

## MATHEMATICAL METHODS, MODELS AND INFORMATION TECHNOLOGIES IN ECONOMY

### THE WORLD TECHNOLOGY MARKET: THE INFLUENCE OF GLOBALIZATION

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In the article, the influence of processes of globalization on the transfer of technology in the world and Ukraine, methods of technology transfer in the conditions of the global innovative environment are considered. The basic problems of transfer in Ukraine are outlined and methods of its solution are given, in particular, by the creation of centres of technology transfer, which will predetermine activation of activity of the states in direction of the information support in form of technologies. Such centres will give a possibility to overcome the technological backwardness of the country and promote the efficiency of activity and competitiveness of enterprises. The basic forms of activity of such centres are a grant of scientific and technical, innovative and intermediary services, and implementation of works in accordance with the celled economic agreements. The basic lines of unique technology are also selected, which is very important at the modern stage of development of globalization processes of society, that makes it possible to provide a novelty and the greatest technical level, create research and experimental-design works, and also unique technology should be determined taking into account its pos-

sibility to create a maximal income in the market.

Enterprises, which renew a resource-technical base in time due to the transfer of technological innovations, achieve high financial-economic indexes. Accordingly, technology transfer is an adjusting object at the state and international levels. As a result, research intensity of enterprises, protection of intellectual property rights, the creation of new workplaces, commercialization of inventions and technologies will rise. And, as a result, it all will influence on the increase of competitiveness of region and country, introduction to the market of new hi-tech products and services, the growth of demand on research and scientific professions. Thus, it is important to create centres of technology transfer, which will study, probe new technology and utilize it in practice by a transfer. Certainly, the successful technology transfer will have a positive influence on the economic position of the country and a basis of economic independence and will contribute to the development of infrastructure, the creation of new workplaces, professional development of workers, and the introduction of development programs.