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DIGITAL GLOBALIZATION IN THE INTERNATIONAL DEVELOPMENT OF STRATEGIC ALLIANCES

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Abstract. Over the past century, the rate of globalization has substantially grown due to the increasing impact of transnational companies, development of digital communications systems, integration of new technologies and the increasing need for rapid response to changes by transforming life orientations of society. Establishment of strategic alliances and enlargement of international companies are becoming more relevant in the digital services and informational support sector because of the constant development of technologies and the enhancement of legislation in many countries regarding authors' rights, patenting and intellectual property, which encourages the search for new possibilities of reducing corporate expenses and expanding sales markets and influence.

Aim and tasks. The article is aimed at examining key globalization processes in the development of strategic alliances of transnational companies in the period of economy digitalization and providing recommendations for improving ecological and economic situations caused by globalization in developing countries.

Results. The article analyzes key risks caused by globalization processes, Ukraine's current situation and future trends. It analyzes Ukraine's major transnational companies and their operating strategies, develops an activity scheme of donor countries of transnational corporations and recipient countries that most frequently serve as a financial or resource potential for the company. One has advanced an assessment model of the globalization level in the country, developed the table of globalization effects. Using KOF Globalisation Index, one has made a forecast for the future of Ukraine and other countries, provided recommendations for improving its calculation by putting an index of ecological impact of international companies on the situation in the country and the ecosystem before and after company's entrance to the national market.

Conclusions. Digital globalization processes increase the impact on international markets and establish a separate market of international digital services. Therefore, the establishment of strategic alliances based on digitalization and intelligent technologies enhances the efficiency of activities of transnational companies but requires further advancement of institutional support in the development of regulated rules of conduct on the information market. Following the analysis results, one has found out that the core problem of international companies operating in the territory of developing countries is the irrational use of natural resources. One has proven that, taking into account the level of globalization, it is viable to estimate the ecological impact of international companies on the ecosystem state in the given country, examine changes caused by globalization processes in natural systems as a result of social and political globalization changes in order to protect the economy and natural resources from the irrational use.

Keywords: digitalization, ecological impact, strategic alliances, transnational companies, globalization.

1. Introduction.

The global market has an increasing percent of transnational corporations and companies in the form of strategic alliances operating in several countries and having major organizational structures that are less risk-prone and diversified (Connelly et al., 2012; Galera-Zarco et al., 2020). Currently, digital trading networks reduce operations expenses and expand markets, simplifying corporate activities. Digital transformation or convergence of digitalization and globalization processes causes the necessity to establish strategic alliances that can significantly improve the market state of companies and encourage their enhancement on the international market. Digital globalization can be defined as a process of creating a single international space in the new intelligent technology sector in order to improve the efficiency of business operations and the quality of life processes (Große Kamphake, 2020).

Currently, numerous companies are compensating processes of unequal access to information and inefficient use of time by digitalizing the economy and establishing long-term partner relations, encouraging the reduction in limited access to resources and rationalization of opportunities.

Digitalization also allows controlling corporate operations, as well as ensures better transparency and results publicity, which create beneficial conditions for establishing international alliances. Hence, it is an impetus to digital globalization and development of joint cross-national projects that have a better chance to succeed while involving additional resources and markets (Gerten, Beckmann, Bellmann, 2019).

Digital transformation covers almost all activity areas in developed countries and changes a product life cycle, increasing it (Dima et al., 2018), which reduces the load on the ecosystem. Although the use of new technologies is more resource-intensive, it is more relevant for international companies with a large amount of collaborations (Amsyar et al., 2020).

2. Literature review.

Existing theoretical basics of transnationalization research are related to modernization processes covering all areas of social life, as they are determined by competition involving all agents of society that subsequently accomplish socially important functions, which can regulate a range of products and its access to the national market (Matkovskiy, 2018).

Based on the work by Andriienko and Haman (2021), we can conclude that except for control problems, Ukraine has non-formed legislation and the system of protecting internal producers, which make the country more dependent on the external impact.

However, Radiieva (2018) states that Ukraine can minimize losses caused by global changes and calamities, as natural resources and sustainable development of Ukraine in the globalized world is the growth of common regional interests and strict maintenance of national socio-economic and cultural values where globalization poses a special challenge to the statehood via increasing competition and political regulation of markets.

Verbeke and Hutzschenreuter (2021) assert that globalization of the digital environment has a range of positive and negative impacts, but one of the factors defining company's efficiency is the availability of specific advantages primarily resulting from the degree of digitalization and the unique character of technologies.

Schilirò (2020) stresses that the crisis beginning in 2019 urges the world to deglobalization while speeding up digital globalization and transformation of national economies and international companies.

Jia, Kenney and Zysman (2018) carried out the analysis of major international companies applying digitalization of economic processes and concluded that these companies invested in digitalization, Internet technologies and platforms, high-tech projects, as well as tried to seize the market via the Internet. It indicates the viability of economy digitalization worldwide in order to explore new sales and manufacturing markets.

3. Results and Discussions.

The high share of certain categories of goods in the export structure leads to oversensitivity of the national economy to fluctuations of external markets, makes the exchange rate depend on the level of global prices of raw materials, reduces the value-added ratio in the GDP structure (Kahouli, Omri, 2017).

One of the crucial factors in the process of globalization is the availability of transnational companies in the territory of a particular country, which operations are primarily controlled by foreign investments (Manyika, J Lund, SBughin, 2016). Currently, Ukraine has approximately 1000 transnational companies, the largest ones are given in Table 1.

Table 1. Financial results of transnational companies in Ukraine in 2020

No.	Name	Activity area	Proceeds in 2020, mn UAH	% in Ukraine's GDP structure (41494 bn UAH)
1	Bunge	Agro-industrial complex: corn traders, oil production	24370	0.58
2	Metro Cash&Carry	Retail: product sale	19800	0.47
3	British American Tobacco	Agro-industrial complex: cigarette production and sale	19460	0.46
4	Samsung	Distribution: sale of electronics	17680	0.42
5	Japan Tobacco International, JTI	Agro-industrial complex: cigarette production and sale	17350	0.41
6	Bakcell	IT: provision of communications services	17290	0.41
7	Cargill	Agro-industrial complex: corn export	16680	0.40
8	Auchan	Retail: product sale via its own supermarkets	14130	0.34
9	Toyota	Distribution: sale of passenger cars	13840	0.33
10	Venta Ltd. LLC	Distribution: wholesale of pharmaceuticals	13190	0.31
11	Philip Morris	Agro-industrial complex: cigarette production and sale	12030	0.29
12	EPAM Systems LLC	IT: software development	10450	0.25
13	Syngenta	Agro-industrial complex: corn and beans production	9960	0.24
14	Louis Dreyfus Company	Agro-industrial complex: corn export	9710	0.23
15	COFCO International	Agro-industrial complex: corn export	9680	0.23
16	Nestle	Agro-industrial complex: production of confectionery products and sauces	9500	0.23
17	DelMar PTE Ltd	Agro-industrial complex: oil and fat production	9290	0.22
18	Imperial Tobacco Holding Overseas	Agro-industrial complex: cigarette production and sale	8780	0.21
19	SOCAR	Power industry: sale of oil products	8180	0.20
20	Carlsberg Group	Agro-industrial complex: production of alcoholic beverages	8020	0.19
21	McDonald's	Retail: fast-food chain	7780	0.19
22	Coca-Cola	Agro-industrial complex: production of alcohol-free beverages and juice	7130	0.17
23	Shell	Sale of oil products via petrol stations	4117	0.10

Source: based on Vinnichuk (2020).

The main strategy of transnational companies is based on concentration of low expenses, accounting for production differentiation and development of international relations (Stiglitz, 2017; Hatska, Kharchenko,

Murovana, 2018). However, the official data frequently does not take into account the presence of other companies (Alibaba, Facebook, Instagram, etc.) on the Ukrainian market, which means the unreliability of analysis.

The share of money turnover of international companies applying digital technologies has increased by 87 % over the past 10 years, which implies the establishment of the national GDP due to online companies as well, which operations are still regulated by out-of-date legislation while the availability of numerous tax relief patterns does not show the actual situation.

In 2020, foreign direct investments in Ukrainian economy increased by 2.7 billion USD in 6 months (Ministry of Economy of Ukraine, 2021). As of the first half of 2021, the foreign trade surplus of Ukraine (goods) (according to the State Statistics Service of Ukraine) is 1.3 bn USD, which indicates the import-export non-coverage ratio (Ministry of Economy of Ukraine, 2021). An important leverage while establishing transnational companies operating in Ukraine includes

national particularities, mentality and structures remaining from the Soviet times, which create tougher conditions for market entry compared to developed countries. One of the core factors ensuring sustainable company operations in Ukraine is mutual agreement with government agencies, shadow economy and corruption that take more legal forms year by year and create a corruption system backed by the authorities. Analyzing alliances and international companies engaged in the digital technology sector, we can see a situation when national particularities are primarily considered at the level of product sale or demonstration (computer games, international services platforms, music platforms, etc.) while customers can select the most appropriate goods of any format, and goods are produced in other countries and can have nothing in common with national preferences.

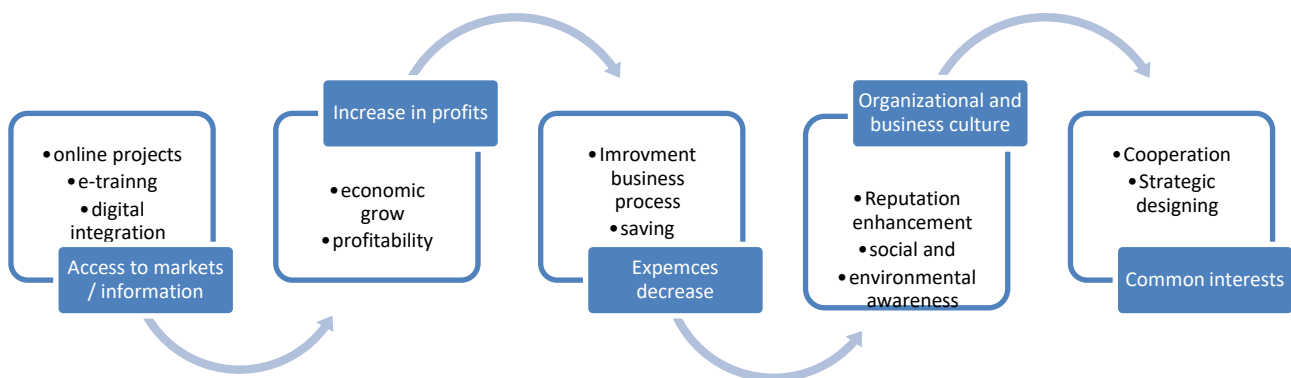


Fig. 1. Reasons for establishing strategic alliances that encourage digitalization and globalization of the international business environment

Figure 1 shows that globalization processes worldwide caused by digitalization lead to the establishment of strategic alliances where decisions are made quickly because of positive factors, which are reflected on both operational and strategic corporate activities and can cause increase in profits, decrease in expenses and enhancement of positions on the international market (Zhen et al., 2018).

Activities of transnational companies are primarily based on transparent operations and free access to information supported by numerous countries. Therefore, Ukraine has not

yet built waste recycling plants that are popular in European countries and which projects have been repeatedly submitted to Ukrainian public authorities.

Figure 2 shows that global information society has become an impetus to searching for new sales markets and reducing production costs, decreasing transportation expenses, transforming the environmental load, developing international relations and the Internet, which has resulted in the establishment of transnational companies and business globalization (Table 1).

Supply and demand market mechanisms have determined the limit and alternative expenses approach, encouraging business expansion and boundary grading. Conditionally, we can divide countries in terms of territorial belonging and a place of central administration of a transnational company into donor countries and recipient countries. Production factors in a recipient country played a crucial role in the period of establishing transnational companies and met the supply of capital and technologies in a donor country, which is also used in foreign-policy activities of related countries.

Eventually, the increase in profits of transnational companies encouraged their expansion and seizing of new markets, investments in the establishment of subsidiaries in other states and increase in the area of influence. Using the example of China, we can see the functioning of transnational companies whose donors are mostly developed countries. Transnational companies have certain advantages and disadvantages for each country, which predetermine the external-economic impact and other leverage affecting both business operations and national economic indicators (Table 2).

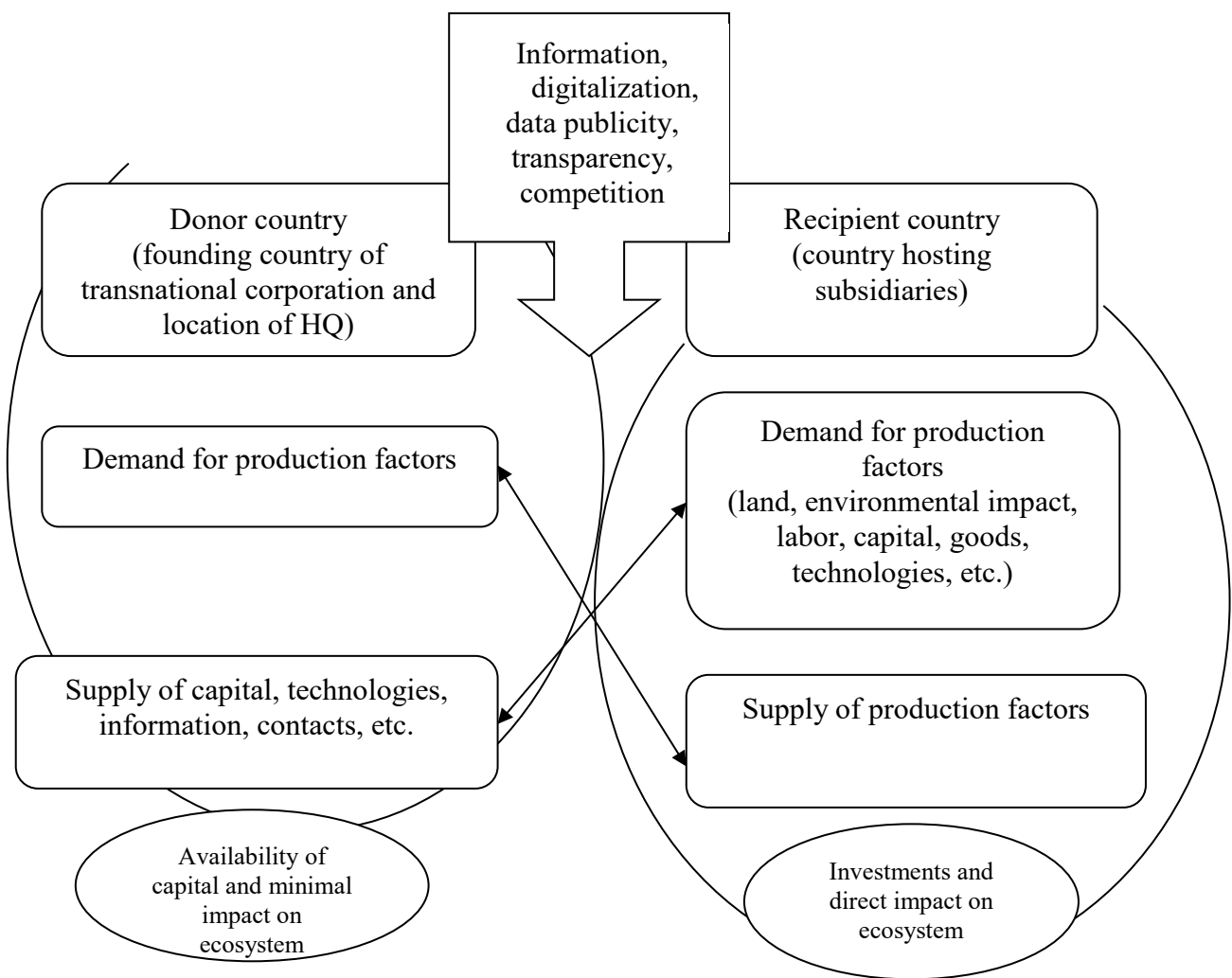


Fig. 2. Scheme of production transnationalization in market conditions

In Table 2, we can conclude that transnational companies predefined by globalization can be beneficial for each country if it has effective legislation, can protect its interests and can enhance human wellbeing

using international businesses. If a country is economically and politically unstable, fails to comply with environmental legislation, it will be used as a recipient country with a negative exponent of ecological and economic

performance as a result of deterioration in the ecosystem condition, use of available resources without compensating damages, which is typical to countries with the low level of economic development and poor raw and resource potential used by developed countries.

Nowadays, the existence of strong countries being in constant opposition (analogue of cold war involving the majority of countries) turns the globalization process into a tool for reallocating the impact and global order, creating a social multipolar world model.

Table 2. Impact of transnational companies on countries

	Donor country	Recipient country
Advantages	<ul style="list-style-type: none"> - profit from subsidiary operations - expansion of the area of influence, economic and political impact - cost reduction - promotion of own goods and trademark on the global market - diversification, decrease in risks of dependence on the economic and political system of a certain country - adoption of cutting-edge standards, intelligent technologies, testing possibility 	<ul style="list-style-type: none"> - availability of investments and extra resources - stimulation of economic growth - increasing competition (including the internal market) - receiving of taxes from company operations - more jobs, enhancement of human resources, learning.
Disadvantages	<ul style="list-style-type: none"> - prohibition of investment in particular sectors - trade balance losses - risk of investment confiscation - impact of a certain government agency or public administration on company operations - risk of loss caused by the external impact, complexity of long-term forecasts. 	<ul style="list-style-type: none"> - external control and impact on the part of transnational corporations - Cultural moral and other differences that can cause conflict situations and decrease in profits - Price-gouging - Possibility to decrease the volume of taxes paid - Possibility to use non-competitive methods and tools of impact on the internal market - Seizing of promising segments of a particular country - Increasing competition for internal producers - Indirect or minimal impact on country's political and economic situation - Environmental load, negative environmental effect - Use of the national resource potential

Source: based on Bock, Kim (2002).

Concentration of a particular business is measured by Ukraine being a developing country, it is, on the one hand, a promising market for international investment and, on the other hand, a potential sales market of poor-quality products and a country of the raw and resource potential. A significant tool for Ukraine's further development is cooperation and partnership with countries across the world, understanding of other states, preservation of peace and competitive market relations. Herfindahl-Hirschman Index that takes into account the company's market share i (s_i) and the number of companies in a certain space analyzed (n), which also shows the monetization level of the market or particular indicators (in this case, one uses the square of the ratio between company's certain indicator and a similar indicator in the market system) (Krivka, 2016).

If an international company operates on the national market, it is viable to examine the impact of its activities on the ecosystem. To assess company's impact on the ecosystem, it is viable to put a summary indicator of the ecosystem change in a particular region ($[-1;1]$).

It will show not only business concentration but also a degree of environmental friendliness in a particular region (a share of ecosystem changes on the market from the initial point κ_0 to the moment of company's entry to this territory) and provide a more comprehensive picture of the intensity level of company's impact on the examined territory.

$$R = \sum_{i=1}^n (s_i + k)^2 \quad (1)$$

In turn, analyzing the level of globalization and effect of foreign companies, one considers the amount of foreign investments and the share of impact on the national economic system (in terms of the volume of taxes paid per year), impact on macroeconomic indicators.

A distinguishing feature of companies engaged in the digital technology sector is the decreasing environmental impact due to constant development and technology advancement while traditional companies are less prone to self-development and automation requiring regular investments.

To define the level of impact of globalization processes in a certain region, one should also analyze ecosystem changes caused by activities of a particular company. Adoption of the circular economy and development of innovative systems eventually drive out traditional economic systems. However, in countries with the low level of economic development, globalization processes result in the establishment of environmentally-dangerous enterprises in their territories and non-ecological use of available resources.

To estimate the level of impact of globalization processes, we can calculate the index of company's transnationalization given negative externalities:

$$T = \frac{FA/TA + FV/TV + FP/TP + |FE/TE|}{4} * 100\% \quad (2)$$

where FA – the volume of company's foreign assets; TA – company's total assets; FV – the volume of company's product sales abroad; TV – the total volume of company's product sales; FP – the number of company's foreign personnel; TP – the total number of company's personnel; FE – negative environmental impact in company's money terms in the given country; TE – total environmental impact in company's money terms in general

Considering negative externalities, we can see the level of company's globalization processes and assess its impact, as there is a strategy for establishing hazardous production facilities beyond a donor country or using the resource potential of other countries irrationally. To evaluate the effect of company operations, we should add together ecosystem changes during company functioning compared to the zero point (the point of company's absence in this territory). In case of the negative impact, we will obtain a negative value, which illustrates the use of the donor country as a resource agent and is unfavorable for the ecosystem and this country. In case of the negative value affected by international company operations, one suggests to upgrade the enterprise or liquidate it. While upgrading, one primarily uses investors' financial resources, the impact of which can be also assessed by the availability of the environmental effect before and after changes.

Currently, to analyze the globalization level, one uses KOF Globalisation Index (KOF Swiss Economic Institute, 2021) that illustrates economic, social and political measurements of globalization. Ukraine and other Soviet Union countries have been analyzing this indicator since 1991 after the breakup of the Soviet system of relationship. Between 1991 and 2002, we could see a substantial growth of the globalization level in Ukraine: from 32.68 to 63.09 in 2001 (KOF Swiss Economic Institute, 2021).

After changes in the political system and the exchange rate of hryvnia towards other currencies in 2002, we could see the decline and then the decreasing speed of coefficient growth until 2014. Due to 2014's changes and revolution, the indicator dropped to 73.13. In general, the growth rate of the globalization level worldwide decreased after 2007 because of the slowing down of global economic development, reduction in the population concentration in big cities, changes in social focuses and other factors (KOF Swiss Economic Institute, 2021).

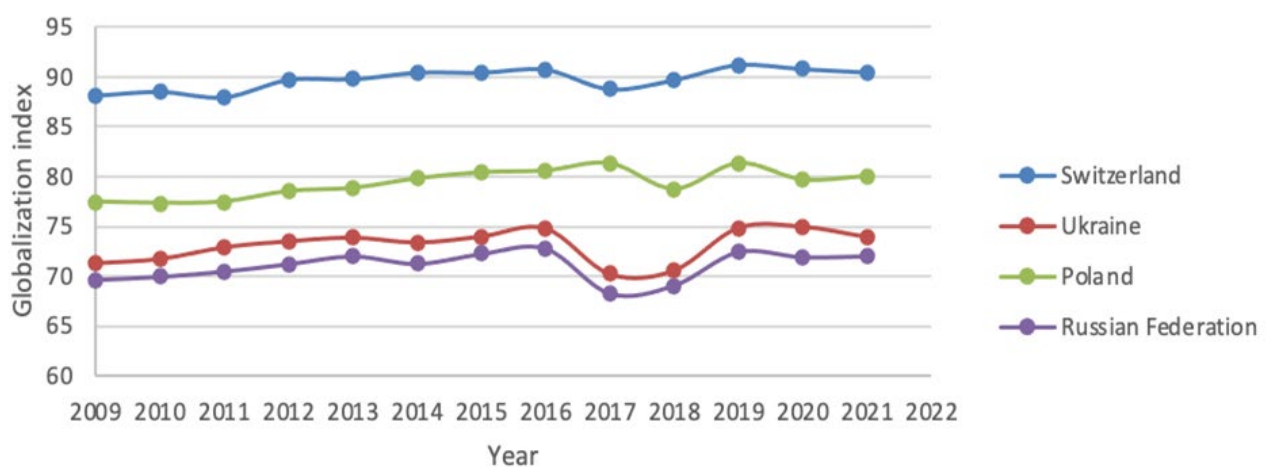


Fig. 3. Dynamics of KOF Globalisation Index in countries in the time interval.

Source: based on KOF Swiss Economic Institute (2021).

The analysis is based on the country with the highest index of the globalization level (Switzerland) and countries bordering Ukraine. Figure 2 shows the close connection between the index of the globalization level of Ukraine and the Russian Federation, general trends caused by the close economic and political relation, interrelation of countries and global tendencies illustrated in Figure 3 by the example of Poland and Switzerland. The Polish situation has common features of index dynamics with European countries, which is caused by the entry to the European Union and common economic direction. One further predicts the decrease in globalization rates, promotion of natural types of economy and environmental friendliness of life activities in developed countries.

At the same time, globalization rates in countries with the low level of life and

developing countries will grow faster because of the resource potential and constant development. What is typical to Ukraine is the activity of international companies engaged in the agro-industrial complex and other resource sectors, which is limited because of finishing natural resources while a political component of globalization won't substantially change over the recent years. However, one expects a significant growth in social globalization in case of the stable economic and political situation.

At the same time, globalization processes shift to the online space, which is indicated by development trends in global online platforms and networks. Currently, international information technology companies are leaders in the level of profits. Their operations should be separately analyzed given the engagement of users of each resource.

In general, while analyzing dynamics of the globalization level in countries worldwide, it is viable to add an indicator of environmental changes in the calculation, which illustrates the environmental impact of international companies operating in the territory of a certain country. These changes are viable due to the trend in adopting the green economy in developed countries and global trends in reducing the negative ecological impact.

Nowadays, the globalization index uses the data on economic, social and political globalization given 24 indicators, and it is cumulative. One suggests to introduce an ecological factor that would consider an ecological impact of international companies, their focus (resource, intelligent, etc.), character of influence and digitalization factor, which analyzes the number of users of international IT resources. Addition of these data will allow us to see trends of developed and resource countries, assess the level of impact of globalization processes on the ecosystem and national health, analyze the ecological interdependence of countries and priorities of the given country, estimate the level of informational support in globalization processes (Nambisan, Luo, 2021).

4. Conclusions.

The globalization process has both negative and positive effects that can be usually predicted depending on the country's economic state and location of the international company. There are donor countries and recipient countries of transnational companies, which have some common features that are arranged in the structural scheme allowing us to make conclusions regarding key areas of corporate development. Ukraine as a developing country is mostly a recipient country, and its situation is unfavorable for international companies because of political and economic instability and corruption. Nevertheless, it has a range of particularities caused by the rich resource potential allowing major international companies to save costs and enter Ukrainian markets.

Unlike other areas, digital globalization processes have a positive trend. Over the past 10 years, they have been increasing the impact on international markets and establishing a separate market of international digital services. International companies engaged in informational support are one of the leaders in establishing a contemporary community, but they still do not have regulated rules of conduct on the information market. At the same time, they have a strategy for developing each enterprise separately, which complicates the analysis of their activities for every country. Following the analysis results, one has found out that the core problem of international companies operating in the territory of developing countries is the irrational use of natural resources, generation of financial assets by deteriorating the ecosystem state, as well as unprotection of the population by the state, which legal and legislative system is still under reformation.

One has analyzed that 2017's global trend is the decreasing growth rate of the globalization index in general and its further slowing down in developed countries. Meanwhile, countries with the low level of economic development will keep rapid growth rates of the globalization level due to the greater potential (backwardness in the implementation of possibilities towards developed countries) and the extensive types of economic growth, which is profitable to numerous international companies, generating more investments in the country. However, the situation on the digital goods and services market is opposite, which is indicated by acceleration of the level of globalization coefficient by international companies that operate on the Internet and are not considered during traditional research.

One has concluded that the establishment of strategic alliances based on digitalization and intelligent technologies increases the chance of success for the international company and substantially affects the globalization level worldwide, creating reserves for further activities, integration and development.

One has proven that while considering the globalization level, it is viable to calculate the environmental impact of international companies on the ecosystem state of the given country, examine changes caused by globalization processes on natural systems as a result of social and political globalization changes, which should concern the state, private business entities and non-governmental organizations (local communities). It will allow assessing the actual level of globalization in the given country and the level of impact of international companies on the ecosystem and life activities of the examined nation, as well as protecting the economy and natural resources from the irrational use and additional risks for society.

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