

Outsourcing in the international activity of an enterprise: positive and negative aspects

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The article studies positive and negative aspects of the use of outsourcing in the international activity of enterprises. It is maintained that outsourcing can serve as an effective mechanism of enhancing the effectiveness of international business by reducing the cost of servicing business processes and obtaining the highest quality services for these companies.

Taking into account the results of researches, it can be claimed that the essence of outsourcing is to increase the efficiency of business undertakings not only by transferring certain functions, but even by delegating business processes to be performed by external organizations in order to optimize all types of resources and to focus on the core business activities of the company. The decision to implement

outsourcing schemes is made at the senior management and business owners' level and constitutes part of corporate strategy. It is also worth noting that the aspects of defining the essence of the concept «outsourcing» are used widely in the recent scientific and business literature as previously outsourcing was considered only as a transfer of certain additional functions done on a subcontract basis.

Analysis of positive and negative aspects of the use of outsourcing in the international activity of enterprises led to obvious conclusions. Use of outsourcing schemes will ensure the increase of the competitiveness of domestic enterprises, and enhance their focus on the priority areas of their business activities, thus facilitating access to the global market.