSTAINABLE DEVELOPMENT

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The article is devoted to the activities of transnational corporations, which are integral participants in the integration processes in the world economy and the largest investors at the international investment market. Transnational corporations (TNCs) perform an important role in the world economy and are an important component of economic development in many countries of the world. The study of the investment behaviour of TNCs is particularly relevant in terms of sustainable development. This is due to the fact that ensuring a favourable investment climate in the world economy remains an issue of strategic importance, implementation of which depends on dynamics of socio-economic development and modernization of the national economy of any country. The investment behaviour of TNCs contributes to sustainable business development and positive financial and social outcomes in the long term regardless of economic conditions.

One of the main issues in the field of international companies is to overcome the problems constraining the development during the escalation of the global financial crisis.

To overcome the crisis, to preserve and to consolidate its market position in difficult conditions of uncertainty, when competition is getting tougher, corporations can help new creative strategies.

Modern trends of development of international market tell corporate managers how to change their use of managerial tools in investment management.

In addition to the development of a new type of thinking, companies should stop relying on traditional strategy focused only on two possible scenarios of economic development ("growth and decay"), continuously adapt new strategies to changing conditions, or even abandon them when circumstances so require.

The latest investment strategy of multinational corporations aimed at the development of technologies that can provide significant economic benefits and new business opportunities. However, their orientation on sustainable development becomes the new level of investment. This concentration of capital provides TNC's with the global status in the traditional institutions of global regulation.