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THE POSITIVE AND NEGATIVE INFLUENCE OF GLOBALIZATION ON THE ACTIVITIES OF INTERNATIONAL BUSINESS (BASED ON APPLE INC.)

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Formulation of the problem. The consequence of globalization of world systems is the emergence at the international level of a single space: cultural, informational, legal and economic. Globalization of the world economy is expressed in the process of changing the global space, transforming it into a single zone, opening for the unhindered movement of goods, services, information, and capital. While globalization has been much criticized for its possible negative effects, this study describes both positive and negative influence of globalization on the activities of international business.

The objective of the study is to analyze the positive and negative effect of globalization on the international business.

Presentation of the main research results. In the context of globalization, the current level of development of the world economy is characterized by following peculiarities, namely liberalization of foreign economic relations; transnationalization of capital and production; regional economic integration; internationalization of economic life; unification of the rules of doing business. Globalization is caused by objective factors of world development, a

deepening of the international division of labor, scientific and technological progress in the field of transport and communications, which reduces the so-called economic distance between countries. The highly effective telecommunication systems allow business to receive information in real time, which makes it quick and easy to make decisions, manage international capital investments, and cooperate in marketing and production.

Trade liberalization and other forms of economic liberalization create opportunities to expansion free trade areas. As a result, a significant part of trade barriers was eliminated; customs tariffs were decreased. In addition, due to the application of other liberalization measures, the movement of capital, labor and other factors of production between countries has intensified.

The phenomenon of transnationalization, which leads to the fact that some of the country's consumption and production, income, as well as import and export, are determined beyond its borders by decisions of international centers. The leading position in this system is held by TNCs – international corporations that at the same time act as the main players in internationalization and its result. New generation TNCs (known as global corporations) operate primarily in financial and information markets. Nowadays, transnational corporations produce the vast majority of new technologies. Apple Inc. is considered one of the big four technology companies, along with Amazon, Google, and Facebook that influences on technological globalization.

Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services. The company's hardware products include the iPhone smartphone, the iPad tablet computer, the Mac personal computer, the iPod portable media player, the Apple Watch smartwatch, the Apple TV digital media player, the AirPods wireless earbuds and the HomePod smart speaker. Apple's software includes the macOS, iOS, iPadOS, watchOS, and tvOS operating systems, the iTunes media player, the Safari web browser, the Shazam acoustic fingerprint utility, and the iLife and iWork creativity and productivity suites [1].

Apple Inc along with other manufacturing companies has taken manufacturing overseas to reduce costs and improve efficiencies. For the mid-term, Apple has started to look at other countries to do their final assembly production. Apple is looking to produce in other

countries, not just to reduce costs but also to increase sales. iPhone market share in India isn't in the top five smartphones market, so there is a large opportunity to establish its brand with the world's 2nd largest populated country. India is a strong candidate because the labor wages are approximately 25 % the cost of labor in China, they have the experience and skills to learn the manufacturing process for iPhones production, and they have the ability to keep up with labor demands during peak seasons [2].

Conclusions. The globalization of economy has an impact on all states, determining the development and diffusion of technologies between countries, the use of labor, the manufacture of goods and the provision of services and investments. As a result, such parameters as competitiveness, labor productivity and production efficiency as a whole change. The main advantages of globalization are promotion of local growth by stimulating overall growth, creation of higher levels of mutual trust, and development of global financial system. On the other hand, there are few disadvantages of globalization, namely it gives businesses more power to influence civil government; it removes the emphasis of local cultures, less developed countries are ignored by developed economies.

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РИНКОВИЙ СЕГМЕНТ ТРАНСНАЦІОНАЛЬНОЇ КОРПОРАЦІЇ «NIKE, INC.»: ОЦІНКА СУЧАСНОГО СТАНУ ТА ЗМІН У ДИНАМІЦІ

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Постановка проблеми. До числа найбільш значущих та швидко зростаючих галузей світової економіки відноситься спортивна індустрія. На глобальному та регіональних ринках транснаціональні корпорації є основними виробниками спортив-