

ECONOMY AND ENTERPRISE MANAGEMENT

Factors influence on international economic activity of industrial enterprises

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In modern conditions of rapid economic development and competition increasing, foreign economic activity (FEA) is a necessary component of the economy operation, one of the important factors of sustainable development and efficiency of economic activity at the level of individual enterprise and at the national level. The main aim of the article is the factors studying that affect the foreign economic activity of the enterprise and the future status and promotion of its total capacity determining.

However, foreign economic activity should meet the following principles: priority over consumer manufacturer; prioritize spending on foreign economic activity; economic and social feasibility of foreign economic activity; comprehensiveness and continuity planning of foreign economic activity; stimulation of foreign economic activity; appropriate level of logistics requirements relating to the quality and product competitiveness of international markets; marketing orientation and economic efficiency of a foreign economic activity.

However, the current system of a foreign economic activity has its own characteristics, which are characterized by the following features: the integration; strengthening

linkages between the situation on the world markets for goods and services and the domestic markets of individual countries; a new form of international division of labour; the country's involvement into the system of the global economy; capital export; labour movement from country to country; foreign economic activity growth; strict international regulation of a foreign economic activity.

However, there are two versions of international enterprise management: the direct way out in the external markets and the indirect sale of goods in the foreign markets.

The organizational and economic support of a foreign economic activity can be divided into internal and external factors.

The factors that influence on the foreign economic activity provision include political, economic, administrative, institutional, legal and social.

The internal factors are divided into economic, organizational, social and psychological factors.

Thus, the tendencies of internal and external environment of industrial enterprises allow foreign heads of departments to select the priority problems, whose solution will increase efficiency to a foreign economic activity provision.