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Ukrainian-American Concordia University
Management and Business Faculty

BACHELOR GRADUATE WORK
On the basis of investment activities of international enterprise
Case study Amazone

Bachelor's student of Business and
administration

Field of Study 292 – Management

Educational Program – Management

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Abstract:

Today, the extent and degree of impact of international investment activity on national economies and global economic processes is one of the key deciding variables. As a result, specialists in international economics who are examining the topic of "International investment activity" is an essential part of the research. professional competence formation The goal of this topic "International Investment Activity" is to help enhance skills. Persons comprehension of international investing ideas and knowledge development and acquisition of analytical and practical skills in the application of international investments, including the case of Ukraine and America in particular. Corporations, both multinational and domestic, as well as the most common financial instruments investment from other countries"International investment and management principles", "International engagement in the financial investment market." The first semantic module examines the essence of international investment and the principles of its implementation, focusing on foreign direct and portfolio investments, international infrastructure investment, methods of assessing the five effectiveness of international investment projects, and the forms and methods of state regulation of the international investment process and its characteristics in Ukraine. The second module is devoted to examining the contents of international financial investment activity. The technique of employing multiple indices to analyze the status of the stock market, particularly worldwide market shares, bonds, and derivatives, is investigated, along with the key principles of investment portfolio management.

Keywords: Economic globalization , foreign direct investments , international enterprise, business development.

Сьогодні міра та ступінь впливу міжнародної інвестиційної діяльності на національні економіки та глобальні економічні процеси є однією з ключових вирішальних змінних. В результаті фахівці з міжнародної економіки, які вивчають тему «Міжнародна інвестиційна діяльність», є невід'ємною частиною дослідницького формування професійної компетенції. Метою цієї теми

«Міжнародна інвестиційна діяльність» є покращення навичок. Розуміння людьми міжнародної інвестування ідей та розвиток знань та набуття аналітичних та практичних навичок у застосуванні міжнародних інвестицій, зокрема у випадку України та Америки. Корпорації, як міжнаціональні, так і внутрішні, а також найпоширеніші фінансові інструменти інвестування з інших країн» Міжнародні принципи інвестування та управління», «Міжнародне залучення на ринку фінансових інвестицій». Перший змістовий модуль розглядає сутність міжнародного інвестування та принципи його реалізації, акцентуючи увагу на прямих іноземних та портфельних інвестиціях, міжнародному інфраструктурному інвестуванні, методиках оцінки п'яти ефективності міжнародних інвестиційних проектів, формах і методах державного регулювання ринків. Міжнародний інвестиційний процес та його характеристика в Україні. Другий модуль присвячений розгляду змісту міжнародної фінансової інвестиційної діяльності. Досліджено техніку використання кількох індексів для аналізу стану фондового ринку, зокрема акцій світового ринку, облігацій та деривативів, а також ключові принципи управління інвестиційним портфелем.

Ключові слова: глобалізація економіки, прямі іноземні інвестиції, міжнародне підприємство, розвиток бізнесу.

PHEE-institute «Ukrainian-American Concordia University»

Faculty of management and business

Department of international economic relations, business and management

Educational level: **bachelor degree**
Specialty: **073 “Management”**
Educational Program **“Management”**

APPROVED

Head of Department _____

“ ” _____ 202__

TASK

FOR BACHELOR’S QUALIFICATION WORK

_____ **Muhammed Nabhan**

Topic of the work

Investment activity of international enterprise.

Supervisor of the work: Lesya Leshchii, Ph.D., Associate professor

(surname, name, degree, academic rank)

Which approved by Order of University from **“22” December 2022 №22-12/2022- 3c**

2. Deadline for bachelor’s qualification work submission **“16” May 2022**

3. Data-out to the bachelor’s qualification work

The work was done on the basis of **Amazone**

4. Contents of the explanatory note (list of issues to be developed)

1. Explain the nature and main objectives of investment activities in the international market
2. Show the features of investment activities on the example of Amazon
3. Disclose how Covid 19 and war has affected and will affect investment activity in Ukraine

4. Suggest ways to improve investment activities

5. List of graphic material (with exact indication of any mandatory drawings)

The work includes 5 figures and 4 tables

6. Consultants for parts of the work

Part of the project	Surname, name, position	Signature, date	
		Given	Accepted
1	Approval of the topic		
2	Discussion of work design		
3	The content of the main sections		
4	Discussion of statistical data		
5	Consultation on the presentation		
6	Final consultation before the defense		

7. Date of issue of the assignment

Time Schedule

№	The title of the parts of the bachelor's qualification work	Deadlines	Notes
1.	I chapter	14.02-13.03.2022	In time
2.	II chapter	14.03-10.04.2022	In time
3.	III chapter	11.04-24.04.2022	In time
4.	Introduction, conclusions, summary	25.04 – 01.05.2022	In time
5.	Pre-defense	06.06.2022	In time

Student _____
(signature)

Supervisor Lesya Leshchii _____

Conclusions: In general, the student worked diligently - attended all the consultations, asked many questions about the design of the work, as well as the content. The student took into account the remarks of the teacher. The work was performed in accordance with the established deadline.

Basically, the work meets the requirements, reveals the topic, contains recommendations and suggestions.

The work deserves a positive assessment

Supervisor Lesya Leshchii
(signature)

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Introduction

Today, the extent and degree of impact of international investment activity on national economies and global economic processes is one of the key deciding variables. As a result, specialists in international economics who are examining the topic of "International investment activity" is an essential part of the research. professional competence formation

The goal of this topic "International Investment Activity" is to help enhance skills. Persons comprehension of international investing ideas and knowledge development and acquisition of analytical and practical skills in the application of international investments, including the case of Ukraine and America in particular. Corporations, both multinational and domestic, as well as the most common financial instruments investment from other countries

"International investment and management principles", "International engagement in the financial investment market." The first semantic module examines the essence of international investment and the principles of its implementation, focusing on foreign direct and portfolio investments, international infrastructure investment, methods of assessing the five effectiveness of international investment projects, and the forms and methods of state regulation of the international investment process and its characteristics in Ukraine.

The second module is devoted to examining the contents of international financial investment activity. The technique of employing multiple indices to analyze the status of the stock market, particularly worldwide market shares, bonds, and derivatives, is investigated, along with the key principles of investment portfolio management.

The stimulation of investment activity is particularly vital in modern Ukraine, as it is difficult to make progressive changes without it.

the economy, to boost competitiveness, and, in general, to secure the state's long-term socioeconomic development.

Current investment strategies are mainly targeted at tackling local difficulties of determining their success without forming a single entity.

Under the effect of "risk management" procedures, a mechanism for ensuring reliability is in place. The current method for regulating investment activity is not entirely up to date and lacks the necessary safeguards.

Methodological foundation is required. Regulation of the financial side of the capital reproduction investment process, as well as the construction of resources and investment sources, and the operation of a full-fledged market for securities, and so on, haven't been figured out yet. The creation of investment projects necessitates the consideration of a number of factors. Because external conditions are always changing, there are numerous aspects to consider.

When evaluating an investment project, other factors must be considered. The danger linked with money's transient worth, particularly with the growth of inflation. The rate of return on investment should always be greater than the rate of inflation. The accuracy and objectivity of such an assessment are determined by the time of return on investment and the company's growth potential. Investing in real-world enterprises takes time.

As a result, the project must be thoroughly examined, taking into account all relevant elements.

The urgency of this issue of work stems from the fact that our country is in the midst of a development process that necessitates attracting funds from a variety of sources, including investment funds, private investor funds, and, most importantly, foreign investments. That is, one of the first places in state's development circumstances is the efficiency of investment activity.

Chapter 1: Theoretical approaches in investment activities of enterprise in economics and marketing in Ukraine

1.1 Economic and marketing base theory of Ukraine

As an example I would show it and apply it in Ukrainian terms. In modern Ukraine it has become a concept of investment and investment Scientific Caesura as a result of economic reforms, market economy. Domestic and foreign economists are considering investing.

As a long-term capital investment in various areas and sectors of economy, infrastructure, social programs and environmental protection

In domestic and overseas investment for the purpose of production and social development sphere, entrepreneurship, and profit. The term "investment" comes from the Latin word. "Invest", that is "investment". In a broad sense, investment is capital Invest to increase it in the future. Therefore, investing in the things that will be postponed until tomorrow. Some of them are consumer goods that have not been used in the current period and are lagging behind. Increased inventory, etc.-Resources sent to expand production. Investment includes not only cash but also stocks, securities, royalties and movables. Financial assets are all kinds of assets (funds).

Invest in economic activities to generate income, and from an economic point of view, investment creates, expands, and Technological conversion of capital. In modern economics literature, the term "investment" is generally understood to mean the investment of funds that cannot lead to the growth of capital.

In Ukraine, the factors that influence the investment process are in one state, those who cannot contribute to the development of this process. But the world Experience shows that the crisis cannot be overcome without it

Regarding the structural adjustment of the Ukrainian economy, the need for large-scale foreign investment is a very serious problem. It was foreign capital in most countries (US, Germany, France, and UK) It became an

opportunity for investment activities Economic development and restructuring. In recent years, this trend especially the economic characteristics of emerging industrialized countries in Southeast Asia. Amount of direct investment in these relatives Small countries in the late 80's exceeded US \$ 20 billions among them In Brazil's industrial production, the share of joint ventures and foreign companies in the fields of mechanical engineering, metallurgy, chemistry and petroleum chemistry exceeds 30%. Ukraine should leverage the experience of these countries (Especially industrialized countries in Asia) to attract foreigners Direct investment in mutually beneficial conditions to solve the problems of structural change, the development of import substitution

Consistent expansion of sector and export potential. According to calculations, the total amount of foreign investment required for the Ukrainian economy should exceed \$ 40 billion. Metallurgy-7, Engineering-5.1, Transport-3.7, Chemistry and Petrochemicals-US \$ 3.3 billion included. 1/30 to date Money has been invested. Ukraine has the potential for effective development of \$ 22.5 billion in US investment. Such a crowd

The priority industry can be reconstructed for 5 years. However, the annual amount of foreign investment is 1/37. You need to be careful; this attraction of foreign investment also requires some expenditure. According to the calculation, you have to pay to attract \$ 1 million; Average \$ 30,000. According to experts from the European Research Center, the business risk of investing in Ukraine is 80%. It's him who causes a little

Inflow of direct investment. According to calculations, the world is direct, Investment in the domestic economy accounts for about 1% or average Over US \$ 5 per person. The general economic situation is heavily influenced by the tax law, which has many drawbacks to Ukraine. Studies have shown that the efficacy criteria used by this organization can lead to the opposite conclusions. Also, for a single project, the decision to accept it not always obvious, as the choice of specific criteria is possible certain conditions

justify either solution. The situation is tough it's complicated if you need to evaluate multiple projects. Different interdependencies, there is a contradiction between the criteria of the different groups based on the discounted and undiscounted quotes,

It can be assumed that such differences can occur between intuitive levels. A group of similar standards. Therefore, the main conclusion is, from all the criteria considered, NPV, IRR, and PI standards are best suited for investment Decision. Despite the relationship between these indicators when assessing alternative investment projects, the choice of criteria is problematic. Will remain. The main reason for this is the fact that NPV is absolute Index while PIIRR is relative. When creating a decision, one need to be guided through the subsequent considerations:

a) Select an alternative with a better NPV, considering this indicator characterizes the capacity growth withinside the monetary capacity of the organization (growing the monetary power of the business enterprise is one of the maximum important guidelines);

b) Its also feasible to calculate the IRR for signs of boom of capital investments and incomes; with IRR, CC, then the incremental fees are justified and it's far really helpful to simply accept the mission with large capital investments. Consequently, after figuring out the principle issues in assessing the reliability of funding initiatives I see that there may be no unmarried described assessment device that complicates the adoption of an funding decision.

The transition to a brand new version of Ukraine`s monetary development, Makes the studies of latest processes to the control of funding, Sports of commercial enterprises, particularly the ones which can be nonetheless in a crisis state of affairs are mainly relevant.

Current techniques of comparing funding initiatives are commonly aimed at fixing neighborhood troubles of figuring out their

effectiveness without creating a unmarried mechanism for making sure reliability below the have an impact on of “chancecontrol” measures. At the identical time current traits require a deeper attention of the diploma of chance in funding calculations, further. Development for a reliable integrated system,

Improving the methodological approach to making investment decisions. Optimizing project characteristics, risk management processes, and results. This is a prerequisite for creating a comprehensive and effective economic mechanism to ensure credibility.

1.2 The meaning of investment activity of an enterprise

Investing activities are one of the major categories of net cash activities that companies report on their cash flow statements. Accounting activity refers to the purchase and sale of fixed assets and other business investments within a specific reporting period.

I agree with W. Sharpe, G. Alexander, and J. Bailey's definition of investment as giving up some value in the present moment for a (possibly uncertain) value in the future. Within the framework of this approach to the essence of investments, it becomes possible to determine the most accessible and effective ways to attract them. Investments can be classified according to various criteria: depending on the content of the invested resources, according to investors and objects of investment activity, forms of ownership, the nature of the enterprise's participation in the investment process, the investment period. Effective investment activity in any industry is determined by rational use of an investment fund. The formation of investment funds is an important part of Company investment and general financial strategy, and initial Prerequisites for implementing the investment process in all phases. the most important The purpose of creating a company investment fund is to meet the needs of Acquisition of required fixed assets and optimization of their structure from scratch To ensure the effective results of investment activities. Increased

efficiency The management of a company's investment activities is limited by many factors, especially the conditions of the social and political environment, the level of qualifications.

Eliminating the negative effects of various factors is a prerequisite for improvement. Investment management efficiency and industry investment appeal. Taking into account the reasons for low investment attractiveness of enterprises allows to objectively evaluate their investment activity. There is no rigid linear sequence of stages of investment activity, caused by the peculiarities of the structure of enterprise management, the size of projects, the limited information. Investing in the business process is necessary. The main methods of financing

investment activities are selffinancing, corporatization, debt financing, subsidy financing, mixed financing. State tax policies are implemented by different tax types and formats Incentives to improve investment activity. In many cases, it is effective to provide to the enterprise If your company is exempt from profit tax, you can take a tax investment loan A portion of their income was allocated to expand and improve their own production. The amount of income tax paid should depend on the effectiveness of the investment.

Tax cuts should involve diversification of tax rates and the rebate itself Must be provided for targeted results. It is not uncommon for businesses to expect state support due to lack of self-financing. Or Successful operations without credit funds are virtually impossible in modern situations and require an award for that activity. this is, The production process when there is a shortage of available financial resources. The economically developed countries of the European Union have a well-developed credit system that stimulates the effective development of credit relations.

Providing credit. The agricultural situation is important. So is the country with England and Germany have the largest share of debt in

agricultural capital, about 50%, France-40 or above, Italy and Belgium-30% or above. 40% in EU countries Only 25% of farms do not, but rely only on external capital raising. Have a bank loan 5 .

To improve credit policy and improve the financial security situation, Long-term loans should be granted to producers on preferential terms. At the expense By getting a loan at a discounted interest rate, they will be technical and able to do it

Technical reorganization of production and a significant increase in the quantity of competitive products. Especially to strengthen the investment activities of domestic companies At the level, you need to take the following steps: To support individual banks

A low interest rate program for long-term loans. With the help of state regulations Policy to help stop the start of repayment of such loans in the third or fourth year.

1.3 Formation of investment policy of an enterprises

In addition to state regulation of producers' investment activities, effective implementation of investment policies by businesses is needed. In this context, it is important to focus on applying a strategic approach to decision making.

Development of investment strategies based on specially designed investment policies society. To improve investment activity and increase its efficiency, companies Different types of investment strategies need to be developed depending on the economic situation. Therefore, for companies with inadequate financial conditions and inadequate levels

Solvency, up to 60% of assessed indicators comply with standards, It is proposed to form an investment strategy for conservation, including values and conservation: Support the potential of your company's

existing resources and prepare its foundation Ensure future improved capital reproduction.

It makes sense to develop an investment if the company is in a satisfactory financial position with 61-80% of the estimates corresponding to the reference values.

Investment activity of international company, a favorable investment environment Judging that the ability to attract foreign capital is a prerequisite for the economy Work on growth, national interests and a sufficient degree of economic security. The articles presented are aimed at assessing the development of international investment activities to ensure the security of investment in countries as a component of the economy.

Application of multidimensional evaluation methods, construction of complex indicators, statistical grouping methods, measurement of stochastic relationships, Integrated level investment security in Central and Eastern European countries absolutely. The evaluation results are from countries such as Estonia and the Czech Republic. Republic, Latvia, Poland, Hungary and Romania show the highest investment

Security is one of the countries that has strengthened its investment security position during the period. According to country assessments, 46% of the countries surveyed are classified as safe investment-developing countries. According to the results of the correlation analysis, the investment is the safety index is more correlated with the state of the investment environment in the country. Groups of Central and Eastern European countries are closely correlated It has the attractiveness of investment. This means that macroeconomic stability and stable dynamics of socio-economic growth are factors in these countries.

Identify investment opportunities. The results obtained should be taken into account Identify the underlying risks of the investment environment. Under the current state of global economic development The most

important factor turned out to be the rapid growth of foreign investment, which was caused by globalization and globalization at the same time. Strengthening integration. Almost all industries and fields

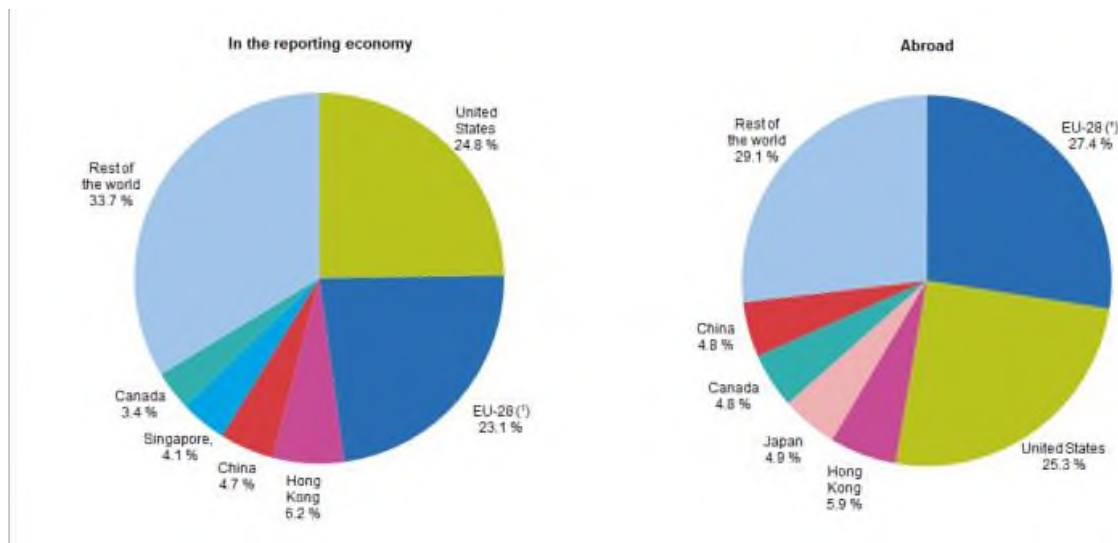
The economy really needs a lot of investment, Resources; the development of so many countries depends directly on it Global flow of foreign direct investment. In countries with inadequate investment sources, it is desirable to attract foreign investment, which is a prerequisite for economic activity growth and resolution of many social and economic problems, especially protection of national interests and high levels of economic security. This will strengthen the formation of a favorable investment environment.

With the investment process and the attractiveness of individual sectors, territory is the main determinant of creating conditions, to provide investment funds to the country. handle, their evaluation and monitoring A favorable and safe investment environment.

Globalization Patterns in EU Trade and Investment is an online publication by Eurostat that provides a summary of the latest European Union (EU) statistics on the economic aspects of globalization, focusing on EU trade and investment patterns.

To stay competitive, modern business relationships go far beyond the international trade in goods and services. In fact, there is increasing reliance on various forms of industrial organizations such as foreign subsidiaries, foreign investments, mergers, joint ventures, subcontracting, offshoring and licensing agreements. Foreign direct investment (FDI) is one such economic strategy and is the subject of this article. Some economists argue that foreign direct investment creates deeper connections between economies compared to international trade.

Figure 1: World Stocks of Foreign Direct Investments (FDIs), (2017, % of total)



Source: Eurostat

An overview of financial markets focusing on the most important economic principles of investment. Mori Nukes and Valdez (2013) paper "Introduction to" Global Financial Markets, Comprehensively Surveyed Business and Investment Processes, Especially in the markets of developing countries. They also analyze the factors and the result of the modern global financial crisis. Impact of foreign direct investment on the integration process of Central and Eastern Europe Important factors for attracting foreign direct investment (market size, labor costs, trade liberalization).

In the area, it was inspected at the Gunter factory and Kristalova (2019). Labayeetal ((2019) studying. The development of international investment activities has been studied by scholars around the world for decades. Bailey (2005) provides an overview of financial markets focusing on the most important economic principles of investment. Mori Nukes and Valdez (2019) paper "Introduction to"

Global Financial Markets, Comprehensively Surveyed Business and Investment Processes, Especially in the markets of developing countries. They also analyze the factors and The result of the modern global financial

crisis. Impact of foreign direct investment on the integration process of Central and Eastern Europe Important factors for attracting foreign direct investment (market size, labor costs, trade liberalization)

In the area, it was inspected at the Gunter factory. Project financing has a number of advantages compared to other investment project condition for project financing is the project itself; in the main, the terms of lending to investment projects exceed the typical banking products, and the interest rate is lower; Project financing provides ample opportunities for the development of exportimport operations, such as those related to lending for future products. schemes that the project financing takes its beginning. Thus, the funds needed to develop the oil fields were provided by banks for financing oil reserves. The appeal of the country to foreign investors

Determined by the state of the investment environment, general socio-economic and political trends Development, the level of competitiveness, and the big picture of the country in the global environment of Investigation of these characteristics, most important. The point is the main international evaluation based on. Calculation of various built-in indexes the aspect reflects the attractiveness of each country's investment. The most of such indicators Popular is Doing Business Index, Corruption

Perception Index, World Competitiveness Index, Human Development Index. The Business Improvement Index (DBI) is divided into 10 categories. H. Business registration, building permit acquisition, grid connection, land registration, lending, minority investor protection, taxation, international Transactions, ensuring contract fulfillment, solving bankruptcy issues. According to the world Average estimate of banking experts, one rating point

Regarding the ease of DBI, the state will invest about \$ 500

600 million investments .Today, for serious business, and not just for large ones, it becomes obvious that securing a strong position in the

national and global economy is achieved on the basis of responsible entrepreneurship by increasing its efficiency and competitiveness. Its necessary conditions include increasing openness and building balanced relationships with all those groups that the business directly affects, and which, in turn, also influence or depend on the success of the business. This is one of the fundamental approaches to understanding CSR, i.e. Responsibility to society. This approach is used today by many companies that are moving towards increasing openness and transparency and disclosing their strategy and results in nonfinancial reports, which are becoming an important element of a responsible business culture.

This responsibility implies the need to report to the company for the economic, environmental, and social impact it has as a result of business activity. The process of developing competition, the attractiveness of corporate investment and non-financial reporting? According to many experts and top managers Companies that carry out activities based on the principles of CSR and the attractiveness of investment The presentation of business and non-financial reporting is two inseparable and interrelated.

Parameters of success. Of course, the transparency of activities through presentations Public disclosure of non-financial statements has a direct and positive impact on the image. An Increase the company's reputation and thereby investment rating and attractiveness World market company. In other words, such companies are likely to attract foreign investment as an "opaque" activity for society

Many researchers and practitioners in the field of social impact assessment, Investment claims that only certain signs of social impact may be accurate, only measured; otherwise qualitative assessments and expert statements are possible. In addition, it is highly recommended to take this into account when assessing social impact. Consideration of macroeconomic and regional signs considering society Regional impact is an integral part of

macroeconomic impact. Scale the proportion of social impact in a region is determined not only by absolute indicators but also by relative indicators. What characterizes the impact of investment projects on socio-economic development area.

Therefore, the degree of social impact is largely determined by the socio-economic situation of the region. Therefore, the effect of introducing a new job depends on it. Their share of existing work in the region and the status of the labor force in the region market. At the same time, certain symptoms The social impact of investment cannot be quantified. The qualitative method is used here Rating: "The greater the social outcome, the harder it is to give a rating. Integrated quantitative evaluation. This requires a combination of many effects, Some of these have only qualitative properties, while others are measured differently Unit system. It is clearly wise to develop a preference scale that covers the whole Use of a set of indicators of the public interest and expert assessment methods ". If you need a qualitative social impact assessment, you need an independent expert I am involved in work. From this point of view, the approach of Iraqi-American scientists is major.

Saaty (1980), a specialist in the field of decision-making evaluation,

Analytic Hierarchy Process (AHP) based on rigorous expert judgment Mathematical equipment, interesting. According to many scholars, AHP is a very good tool Analyze complex and often controversial social, political and economic issues. AHP It is actually very often used in all areas of research as it is the main key to the solution.

Many problems in choosing alternatives using multi-criteria analysis and clear evaluation Mathematical device. To increase the effectiveness of decisions in the face of uncertainty Proper decision-making methods are important. Especially in the current situation Kazakhstan's economic development in light of the rapidly changing economy Global trends in the

development of the world economy to determine the right choice. Of investment projects from among those proposed by various investors, including foreigners. Of particular importance, including a comparative analysis of those socio-economic aspects.

Impact on the national economy. Reasonable option to get the right solution for a particular investment project is an expert-based comparative analysis of its effectiveness. Evaluation, the effectiveness of the expert method will increase reasonably. Management of the work of the professionals involved.

Logistically, Ukraine has deep ties to the global market and has great potential for manufacturing. Of particular note are relatively cheap skilled workers, a favorable geographic location on the border with the European Union, large logistics potential, favorable provisions of Ukrainian customs law, and ongoing improvements. It's a business environment. Especially due to the combination of favorable geographical locations-one day truck ride from Europe, the potential for huge logistics, the EU-Ukraine Association Agreement, the relatively cheap labor force, and the favorable provisions of Ukrainian Customs Regulations.

This country has become an attractive place for inward processing, customs procedures to temporarily bring foreign products into the customs area of Ukraine for up to one year. Ukraine's inward processing legal provisions provide foreign companies with a wealth of opportunities to benefit from the advantages of Ukraine's geographical location. Even though Ukraine's inward processing legislation still needs reform, many foreign companies take this opportunity to collaborate with local production partners or already set up their own production facilities for product processing.

1.4 Varieties of investment activities in international enterprise

The first theory of international investment is the theory of capital, a movement created to describe foreign direct investment in terms

Differentiate profits or interest rates in different countries (Companies cross borders with the aim of becoming higher, Overseas profits compared to expected profits in the domestic market), Explain the motives of SMEs

In fact, they are aiming for the fastest foreign census benefits. Try to maximize it with the expected return in the domestic market, consolidated present value of current and current cash flows

Future year. In 1960 the theory was extended by Geimer and Kinderberger

Through motivation, denied the adequacy of the assumption of pure competition External investors should have certain advantages over local companies to earn a higher income. This theory is called market theory defect Fisher of household (individual) savings supply reflects the essence of the theory of intermittent choice. Model the principle of choice for a rational person is you will be making such a decision in relation to your own resources. Important question Intermittent choice theory is an individual's reaction to change Market rate. When market interest rates rise Individuals can receive today's savings units and more in the future This encourages individuals to save more (so-called Exchange effect). However, rising market interest rates Increase future consumption and reduce relative value It's worth it to the individual and encourages you to reduce the amount you save (There is a so-called income effect).

It means an individual Determines the amount of consumption and savings under the influence of The opposite direction of change and income effect. graph One of these dependencies is the curve of individual savings offers. When

Relatively low market interest rates, The profitability of savings leads to an increase in that amount. Market interest rate exceeds a certain level and savings begin again. One-element version of the capital marketplace of Sharpe. The look in 1952 of the object with the aid of using G. Markovitz, entitled "Choosing a portfolio", initiated the principle of an greatest portfolio.

Markovitz proposed theoretically-probabilistic formalization of the concepts of profitability and chance, which made it viable to translate the hassle of deciding on the greatest portfolio into the language of mathematics.

It turned into he who drew interest to the typically regularly occurring exercise of diversification and proved that buyers may want to lessen the usual deviation of the portfolio's returns with the aid of using obtaining shares, the expenses of which range in distinct ways. Markovitz's portfolio funding principle is primarily based totally on some very essential assumptions:

- A portfolio is powerful if no different portfolio gives better returns at the identical or decrease chance level.

- Investors take the common ancient or ability returns for the Anticipated go back on their investments.

- The chance signs are dispersion and wellknown deviation.

- All buyers make investments withinside the identical term.

- All buyers make funding choices primarily based totally on anticipated returns and chance of those investments.

Single-element capital marketplace version of Sharpe. In the primary 1/2 of of the Nineteen Sixties Markovic's student, V. Sharp, proposed the so-known as one-element version of the capital marketplace, wherein the famous "alpha" and "beta" for the first time featured shares. Based on a one-element version, Sharp evolved a simplified technique for choosing an greatest portfolio with the aid of using decreasing quadratic optimization to a linear one.

In the only cases, this hassle can be solved even with out the laptop technology. Thanks to this simplicity, Sharpe's principle has turn out to be almost carried out already withinside the 70's, while the first programming applications commenced to seem with the improvement of the program, which have been meant to remedy the portfolio control hassle.

The single-element version of Sharpe have become the premise of the capital asset version. Money market supply is primarily determined by

commercial banks Provides resources to businesses and governments. Non-financial corporation With temporary cash on hand, banks will also make money available with urgent notices

Other companies in the money market. The biggest borrower of money is national treasury. Large companies and famous companies are also active borrower (provides sticky notes). There is also supply and demand, It is regulated by the Federal Reserve System or the National Bank. In the capital markets, the main borrowers are various companies. Also, the borrower is the government that issues long-term bonds

Obligations under various government programs. Borrowers too For example, households borrow money to raise money to buy a new home. Offers in this market come from a variety of financial institutions, including: Banks, insurance companies, pension funds and other similar organizations. Take into account the supply and demand of the international portfolio in the market Investment targeting the base (home country) and two conditional countries Recipient country (overseas), two currencies domestic and overseas, two currencies Types of securities (for simplicity, consider these securities as follows:

Bonds) At home and abroad investors can have both portfolios

Foreign and domestic assets rate of return on government bonds

Determined as r_d and from stranger r_f . Under full conditions

Movements of mobile capital between countries, relationships between them

Interest rates on bonds in different countries

The international securities market covers two large segments. firstly, foreign markets financial markets of the states, which enter into agreements on financial assets of nonresidents foreign securities. markets, domestic and foreign investors and issuers operate. financial markets are subject to the laws of a particular state and operate foreign securities is

governed by the law of the country where they were Foreign markets belong to traditional international financial markets.

The second segment is the euro market, where the circulation of securities International securities market consists of two main components the international bond market. The international securities market is dominated by issuers from developed countries

.The Japanese bond market can be divided into three parts: long-term Medium-term, short-term, Samurai bonds. Learn about the Japanese long-term and medium-term bond markets Bonds issued by domestic and foreign organizations: Open Government The short-term bond market is a fluctuating securities Securities denominated in Swiss francs are extremely attractive to Swiss National Bank introduced certain restrictions on the purchase of Swiss securities for investors who were outside the country. The main categories of securities in Swiss francs are the first is a government bond with a term of 8 tons. 15 years, state, business, finance, and Issued by the National Bank for a period of 3 to 8 years.

The foreign bond market is treated as follows Government bonds and bank bonds only in the secondary market. Issued up to 40 years.

The government also issues 6-year and 7-year savings bonds that can be redeemed at face value at any time. In the short-term market, the government issues discount bonds and financial bonds .

The UK government bond market mainly consists of: 1. Money Market: Discounted bills of exchange and certificates of deposit. 2. Government bonds (gold); There is also a corporate bond market (this is not the main source of information Bonds and unsecured bank loans.

Key representatives of money markets are discounted These are bills of the Treasury of the United Kingdom (usually 91 Both types of bills are issued at a discount. British banks also issue certificates of pound sterling with a maturity of The German bond market is public debt, bank bonds,

Promissory notes and corporate bonds. The foreign bond market is treated as follows Government bonds and bank bonds only in the secondary market. Issued up to 40 years.

The government also issues 6-year and 7-year savings bonds that can be redeemed at face value at any time. In the short-term market, the government issues discount bonds and financial bonds Free market Deutsche Bundesbank, banknotes are especially issued .

Chapter 2: Practical Approaches to International Enterprise in Economics

2.1 Implementation of investment activities and practical approaches in intenterprise

The phenomenon of the sharing economy has arisen as a result of the development of ICT and the formation of a new generation of customers who can share tangible (housing, automobile) and intangible resources. This consumer behavior was unpredictable in the early 21st century marketing handbook (Hawkins et al.). The modern understanding of the sharing economy derives from the concept of collaborative consumption in Bottsman . It is defined as "a system that activates the untapped value of all types of assets through models and markets that enable improved efficiency and access." However, regardless of the definition, the author identifies five components of the shared business.

The idea of the core business is to unleash the value of idle or underutilized assets ("idle capacity") for monetary or non-monetary gains. Companies should have a clear values-driven mission and be built on meaningful principles such as transparency, humanity and credibility that influence short-term and long-term strategic decisions.

Supplying providers should be valued, respected and empowered, and businesses need to strive to improve the lives of these providers economically and socially. Customers on the demand side of the platform need to enjoy the benefits of being able to obtain goods and services in a more efficient way: paying for access rather than ownership. Your business must be built on a decentralized marketplace or decentralized network. These networks create a sense of belonging, collective accountability, and mutual benefit through the communities they build.

The value recorded as the value of a company to consumers is a basic assumption of business modeling . Therefore, when analyzing the sharing economy's business model, you need to focus on the value provided to your

customers . There were two research questions in the paper: What is the significant value to customers provided by the

Sharing Economy Services? Do these values vary from culture to culture? Based on previous observations, these two have been formulated:

There is no cross-cultural difference between the concepts of the sharing economy business model. : There is no cross-cultural difference between the values that customers expect.

The review of Proposal was based on literature analysis, and the review of Proposal was based on a pilot survey conducted on a group of students. Both scientific and practical literature were deliberately used for literature analysis. Report-style best practice literature published by consulting firms (such as McKinsey & Company), national associations, trading organizations (such as Sharing Economy UK – “SEUK”), or national institutions (such as the US Federal Trade Agency) is for the general public. It is a very important voice for. A discussion about the sharing economy. In particular, it helps to understand local (national) policies regarding the sharing economy in a different way than scientific publications.

Research the platform with a focus on services that separate two or more, a group of interacting users is an established approach economist. They usually use the definition of a platform that revolves around the concept Multi-faceted market example: Platforms allow exchange between different types of markets Consumers who would otherwise not be able to trade with each other; tell the platform Transactions between different but interdependent user groups that are affected by network effects (Rochet and Tirole, 2003 (Evans, Hajji and Schmalensee, 2020) . This definition needs to be changed to focus, not just the platform on which it works

Not only online, but also more accurate representations of what an online platform can achieve. First word "Exchange" indicates that the

dialogue between platform users is always bidirectional or multidirectional. It is not. This aspect is also part of the definition in the offline world of newspapers.

Readers don't necessarily share anything, so tweaking is needed advertiser Instead, advertisers reach their readers through the newspaper platform. There is In many cases, there is no objection or message from the reader to the advertiser, even if it is there.

That is, it happens outside the context of the newspaper, this is the platform only occurs in one direction. Moreover, not all participants in the online platform are consumers in this sense.

This word is commonly used, for example, by consumer protection agencies. Consider an example Large companies that maintain a profile on WeChat or Facebook to interact

With the public Calling such a company a consumer is unnecessarily confusing. That is Customers or simply customers or organizations using the online platform user. In addition, limit the definition to cases where the user could not interact in any case. The other methods are too restrictive. For example, in some cases eBay users may also interact If they live in the same area and find each other by putting one and replying to it Bulletin board advertising.

Therefore, it is more accurate to call it an online platform. Promotes interaction. After all, at least in this report, "online" means the internet. Positive direct network effect. Utilities for certain types of online platforms Derivation of users on a page depends on the number of other users on the same page. Or It is called the direct network effect. The effect is both positive and direct when useful It grows as the user base grows on the same side of the platform. Online example Platforms with direct network effects include social media and instant messaging platform. If you have only one consumer, both applications are virtually useless The person who uses it, but its value increases as the number of other users increases. positive

Direct network effects can be more subtle for certain types of online, but they are just as important. platform. For example, search engine algorithms can always be better Predict what users are looking for-and improvements can always be faster- When the number of searches performed on the platform increases. Positive direct network The effect creates a kind of virtuous cycle, which can lead to rapid and significant growth.

The more users your site has, the higher the value of your service, It attracts more users to this site and so on. By the way, the existence of a direct network The effect does not necessarily indicate that the store is eclectic (think phone) Network etc.). For the same reason, not all platforms have a positive direct network Impact (eg mobile payment platform) and some direct negatives Network effect (eg dating platform).

If there is an indirect network effect The amount of demand for platform services is not just scale That's the price to fix, but about the structure of these prices on that market page and Tirole. In other words, the platform charges price A on the one hand, Price B on the other side. But, for example, it may turn out to be generated If he demands price $A + B$ on the one hand and nothing on the other, he will earn more. Positive indirect network effect is A coincidence that automatically brings good luck to a lucky company entering a particular market. Platform operators must first recognize that there is an indirect network effect market.

This is probably harder than you think. After all, the market is It existed until platform companies devised and built them. Then the company has to See how to use network effects. It's all a bit like getting the job done Necessary to discover oil reserves in certain underground areas, then Understand how to extract oil. But the platform is so versatile that there is something else. A level of complexity that does not exist in the oil sector.

Nevertheless, for those platforms that are able to capitalise on them, positive network effects can make a major difference. They are one of the

accelerants that ignited the rapid growth of certain online platforms. Crosssubsidisation. Because of the previous point about price structures, one of the common ways in which online platforms try to reach at least a viable size is by capitalising on the multisided nature of their markets. Especially, to increase the number of users. Based on one side of their business (ideally by creating a direct hurricane) And / or indirect network effects) are funded by many platforms. Maybe at first You achieve this by borrowing money, but if your business grows enough, they will eventually do it.

In addition, not all markets in which online platforms operate show all or the most winners. Network effect is strong and needs to be switched

The cost must be high and users need to find it difficult or undesirable to use multihome (That is, they tend not to use multiple competing platforms at the same time). also, It's important to remember that you're not even alone in maintaining a dominant position Violation of competition law. Do not confuse with domination Abuse of dominant position. Summation. Looking at each of the characteristics that have just been described, one may notice that many of them are not unique to online platforms. Network effects, for example, existed long before it was even possible to build an online platform. The same is true of economies of scale and scope, switching costs, and disruptive innovation. But when some or all of these traits are present in combination, they can magnify each other and lead to explosive growth. For example, the potential impact of strong network effects The online platform is greatly enhanced by scale without bulk.

Currently, about half of the world's population has access to the internet The profile contains information about the speed of major platforms Growth, how to generate revenue, profitability, data handling The major platform-specific regulatory issues they collect and encounter. Profiles are primarily snapshots. Although some of them are included Information on the history and development of companies and markets They work and need

aspects such as business model description. As these dynamic companies evolve, they tend to become obsolete. but, Nevertheless, the profile gives an impression of how important the online platform has become.

How some of the key business models work today, all online. The platforms have some things in common and they are also very different from each other – It's so different that it's a fundamental mistake to conclude that something like this:

Online platform "Market", "Industry" or "Industry".. In fact, there are many other online platforms in addition to those shown here.

And they are a much more diverse group than this choice can represent. Platform does not. Only the purposes they serve differ greatly, but they range from very broad to very broad.

Concrete, from very small to very large. User allocates time how you spend online on multiple platforms (and non-platforms) depends on it. Factors such as age, place of residence, language, culture and interests. Not only as an intermediary for financial transactions between strangers. Transactions that allow strangers to stay in a stranger's house. Home, trust and security are important issues for Airbnb.

Like many online platforms. They partially addressed these issues with an online verification system. After each stay. Once complete, the guest can write a review about the host and properties, and the host can.

Write a guest review. Users (and properties) build as they collect more reviews. A reputation that helps other users decide whether to complete a transaction. But Airbnb. Implemented many other tools and strategies to promote trust and security.

2.2 Implementation of investment activity of intenterprise in real life

You will be given a state regulatory assessment of your investment activity. It has been established that state regulation of a company's

investment activities should be based on three groups of economic, organizational and legal methods. Describes the characteristics of investment policy design in a company.

Learn about the main ways to raise money for an investment project. The focus is on project finance as one of the most important forms of funding corporate investment activities. Like finance, a country's investment potential is influenced by a variety of factors, with many macroeconomic indicators such as economic growth, inflation, consumer demand, employment rates, profit margins, credit rates, existence and structure. Characterized by production factors, the level of infrastructure development, national competitive advantages, its role in world trade and international division of labor, etc. Investment priorities for reform and development can ensure further vitality and competitiveness for the economy as a whole.

Key issues of investment development-source of investment. The active investment activities of a company guarantee the stable development of the company and the achievement of high results. The amount of investment depends on the material and technical status of the company, the availability of resources, the qualitative composition of labor resources, the quantity of products, and the level of profitability.

Profitable companies are actively involved in the investment process and the most attractive credit-related themes. The aggressive investment activities of companies make it possible to accelerate the regeneration rate of production equipment. This process depends on whether the company accepts the investment decision based on information about the attractiveness of the investment target.

A company's investment activities depend on a variety of natural, climate, social, economic, financial and other factors. In the process of national economic reform, it is necessary to urgently consider the functional investment environment of companies based on the characteristics of the region.

This all proves that attention needs to be paid to the development and practical recommendations of theoretical and methodological approaches to strengthening a company's investment activities.

Not only as an intermediary for financial transactions between strangers Transactions that allow strangers to stay in a stranger's house Home, trust and security are important issues for Airbnb. Like many online platforms They partially addressed these issues with an online verification system. After each stay Once complete, the guest can write a review about the host and properties, and the host can.

Write a guest review. Users (and properties) build as they collect more reviews A reputation that helps other users decide whether to complete a transaction. But Airbnb Implemented many other tools and strategies to promote trust and security.

How to increase a company's investment resources:

- Increase corporate profitability and self-financing opportunities, or Realization of your own investment.

- Create sectoral and cross-industry depreciation funds based on commercially reasonable depreciation standards.

- Issuance of securities for a particular project to raise a wide range of funds Business and population;

- Expansion of mortgages.

- Innovative out-of-budget funds, financing from insurance companies Corporate, commercial bank, domestic investment credit;

- Utilization of foreign investment, credit lines, loans from international financial institutions Institution etc.

The development of the stock market is of utmost importance to increase the innovative potential of the economy, as the stock market revitalization occurs.

Additional opportunities to raise equity capital through additional issues of stocks. Also, the likelihood of getting a bank loan depends on the stock market.

The stock price of the company, that is, the development of the stock market. oppose, Falling stock market prices slow production development and reduce capacity For companies to raise funds by issuing new shares

The most attractive way to fund an investment project is self-financing You will be billed exclusively to the company's internal funds, including:

Net income, depreciation deduction, insurance claims, fixed surplus of fixed assets Such financing methods include the ability of a company to repay costs and provide significant incentives to its employees.

Solving and providing social development problems at the expense of income received For advanced duplication and development of the enterprise. The process of activating a company's investment activities is determined Through their willingness to invest. This motivation is perfectly expressed Corporate economic relationships, proper organization, job payments and motivations, employee qualifications, return on investment tolerance.

The importance of a company's investment activities belongs to the regulatory agency National politics. Recognizing the important role of the state in the transition economy (transition economy)

Finding the best combination of direct and indirect regulatory methods is important On the one hand, this will stimulate priority areas (sphere, industry, production).

On the other hand, the damage to the competition is minimal. Experience in other countries shows that this is one of the most important areas for improvement. In particular, there will be more financial mechanisms for investing in innovation in times of crisis.

State regulation of capital investment, including reprioritizing public investment and improving procedures, allocates budget funds to implement specific strategic priorities and is an economy based on existing scientific and technological innovations. Demands to create conditions for reorganization.

Ability to innovate . State regulations on corporate investment activities Application of economic, organizational and legal means. Under an economical way Taxes, credits, depreciation, innovation, pricing, And strategies for human capital formation. Guarantee fixed playback Corporate assets are the main function of depreciation policy. Depreciation policy .Techniques that should be aimed at restoring a company's critical resource base . Remodeling by introducing the results of advances in science and technology.

It is convenient to implement the amortization policy through proportional growth Calculation of depreciation rate to increase the market value of depreciable assets. society Depreciation policy should be formed independently, taking into account their details

My activity. State tax policies are implemented by different tax types and formats Incentives to improve investment activity. In many cases, it is effective to provide to the enterprise, if your company is exempt from profit tax, you can take a tax investment loan A portion of their income was allocated to expand and improve their own production. The amount of income tax paid should depend on the effectiveness of the investment.

Tax cuts should involve diversification of tax rates and the rebate itself Must be provided for targeted results. It is not uncommon for businesses to expect state support due to lack of self-financing. Or Successful operations without credit funds are virtually impossible in modern situations and require an award for that activity. this is,

The production process when there is a shortage of available financial resources. The economically developed countries of the European

Union have a well-developed credit system that stimulates the effective development of credit relations. Providing credit. The agricultural situation is important. So is the country with England and Germany have the largest share of debt in agricultural capital, about 50%, France-40 or above, Italy and Belgium-30% or above. 40% in EU countries Only 25% of farms do not, but rely only on external capital raising. Have a bank loan To improve credit policy and improve the financial security situation, Long-term loans should be granted to producers on preferential terms. At the expense

By getting a loan at a discounted interest rate, they will be technical and able to do it Technical reorganization of production and a significant increase in the quantity of competitive products. In particular, in order to intensify the investment activity of enterprises at the state level, it is necessary to implement the following measures: to support individual bank programs with low interest rates on longterm loans; with the help of state regulatory policy, to help terminate the start of repayment of such loans for the third or fourth year of their use. Along with the longterm need to promote the development and shortterm bank lending. Longterm and shortterm bank lending should contribute to the development of investment activities of enterprises.

The appeal of long-time period financial institution loans, however the use of short-time period financial institution loans is greater affordable, which cannot however have an effect on the general financial state of affairs in a single or any other industry. In this regard, it's far essential on the country degree to enforce a coverage of cheapening loans. Release because of the mechanism of cheapening short-and long-time period lending through partial repayment through the country of the price on a manufacturer mortgage a part of the funds, along with different investments, need to be aimed toward enhancing the situations of production.

Thus, the problem of lending to producers, that's the supply in their funding activity, is continually open, and an critical position in its answer belongs to the country. After all, the supply of substantiated loans to organisations lets in now no longer best to improve the fabric and technical base however additionally to stimulate the technique of innovation. The country of the country`s economic system as an entire and the funding climate, in particular, properly displays the country`s vicinity in worldwide ratings this will greatly improve the efficiency of corporate investment.

Implementation of innovative projects. In many cases, such projects for updating the physical and technical foundations can only be effectively funded by large corporations. Therefore, SMEs usually need government credit support for innovative projects. Easier and cheaper access to innovation for businesses

Made possible by participating in a collaborative form of shared use of technical resources deliver and sale cooperatives, commodity associations, cooperation with studies institutions, advisory services, etc. In many countries, there's no unmarried not unusualplace mechanism for making an investment in innovation. There are conditions whilst now no longer one kingdom software and idea became adopted, however this did now no longer cause the lively creation of progressive trends withinside the production system of enterprises. Often, the cause that constrains personal traders to make investments their complete capital in innovation is the shortage of felony safeguards for the go back in their own savings. Therefore, there's a want for sensible pointers on growing the funding beauty of progressive enterprises.

The finest asset of the actual financial system is a professional and wholesome worker. An unbiased director of the regulatory coverage of the kingdom have to be a coverage of formationof human capital. This sphere of kingdom law have to be carried out via the advent of situations for the usage of knowledge, skills, paintings revel in and creativecapacity of humans who're

without delay associated with the sports of the enterprise. An vital path in stimulating financial improvement is the disorderly flow of facts flows. It is really well worth paying unique interest to the formation of an facts machine for every department of the financial system, the statistics of if you want to be constantly updated. It is beneficial to create and perform nearby and neighborhood advisory facilities that are intently interconnected through a unmarried facts network.

In addition to state regulation of producers' investment activities, effective implementation of investment policies by businesses is needed. In this context, it is important to focus on applying a strategic approach to decision making. Development of investment strategies based on specially designed investment policies society.

To improve investment activity and increase its efficiency, companies Different types of investment strategies need to be developed depending on the economic situation. Therefore, for companies with inadequate financial conditions and inadequate levels Solvency, up to 60% of assessed indicators comply with standards It is proposed to form an investment strategy for conservation, including values and conservation:

Support the potential of your company's existing resources and prepare its foundation Ensure future improved capital reproduction, It makes sense to develop an investment if the company is in a satisfactory financial position with 6180% of the estimates corresponding to the reference values. Moderate growth strategy. Its main purpose is to gradually increase production and ensure its efficiency. A financially sustainable company with 81-90% of estimates Indicators correspond to reference values and investment strategies need to be developed Accelerate growth, through which you can achieve a long-term competitive advantage Refitting and modernizing complex technologies, improving investment management systems, training staff and building human capital. To develop an effective investment strategy, it is

necessary to develop an investment management system. SMEs with low investment Management of investment activities must be carried out by its manager or owner. among them In the middle, these functions can be performed by managers and specialists. If the investment is most aggressively invested, then an investment manager is needed and, if necessary, Required investment unit. The new tasks of strategy require new requirements of the company to the competencies and competencies of the staff. It is about strategic vision, statement of current tasks, development of strategic alternatives, strategic analysis, etc. They have to provide the results of preliminary training in general and formulate typical tasks of professional activity.

It is said that the results of the preliminary training form the basic level of competence of the managerial staff that will carry out the strategy at the enterprise, and the typical tasks of professional activity indicate additional competencies that can be divided into groups according to: innovative management on theoretical understanding and application of tools in the directions: innovation, innovation renewal, innovation activity, innovation process and its elements, innovation development, innovation activity, innovative solutions, innovation products, innovation cycle, functions of innovations, psychogenetic laws of innovation development, innovation, innovative, active and innovationoriented enterprise; investment management on theoretical understanding and application of tools in the areas: investments, and their types of investment activity (its forms, objects and subject), investment, investor, participant in investment activity, investment market, investment cycle, investment cycle phases, investment process, investment complex.

The global movement of financial capital, increased competition between financial and credit institutions, the emergence of new opportunities in the development of the financial market, crisis situations – the main reasons for the need to invest in those areas that require investment resources.investors

should pay attention to such methods of financing investment projects as project financing. This should be taken into account in the strategy of enterprise development. Project financing is a system of financial, credit and contractual relations of project participants using elements of financial engineering that differs from other methods of financing by a set of features related to the nature of the projects for which it is used, provided that sources of debt repayment are exclusively monetary project flows .Identify several features of project financing that make it possible to distinguish it as a type of investment activity:

- Investment risk is distributed among all actors involved in the project implementation (ie, it risks not only the bank that provided the funds but also the entrepreneur who plans to raise funds for the developing business);

- Availability of a detailed business plan backed up by a package of financial assessments, on the basis of which the investor makes a decision on the provision of funds. Project financing has a number of advantages compared to other investment project financing schemes. The main benefits of project finance for businesses are:

The condition of project finance is the project itself. Mainly credit terms investment projects outperform typical banking products and interest rates are lower. Projects are the main source of funding for projects. By using project finance, it is possible to reduce the cost of debt repayment. Implement investment projects and build long-term relationships with suppliers Reduce the risks associated with the supply of raw materials and materials, Launching objects in operation and providing sponsored facilities to support international financial institutions.

Project finance offers many opportunities for the development of import and export businesses, for example in relation to lending to future products. Because that's why An arrangement to start project finance. The first mechanism of this kind was involved in the development of oil fields in the United States. Thus, the funds needed to develop the oil fields were provided

by banks for financing oil reserves. The loan was repaid from the income from the sale. Innovation and investment activity management mechanisms are aimed at this. To improve economic, organizational, technical and scientific processes. Result. The percentage of managed object activity depends on the accuracy and consistency of these processes. The process or activity you want to manage. Management continuity. Provided at the junction of the process, it provides the opportunity to achieve something next. Planned result. The result of the company's innovative investment activities

Is to develop a mechanism to manage this business. Entrepreneurial behavior. Need money – invest. Investment opportunities for businesses define innovation. Today's innovations are scientific and technological development, management, work. Innovative companies gain a competitive advantage, thereby creating a crowd. Win the competition with competitors from the market.

2.3 Control of the investment in International enterprise atmosphere

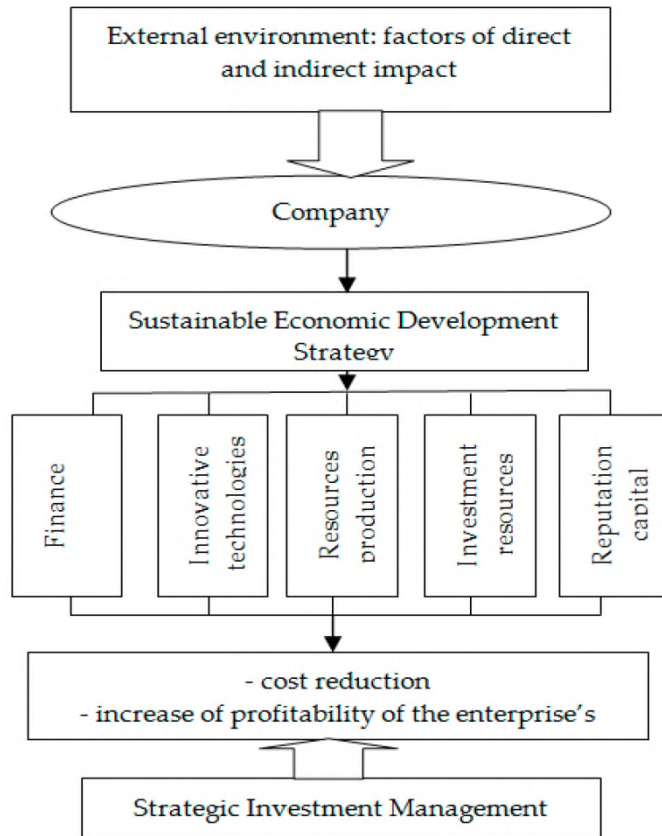
Foreign direct investment (FDI) is an integral part of what is open and effective. An important catalyst for the international economic system and development. However, the benefits of FDI do not occur automatically and evenly across countries, sectors, and countries. Here is the diagram that shows external environment from up to down.

FDI contributes more jobs to the local economy by directly adding new jobs and indirectly when local spending increases due to purchases of goods and services by the new increase in employees. All of these in turn are expected to have positive multiplier effects for an economy.

Changes in investment shift the aggregate demand curve to the right or left by an amount equal to the initial change in investment times the

multiplier. Investment adds to the capital stock; it therefore contributes to economic growth.

Figure 2: Factors of Direct and Indirect Impact in External Environment



Source: M. Nabhan authorship

Local community. National policy and international investment architecture Invite foreign direct investment to more developing countries and make the best use of foreign direct investment for development. First and foremost, tackle issues A transparent, widespread and effective host country

Create political frameworks for investment and build human and institutional capacity to implement them. Most FDI flows come from OECD countries, developed countries will help move this agenda forward. You can help developing countries Access to international markets and technologies and ensuring policy coherence.

General development; Utilize Official Development Assistance (ODA). Use public / private investment projects. Encourage non-OECD countries to do so

Further integration into a rule-based international framework for investment. Jointly and actively promote OECD guidelines for multinational corporations along with other elements of the OECD Declaration on International Investment. When Share the OECD's peer-reviewed approach to construction with non-members Investment capacity.

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FDI seems to exist in the least developed countries slightly smaller effect on growth due to the presence of "threshold externalities". Apparently, developing countries must have reached a certain level Levels of education, technology, infrastructure and health development before they can benefit from going abroad their presence in the market. Incomplete and underdeveloped, financial markets can also prevent the country from reaping the full benefits of FDI.

Weak financial intermediary hit domestic company that is much more difficult than a multinational corporation (MNE). In some cases, Lack of financial resources to exclude them Utilizing business opportunities created by overseas presence. Participation of foreign investors in the physical infrastructure and financial sector A proper regulatory framework) will help both of these found.

Technology transfer and dissemination work through four interrelated channels. Vertical link with the supplier or buyer in the host country. Horizontal connection with Competitive or complementary companies within the same Industry; migration of professionals; internationalization of research and development. Evidence of positive spillover is the strongest and most consistent with vertical links. Especially "reverse" connection with local provid developing countries. MNE usually provides technical support, training and other information.

Improve the quality of our suppliers' products. Many multinationals assisting local suppliers in the purchase of raw materials, modernization or upgrade of intermediate goods and production equipment. Reliable empirical evidence of horizontal spillover dard to come by as multinationals entering the developing economy affect the local market structure Pathways that researchers cannot easily control.

A relatively small number of studies on the horizontal dimensions of spillover effects various results were found. The reason for this is

efforts by foreign companies to prevent know-how from spreading directly to competitors. Some recent evidence seems to indicate the existence of a horizontal spillover effect. It is more important among companies doing business in unrelated sectors. One caveat is about technology relevance.

For technology transfer to create externalities, the technology must go beyond the host company and relate to the enterprise sector of the host country after you, technique level of host country the business area is very important. Facts suggest it foreign direct investment has a more positive effect than domestic investment investing in productivity, the "technology gap" in between Domestic companies and foreign investors should be relatively restricted. If there is a big difference, If the absolute technical level is in the host country. Low, local businesses may not be able to absorb it foreign technology transferred through multinational corporations.

The benefits of the existence of a multinational corporation for human capital Improvements are generally accepted, it's just as obvious Their number of digits should be significantly smaller than that General (public) education. Beneficial effects of training what FDI provides can be supplemented, but not replaced.

General increase in skill level. The existence of multinational corporations however, Demand for skilled workers from these companies Host country authorities showed what was early Skills are required. The challenge for the authorities is Providing less common education in a timely manner while meeting that demand implicitly prefer a particular company.

The wave of mergers and acquisitions has significantly increased the concentration of the global market since the early 1990s, rebuild your global business environment at the same time, the number of strategic alliances has increased significantly. Changed the way officially independent companies Entity interacts. Alliances are generally considered restrictive Compete directly while increasing efficiency, Evidence of this is not well established. It also has

It was a wave of privatization that attracted considerable foreign direct investment (mainly development and Emerging markets), and that could have been important too Impact on competition, last but not least development Country. Empirical studies show the effect of FDI The concentration of host countries tends to be higher in developing countries than in more mature economies. It may be he expresses concern that the entry of multinational corporations into developing countries can be anti-competitive. In addition, sufficient evidence shows that MNE entries improve productivity.

Evidence from developing countries is weak when host countries are established in developed countries. If such a spillover effect is found, the extent and extent of its effect actively related to the general level of competition. Although it is economically desirable to allow strong foreign competitors to replace less productive domestic companies,

There must be a healthy level of competition good The best way to do this is "related A market by increasing the openness of the hospitality industry" International trade. It also improves efficiency Domestic competition law and law enforcement agencies, it is recommended to minimize anti-competitive effects Weak companies withdraw from the market. When a merger occurs cases of abuse of dominant status that have been reviewed and, if possible if evaluated, the focus should be on protection Compete on behalf of rivals.

Modern competition policy focuses on efficiency and consumer protection any other ther approaches can lead to competition policy it is returned to industrial policies that may not bring long-term benefits to consumers.

2.4 Investing in different services

If an investor specializes in a particular form of collector's investment, it usually provides this as part of its advisory service and obtains the investment's client's approval before continuing. Alternatively, if the investment

is managed at its discretion, the attorney's authority will be obtained when the client signs the investment power of attorney.

It may seem clear that companies offering a wide range of asset classes are most likely to offer collector's investments, but in fact these assets are considered outside the scope of normal investment tends not to be so. For this reason, collectibles are often offered by companies with a narrow range of offerings by providing professional services. This can also be seen in relation to the implications of providing collectable assets.

In this case, it is considered an investment in an omnibus class through some form of unit trust or investment trust. An important regulatory issue today is whether an investment is considered "appropriate" to the client, both as an asset of its own and in the context of the client's portfolio. In the general process of building a portfolio, this is roughly done by presenting the client with a list of asset classes as investment products offered by the company and asking for restrictions.

However, companies such as Ibbotson and Risk Metrics are increasingly moving towards more sophisticated approaches, such as providing surveys that return risk figures that match the model portfolio. BITA Risk Solutions has created a third-generation survey and scoring algorithm that outputs various parameters that underlie portfolio building, such as the degree of suitability of individual asset classes.

This approach stimulates discussions about investment, which is the central purpose of the relationship, and can provide a solid foundation for the relationship between the client and the manager. Whether or not the questionnaire is used to derive the level of risk the client accepts and understand the suitability of the investment, the investment manager must determine the purpose of the client's investment.

There are many parameters for this purpose and are often described as investor utility. In other words, maximizing maximizes investor

satisfaction. Often, the benefits are a balance or compromise between a variety of factors, including: B. Risks and returns. The investment managers in research gave their perspectives on the investors' utilities with respect to collectibles. The following were deemed to be utilities of investing in collectibles. Ownership of a fine, exquisite, or unique item Now, remembering that these are the views of investment managers will explain the following comments on the relationship between the investment manager and the investor in terms of collectible investments.

Thus far, I have looked at the relationship between the investor and the investment manager in terms of the service provided the breadth of investment offering, and the suitability of investments.

In discussions with investors, I found that this role could fall into one of five categories: It may be indexed or evaluated by the client or the client's external advisor, which allows the collection to participate as part of the client's investment portfolio. They become more involved by providing a source of funding that clients can use to continue building their collections. These are usually protected against the collection or the rest of the investment portfolio. These funds are usually relatively small in terms of investment and can be subject to significant liquidity constraints.

They either advise directly or manage external specialists in each area and provide knowledge to the collector's portfolio. This group is rare and is commonly found only in niche private banks and family offices that provide comprehensive management services to individuals or families.

2.5 How covid 19 and war has affected and will affect investment activity in Ukraine

Two months have passed since Russia sent troops into Ukraine, and any reasonable person would agree that the world has changed decisively accordingly. As harmony talks vacillate and Russia starts one more hostile in

the Donbass district, the contention looks set to go on for quite a while. Strategically, obviously the contention has enormously adjusted the condition of global relations, as most of UN General Assembly casted a ballot to denounce Russia's activities. Monetarily, one could expect that comparable repercussions have been felt - so has this been the situation?

Without a doubt, the underlying response in the business sectors was tempestuous. In March, the FTSE 100 experienced a one-day drop of in excess of 250 focuses following the fresh insight about a fire at Ukraine's Zaporizhzhia thermal energy plant and its catch by Russian powers, assuming the week by week misfortune to 6.7, the greatest since the start of the pandemic. In the interim, the contention has exacerbated market disturbance provoked by energy and production network issues, with the S&P 500 somewhere near 13.4% in the year to date to the intercession.

At that point, all of this might have shocked a few financial backers - especially the individuals who had securities and value reserves presented to Russia toward the start of the year, and the people who questioned that the contention could at any point come to pass. Truth be told, numerous in the venture world disregarded the danger of approvals, contending that it would harm the worldwide economy to an extreme. Nonetheless, the beyond two months in the business sectors have seen remarkable approvals put on practically all aspects of the Russian economy - activities that have presented new instability in the worldwide business sectors.

Two months into the contention, it appears as though an ideal second to reconsider how financial backers have answered and whether venture procedures have been affected by the continuous emergency in Ukraine.

In any case, while speculation techniques have not yet changed essentially, obviously financial backers hold deep-seated sentiments about the future market effect of the contention as well as expected plans to relieve the drawn out impacts. Depend on it, by far most of financial backers (69%) accept

that exchange among Russia and the West will be irreversibly different by the emergency in Ukraine - clearly, this will have a few genuine repercussions on financial backers' portfolios.

Maybe the most amazing effect of the contention in the speculation world has been the developing significance of moral standards with regards to picking ventures. As a matter of fact, most of financial backers (67%) imagine that buyers and their friends in the venture scene are ready to blacklist organizations that won't stop tasks in Russia. Without a doubt, as just 8% of financial backers are worried that they depend too intensely on Russian resources and the assumption for a rouble crash, this is probably not going to be a possibility that will concern such a large number of UK-based retail financial backers. All things considered, a critical 44% conceded that they will reexamine speculations that have openness to nations and organizations that help Russia's activities, and obviously financial backers look set to involve their ethical compass to direct their exercises for a long time to come.

So how can financial backers intend to outline their speculations should the contention form into an extended one? As of now, 37% of financial backers say that they will consider putting more in 'place of refuge' resources, for example, gold, government bonds, protective stocks and monetary forms assuming the danger of a more drawn out struggle keeps on developing. Somewhere else, guard and network safety stocks look set to be well known, with 25% of those overviewed by and large expressing that they will hope to put resources into these region in case of heightening.

2.6 Social Media and its effect on investment

Along with traditional financial news media, social media is becoming an important source of information for institutional investors to use in their investment processes. According to a new study by Greenwich Associates, nearly 80% of institutional investors use social media as part of their normal workflow, and about 30% of these investors receive information through social

media for their investment. He states that it had a direct impact on recommendations and decisions. In a report released today entitled, Institutional Investing in the Digital Age: How Social Media Informs and Shapes the Investing Process, Greenwich Associates presents the results of its study of 256 corporate and public pension funds, insurance companies, endowments, and foundations in the U. S. , Europe and Asia.

About half these institutions say information obtained on social media has prompted them to take some specific action. 48% of the investors said information from social media prompted them to do additional research on an industry issue or topic 37% said they shared information from social media with decisionmakers at their companies 34% said information learned on social media influenced a decision to work with a particular client or company 33% said information obtained on social media triggered a discussion with their investment consultant

“These results show that social media is influencing decisions that can result in the allocations of billions of investment dollars around the world,” says Dan Connell, Head of LinkedIn continues to be the most widely used platform for investors for professional purposes. According to a Greenwich Associates study, pension funds, insurance companies, funds, money managers and other investment companies seeking to raise investment funds from funds need to consider the nature of the existence of social media. The Nasdaq Composite Index rose 582% from January 1995 to March 2000 as investors rushed to buy stock in technology startups.

Today, social media and technology are bringing new elements to hysterical investment. "Bubbles don't just come out of nowhere," he says. It's a kind of new product or technology that stirs people's imagination. Today, the story is told and re-told through social media. "Cryptocurrency traders usually set up something like TweetDeck to help organize topics," he says. "Most of the cryptocurrency price fluctuations are word-of-mouth and much

more important than traditional stocks. " There is an old saying that traditional stocks don't trade news, but in my opinion, cryptocurrencies. Also, the people who trade cryptocurrencies are not really old-fashioned foreign exchange traders or exchange traders. It's all about news because they're mostly young and they first traded cryptocurrencies.

2.7 What is Amazons investment activity in the world?

Amazon has been investing heavily over the past year in areas such as transportation and logistics. Its large and flashy investments stand out from those of its tech peers over the past year. Amazon seems to be preparing for the future of its business as revenue growth is slowing. Amazon has been continuously piling up ventures to situate itself for the future as its center business eases back. Inside the previous year alone, Amazon has declared the greater part twelve significant ventures addressing billions of dollars. The speculations basically center on new conveyance organizations and strategies, yet in addition incorporate different regions, like its interest in another central command. Amazon clarified its desires in the transportation and coordinated operations space by recognizing such administrations as possible rivals in an administrative recording recently.

The spending binge comes as Amazon has been presenting huge benefits in spite of easing back income development. The organization announced an immense beat on profit in the principal quarter of 2019 at \$7.09 per share, yet saw income development decelerate in all cases. Its 16.9% income development addressed the slowest increment since the primary quarter of 2015.

Amazon's development has been generally floated by its cloud business, Amazon Web Services, which has turned into a significant benefit driver for the organization. In the main quarter of 2019, AWS income addressed 13% of complete deals for Amazon, up from 10% from the past quarter. Be that

as it may, even AWS, which detailed 41% income development, has seen its development decelerate contrasted and its 49% deals increment the earlier year. Now that Amazon is bringing in cash, it's returning those dollars to new pursuits. Yet, its speculation procedure stands apart among its tech peers for the two its scale and style.

While Apple CEO Tim Cook told CNBC his organization unobtrusively purchases another business at regular intervals, Amazon's ventures are far flashier. Cook expressed the majority of Apple's acquisitions go unannounced in light of the fact that their primary intention is to acquire protected innovation and ability.

In the mean time, Facebook has to a great extent centered its endeavors inside as it attempts to restore clients' confidence following an extended period of embarrassments with an item guide designed for security highlights. Letter set keeps on putting resources into its "Different Bets" beyond Google, like robot conveyance and self-driving vehicles, however they actually address a little piece of income.

PillPack: Amazon moved into the restorative space in June 2018 when it declared it was purchasing on the web drug store PillPack in what was subsequently uncovered to be a \$753 million buy. The organization, which conveys drugs in parcels that remind shoppers when they should accept them, extended Amazon's conveyance ability into another vertical.

Amazon has looked into medical services, collaborating with Berkshire Hathaway and JPMorgan Chase early last year to frame an association to reduce expenses for their workers. Yet, its procurement of PillPack shows its advantage reaches out past its own worker benefits and into another business opportunity.

HQ2 and other office developments: Amazon swore a \$5 billion monetary speculation for its subsequent base camp, which it eventually split between two areas in Northern Virginia and New York. Indeed, even when it retreated from the New York bargain following neighborhood and political backfire, Amazon said it would push forward with its arrangements in Northern Virginia as well concerning its new Operations Center of Excellence in Nashville, where it vowed a \$230 million speculation.

The organization said it would keep on developing across its 17 corporate workplaces and tech center points in North America also and has since reported a few extensions remembering for Denver and Austin.

Aurora: Amazon put an undisclosed sum in self-driving vehicle fire up Aurora recently. Sequoia Capital and Shell's speculation arm were additionally among the financial backers in the \$530 million subsidizing round reported in February. The speculation could address a chance for Amazon to additionally broaden its edges from here on out. Despite the fact that Amazon has not freely unveiled plans for the venture, envisioning the organization's advantage in self-driving technology is not hard. Amazon spent more than \$27 billion on conveyance costs in 2018, which could ultimately be chopped somewhere around disposing of drivers and outsider conveyance organizations from the situation.

"Independent innovation can possibly assist with making the positions of our representatives and accomplices more secure and more useful, whether it's in a satisfaction community or out and about, and we're amped up for the conceivable outc[omes]," Amazon said in an explanation to CNBC at the hour of the declaration.

Rivian: One more method for reducing down on conveyance expenses could be by diminishing energy spending. Amazon drove a \$700 million speculation round in electric truck fire up Rivian, which was declared in February soon after the Aurora subsidizing became public. The interest in the

potential Tesla rival reaffirms Amazon's aspirations in the maintainable transportation space.

Air: Amazon is likewise focusing on the sky with regards to transportation and coordinated factors. The organization extended Amazon Air to incorporate 50 planes and new territorial centers. Amazon said it would put \$1.5 billion into another center in northern Kentucky it intends to open in 2021.

The venture is assisting Amazon with acquiring a greater amount of its coordinated operations house and decreasing its dependence on outsider transporters, for example, UPS and FedEx. Wolfe Research assessed recently that Amazon handles its own delivery for 26% of online orders.

Project Kuiper: Amazon CEO Jeff Bezos' advantage in space is commonly known — he has a whole other organization devoted to space investigation, all things considered. Be that as it may, Amazon has likewise extended its desires past Earth's environment with Project Kuiper. Amazon intends to set up an organization of in excess of 3,000 satellites to extend fast web access around the world, the organization affirmed after the plans were uncovered an administrative recording in April.

Despite the fact that Amazon has not given quotes to the task, a few space leaders recently told CNBC the venture would almost certainly cost somewhere around \$3 billion. Yet, the drawn out result for Amazon could be significant, in light of the fact that the more individuals it interfaces with the web, the more potential clients it has for its administrations. Elon Musk's SpaceX additionally has plans to send off web radiating satellites.

Deliveroo: Amazon's latest speculation is in the London-based food-conveyance organization Deliveroo, declared for this present week. Amazon drove a \$575 million financing round for the organization, joined by leaving financial backers T. Rowe Price, Fidelity Management and Greenoaks. However Amazon's stake is obscure, its venture shows its desires in the food conveyance space in a market where Uber Eats is additionally a central part.

At the 2017 SEC Filing, Amazon described its vision as follows: Amazon's marketing strategy suggestions are communicated through both on-site and offline communication. Of course, creating customer loyalty and repetitive purchases was the key to Amazon's success. Many dot-com companies failed because they were able to get a bad reputation but not loyalty. Amazon has achieved both. Their SEC filing emphasizes how they are trying to achieve this. They say:

"We work to earn repeat purchases by providing easy-to-use functionality, fast and reliable fulfillment, timely customer service, feature-rich content, and a trusted transaction environment. Key features of Amazon include: editorial and customer reviews; manufacturer product information; web pages tailored to individual preferences, such as recommendations and notifications; 1Click technology; secure payment systems; image uploads; searching on our websites as well as the Internet; browsing; and the ability to view selected interior pages and citations, and search the entire contents of many of the books we offer with our "Look Inside the Book" and "Search Inside the Book" features.

The community of online customers also creates feature-rich content, including product reviews, online recommendation lists, wish lists, buying guides, and wedding and baby registries." In practice, as is the practice for many online retailers, the lowest prices are for the most popular products, with less popular products commanding higher prices and a greater margin for Amazon.

Free shipping offers are used to encourage increase in basket size since customers have to spend over a certain amount to receive free shipping. The level at which free shipping is set is critical to profitability and Amazon has changed it as competition has changed and for promotional reasons.

Amazon communicates your Fulfillment Promise in a variety of ways, including up-to-date inventory information, delivery date quotes, prompt delivery option offers, shipping notifications, and renewal opportunities.

2.8 Personal cases based on activity of international enterprise

In my example I would like to mention my experience in working with AIESEC, in certain industries: according to our research, human resources, finance and administration, and marketing and sales. By contrast, men are more dominant in operations, research and development, and profit and loss functions that are considered to be more strategic for enterprises and can often be a springboard to higher level positions. When it comes to the boardrooms, studies suggest that enterprises need to reach a critical mass of 30 per cent women in order to reap the benefits of gender diversity.

This research shows that one third of enterprises surveyed are governed by a board that is constructed by this critical mass. This means the majority of boardrooms would still gain from adapting approaches that generate inclusive leadership. So how can enterprises better leverage gender diversity to generate improved business outcomes, create high performing teams and take effective action to close the gap between aspiration and reality? Broadly, enterprises need to proactively ensure equal opportunities for all staff – so that career paths do not diverge at early stages and there is a healthy pipeline of women right up to the top.

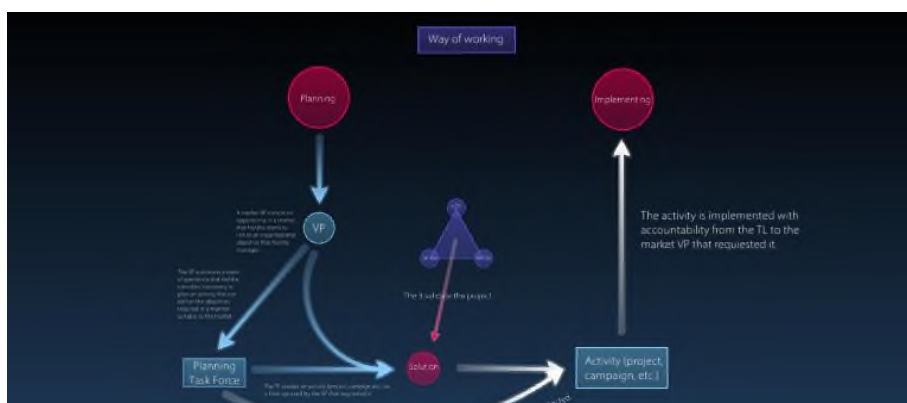
Importantly, practising gender diversity is more than ensuring that human resources policies are adequately aligned. It is also about creating an inclusive, respectful culture that is not dominated by one gender and that delivers the diversity of thinking that women and men bring to the table. While workplace cultures are often influenced by wider societal norms, enterprises and EBMOs can play a critical role in dispelling these biases and challenging traditions. Ultimately, businesses have the ability to directly influence and shape

a genderinclusive workplace that works for all, at all levels, and simultaneously reap the associated benefits.

Working towards achieving the Sustainable Development Goals, especially Goal promote gender equality and women's empowerment for all businesses and their Representative organizations, governments and other stakeholders become proactive and thoughtful An approach to achieving this goal.I hope that the results of the report will be useful to companies and EBMO. Globally in the process of putting gender diversity at the heart of the strategic business agenda.In any case there can be a lot of different obstacles.

The best experience is an international experience because in this atmosphere where you can compare different systems and approaches in solving any kind of tasks is a huge benefit.By this type of new technology all of us can learn the best the modest things and to implement it in our own work.

Figure 3: AIESEC Way of Working



Source: AIESEC

Demographics, technology, innovation and business disruption, together with globalization and international trade are continuously transforming our global labour markets. A recurring challenge faced by enterprises amid this ongoing change is the growing skills need. A business's performance depends on its ability to attract and retain skilled and talented employees. Given that women surpass men in educational level in many countries, they represent a formidable talent pool and an underutilized resource

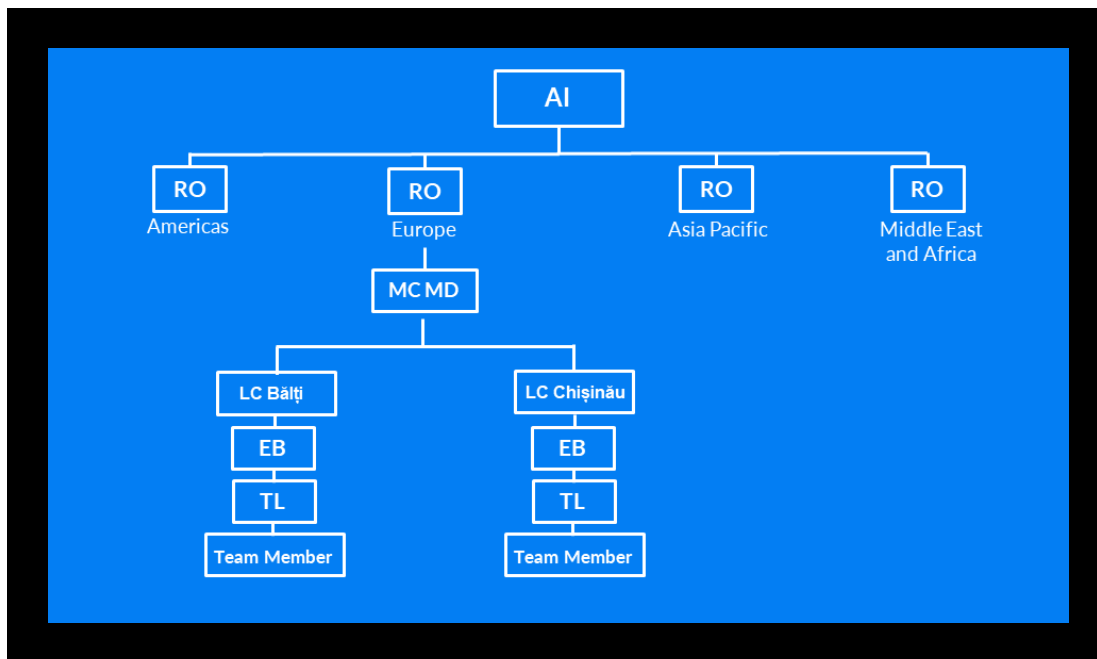
in an era of skills shortages. Investing more in recruiting and advancing women can be justified through a costbenefit analysis. When it comes to establishing systems to recruit and advance the best person for the job without the influence of gender bias, the benefits outweigh the costs. Similarly, providing flexible work arrangements to men and women can increase employee productivity significantly. Enterprises will undoubtedly bear some costs in extending maternity and paternity leave or helping with child care; however, the longer term and strategic benefits.

Also I would like to add how the hierarchy works in AIESEC.

It all depends on the location of your current servicing and the work that you are responsible of. In my case I was responsible of digital marketing , my job exactly was in correcting and checking how other departments work , and make reports to the heigher commander.I would like to attach a hierarchy works in AIESEC . I liked the opportunity to grow at every step of the way. The culture at AIESEC was great and everyone was very supportive and helpful. Though at times, it was also a little hectic but it helped me in growing a lot.DislikesWhile I was interning I disliked working too much and taking on too much but in retrospect I feel glad that I was given so much opportunity.

Work Details: the work life was great. The working hours were flexible usually. Though at our peak times, it was expected that we will work for a longer time than we usually worked.

Figure 4: AIESEC Department



Source: AIESEC

Based on our survey, over 57 per cent of respondents globally agree that gender diversity initiatives improve business outcomes. We use several indicators to illustrate business outcomes including increased profitability and productivity; increased ability to attract and retain talent; enhanced company reputation; greater creativity, innovation and openness; and better ability to gauge consumer interest and demand. Some respondents were more likely to say that gender diversity contributed.

Improve business outcomes. For example, SMEs (64.1%) were more affected As SMEs (54.3%) and large companies (58.8%). Compared to other companies Elsewhere, companies in the Asia Pacific region (68.5%) were more likely to report this gender. Diversity has helped improve business outcomes.

Communication (66.4%) and management or support services (65.1%) were more likely Report that gender diversity has helped improve performance.

2.9 Amazon examples based on specific International Company

I believe that any type of company can learn from digital business strategy, so I've been highlighting Amazon marketing strategy case studies in my book for almost 20 years. Their reaction to the pandemic is impressive, but not entirely surprising to "customer-obsessed" brands. Everything from start-ups and SMEs to large international companies, especially at this time, from a focus on testing market opportunities made available by digital technology and testing and analysis to improve results. People can learn. By focusing on the customer experience, Amazon acts as a sort leader for the e-commerce experience. Amazon's ACSI customer satisfaction fell below 80 for the first time in 2020, especially whether due to poor customer service due to the global epidemic, rising customer expectations, or both.

It was that. As of , Forbes rates Amazon stocks as "unattractive" in terms of QFactor scores and closed at \$ 3,180.07 on February 10, 2022. I will keep this case study up to date for interested book readers and Smart Insights readers. In it, we'll look at Amazon's latest performance background, revenue models, and sources. You can also learn from your digital marketing strategy because you are using digital marketing efficiently at all customer communication touchpoints in the RACE framework.

Reach: Amazon's early business growth action based on a detailed approach to SEO and AdWords based on millions of keywords: Create a clear and simple experience through testing and learning. Transform: Use personalization to provide relevant recommendations and a clear checkout process that many are currently emulating. Engagement: Amazon's customer-centric culture keeps customers happy and bringing them back again when it first went on sale, Amazon had a clear and ambitious mission.

Offering: the world's largest choice and becoming the world's most customer-centric company, Today, business users of Amazon Web Services represent a new type of customer, so Amazon states: A company. Each of these groups has different needs and we are always working to meet those needs by developing new solutions to make things easier, faster, better and cheaper. Is wenty years later, Amazon is still customer-centric. In fact, in the latest Amazon 2021 annual report, Amazon's Jeff Bezos describes customer attachment. Customer attachment Our greatest strength.

I aim to provide our customers with all kinds of products, low prices, fast and free delivery, user-friendly features and timely customer service, We are in-house by relentlessly focusing on our customers, We strive to improve services, add benefits and features, invent new products, lower prices, and expand product choices.

The main Performace indicators of Amazon:

Amazon feedback rating, customer service metrics, late Shipment Percentage, Refund Requests, Vender Rating (score from 0 to100) was taken out in 2020. Amazing Order Percentage and Product Performance were phased out in 2019. Amazon sent off the FBA Inventory Performance Index (IPI) in 2021. Contact Response Time (CRT), Refund Dissatisfaction Rate (RDR), and Client assistance dissatisfaction Rate (CSDR) were likewise taken out in 2020.

The Account Health Dashboard highlighted some presentation measurements in 2020.In July 2021, Amazon presented capacity limits in view of IPI scores. By 2021, ODR was determined on a 60-day premise as it were. Before that, it was two-overlap ('short ODR' for the beyond 60 days and 'long ODR' referred to the most recent 90 days).

In mid 20120, the Voice of the Customer dashboard was carried out. It highlighted two item unambiguous measurements, NCX and CX. By July 2020, venders were recounted another Invoice Defect Rate prerequisite for

Business orders. This necessity will reach out to all requests on Apr. 21, 2021. In Sep. 2020, Amazon sent off the variety coded Account Health Account Health is an Amazon page which more Rating (AHR) device - pretty much a repeat of the 'vender rating' apparatus of 2020.

Yet, if you somehow happened to research 'Amazon merchant measurements' today, you'll in any case observe old measurements referred to in blog entries as late as the month before. There are 4 significant measurements each Amazon merchant should screen day to day, contingent upon the kind of satisfaction you use. Three of these measurements apply to all dealers who satisfy their own (MFN and SFP) orders. They allude to transportation and information passage productivity:

1. Pre-Fulfillment Cancel Rate PFCR is the rate at which you drop orders prior to affirming dispatch.

2. Late Shipment Rate LSR is the times your shipment affirmations are troublesome or absent, over the all out number of requests you get.

3. Legitimate Tracking Rate (not required)

VTR is the rate at which the following numbers you transfer end up being opportune and substantial.

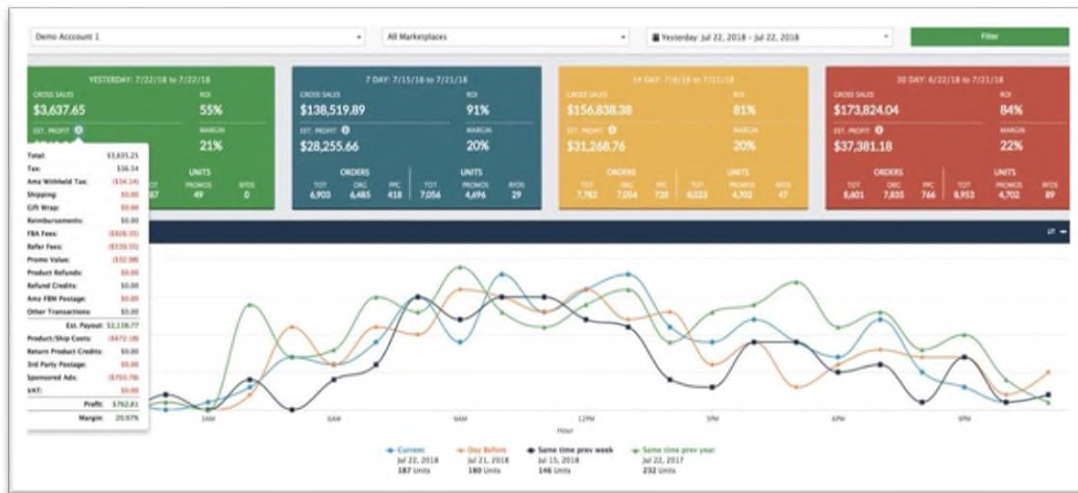
4. Purchase Shipping Label Rate (SFP as it were)

In the event that you pursue Seller-Fulfilled Prime (SFP), you really want a close ideal record for on-time dispatch and conveyance, request acknowledgment and following, and information passage in your vender account. However, you likewise need to purchase essentially the entirety of your delivery marks through Amazon's Buy Shipping apparatus.

There are marketing tools and templates that will help compete in difficult environments, increase market share and attract more customers. Join thousands of savvy SmartInsights Business members using our marketing solutions integrated with the RACE framework to get the results you need. Is

your e-commerce or retail business competing online? In so many competitions, you need to stand out. Leverage RACE's growth process to win more customers

Figure 5: Start Now Amazon's Business and Revenue Model



Source: Amazon

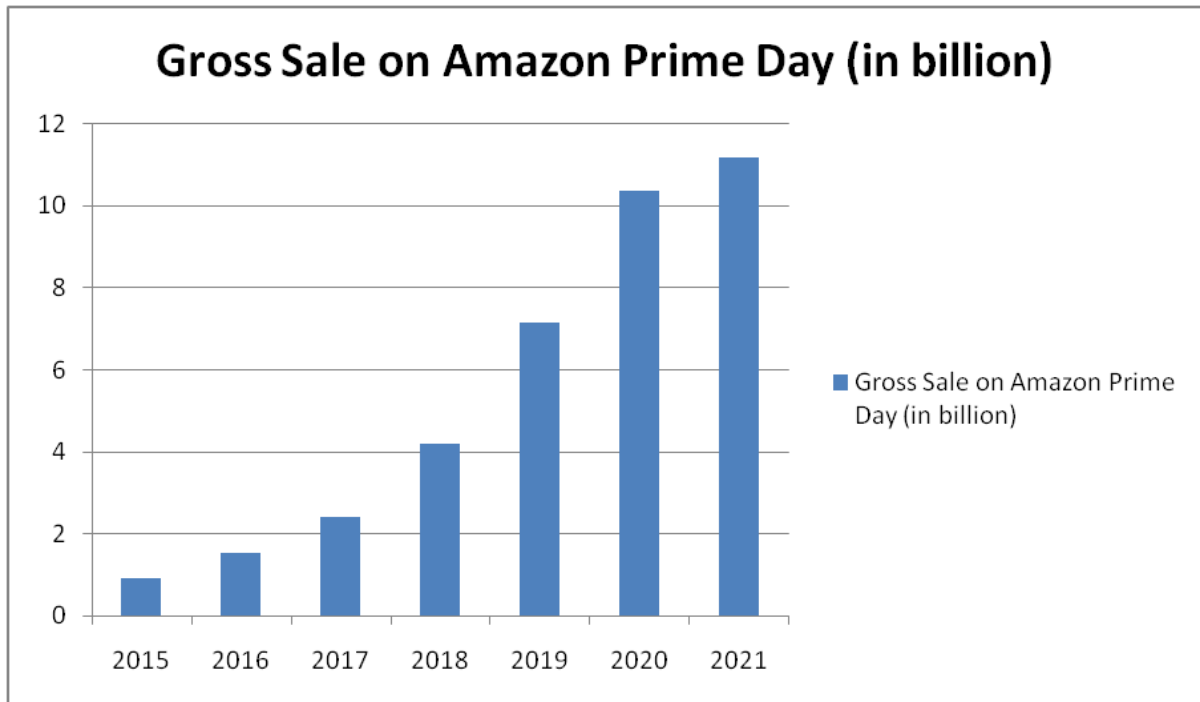
Those studying Amazon are advised to check out the latest annual reports, mandates, and shareholder letters. The annual submission provides a great overview of eBay's business and revenue model. The 2020 Report contains a good vision for digital agility (reproduced in the latest annual report from 2019), showing a test business model that many companies do not yet have. Amazon states:

“I continue to analytically measure the effectiveness of this programs and investments, discarding those that are not producing acceptable profits, and increasing our investment in those that are performing at their best. We are successful. And continue to learn from both failure.” They further explain that the business model is being tested from a long-term perspective, showing CEO Jeff Bezos' thinking.

Make investment decisions based on long-term market leadership, not short-term profitability and considerations or short-term Wall Street reactions. The latest example of innovation in their business model is the launch of a new type of checkout store, Amazon Go. JustWalkOutShopping

Experience allows Amazon Go app users to enter the store, get the products they need, and exit without queues or checkouts.

Figure 6 :Gross Sales of Amazon



Source:Amazon

Amazon Prime Day is a once-a-year sale event open only to Prime subscribers. According to estimates, Amazon's seventh annual Prime Day was a huge success, with revenues up 7.7% compared to the same shopping event in 2020. In comparison to previous Prime Days, however, growth in 2021 was more mild.

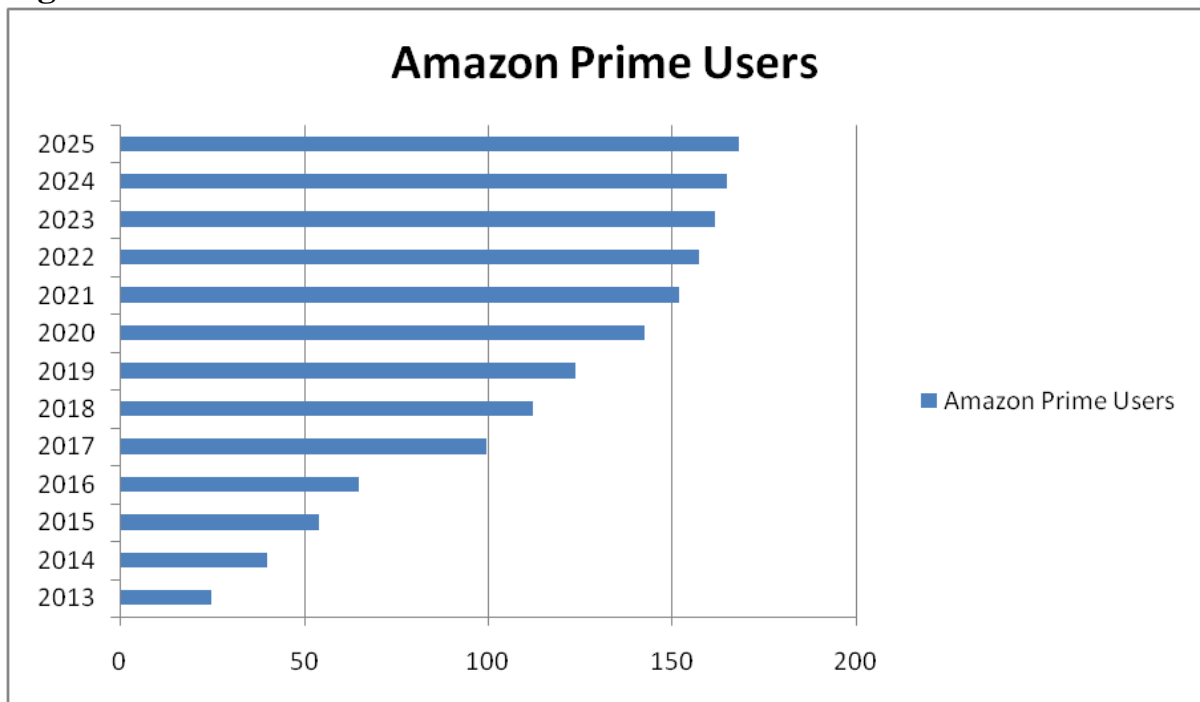
Amazon's global sales increased by 11.19 billion dollars between June 21 and 22, 2021, compared to 10.39 billion dollars in the same period in 2020.

Last year's Prime Day sale was moved from its typical July position to mid-October because to the global epidemic.

During Prime Day 2021, over 250 million products were purchased worldwide, according to Amazon.

Among the best-selling categories were Crest Keurig K-Slim Coffee Maker

Figure 7 : Amazon Prime Users



Source: Amazon

Amazon Prime is becoming increasingly popular in the United States. When we look at the number of Prime customers in the United States, we can see that it has been steadily increasing.

There were roughly 112 million US Prime members in December 2019, up from 95 million in June 2018.

Furthermore, in 2020, there were 142.5 million Prime users in the United States. In reality, the United States accounts for 148.6 million of the 200 million Amazon Prime members globally.

According to recent surveys, 91 percent of Amazon Prime users in the United States have been with the service for at least two years. This demonstrates how devoted their user base is.

Chaper 3 improving the investment of an International company

3.1 Improvement of investment Projects

Investment projects have a specific plan of realization and purpose. Investment projects are prepared by country and its specialists. And not always projects are wellcalculated, with clearly defined benchmarks for confirming effectiveness of the invested funds. Cases, funds have been stagnant for decades, in poor condition and invested in the economic sector, which has not been invested by the country for a very long time.

And when it comes to managing financial resources, officials and workers don`t know how to handle it, as it follows, a lot of attention of law enforcement agencies. Officials scared to use these funds today, because tomorrow the prosecutor will come and say “you violated this and that”. Law enforcement agencies are just waiting for the customer to make a mistake.

But you can always find some point in the rules of use of budget funds, for which an official can be prosecuted. And every obstacle affects the term, and the international financial institution looks at the pace of use of funds. In real life, it is often the case that three of the five planned years of the project have passed, with 20% of the funds used and 80% remaining.

Lviv is the only district where everything was completed on time and all funds were spent. By allocating these funds to the state's general budget or by purchasing goods and services within the framework of a developed investment project. The World Bank and EBRD projects have recognized the extent of corruption risk in developing countries, have been reinsured and have developed procurement rules. And all purchases of such investment credit projects are behind them.

In contrast, World Bank rules allow a bidder if the application is made in a timely manner and the technical documentation meets the criteria of

at least three available bidders. With the advent of the Prozorro system, the World Bank has already allowed certain types of purchases. We must show that we can handle money honestly. Trust in International financial institutions follow the rules of these organizations to reduce the possibility of theft, so there are no provisions or claims that money will be stolen at the time of purchase. It's possible and probably somewhere.

Funds are not used because ministries and municipalities do not yet have sufficient institutional capacity to properly procure and set investment and development priorities and assess the economic feasibility of various measures. There is a concern. This can only be improved by improving the education of these beneficiaries.

For example, if the rules of the procurement process, Ministries often do not understand these rules. Therefore, it may be more efficient for public institutions to hire professionals from the private sector who are familiar with this. However, the private sector lacks the latest trained and skilled workers, and lacks experience here. Therefore, knowledge also needs to be improved.

3.2 How does investment projects improve

Decentralization was considered as a strategy to democratize and modernize post-communist society in the 1990s, underpinning the state-building operations of the then-Polish government. It's apparent that there were some hurdles — the newly formed local governments' capacities were first insufficient to meet the issues that occurred. Everything changed with time, and Poland's self-government became adequate. It took over 30 years, though. Piotr Zuber, a senior lecturer at Warsaw University and Chief Adviser to Poland's Ministry of Development Funds and Regional Policy, gave this information.

Before the 2000s, what challenges did gminas, counties, and voievodships face? Administrative capacity to carry out investment projects and offer public (utility) services is limited.

Inadequate opportunities to address broader socioeconomic issues such as human resource development and economic development.

Opportunities for collaboration with external partners are limited (governments, NGOs, research institutions and private companies).

Insufficient financial resources.

There are no subsidiary bodies.

Four essential variables, according to Piotr Zuber, led to the establishment of Polish self-government.

Choosing decentralization ahead of time.

Territorial reform was viewed as a means of modernizing the country both politically (democracy) and economically (socialism) (more players and institutions that feel responsible for the development and future of the people).

The self-government body's legal independence (legal entity).

Local self-governments have legal standing and, as a result, legal authority. As a result, local self-governments are good and trustworthy partners for the private sector and investors. Communities are responsible and dependable, which makes them appealing partners who can repay debts if they occur. Local self-government, on the other hand, is an excellent customer for the banking system as a result of this.

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According to Piotr Zuber, the degree of corruption risks has fallen dramatically as a result of Poland's adoption of European legislation, and project execution has become more efficient. Key components of effective project planning and implementation at the municipal level by Piotr Zuber:

Strong legislative foundation for self-government, ensuring municipalities' accountability and responsibility.

Other funding and financial decentralization

Self-government under a decentralized society may have its own sources of financial income.

System of assistance for the development of administrative capability inside an organization.

Support programs, administrative capacity development programs, local development programs funded or sponsored by European funds, public agencies, or directly by the districts may all be part of the system.

A multilayer governance system based on trust between partners (national, regional, local authorities, NGOs, private sector)

“It is very important that governments do not fight with each other, but that they are partners, that the government is able to listen to local self-government, and together they build an effective legislative and legal system,” emphasizes **Piotr Zuber**.

The Ministry of Regional Development's responsibility in providing resources to Ukraine's communities

Today, Ukraine's Ministry of Community Development and Territories views itself as an efficient facilitator of community finance. According to Deputy Minister Ihor Korkhovi, the authorities are attempting to balance the interests of international financial organizations that are willing to provide resources with the needs of local self-governments that require funds to improve the living conditions of citizens in their territories in order to achieve a "win-win" outcome for all stakeholders.

The European Investment Bank is one of the Ministry of Regional Development's main partners, and one of the partnership's largest projects is a program to modernize public buildings. Last year, a credit arrangement for 300 million euros was inked, according to Ihor Korkhovi. The process of choosing

project submissions for financing for relevant on-the-ground initiatives will commence in 2022. "About 1,000 dwellings, buildings (schools, kindergartens, hospitals, clinics) are planned," says Ihor Korkhovyi, "which will enhance, first, the infrastructure of services, second, cut energy consumption, and third, assist battle the so-called energy poverty."

The European Investment Bank is helping the Ministry of Regional Development emulate a number of different initiatives and projects. A huge street lighting installation worth more than 100 million euros is one of them. The project's unique feature is that it allows users to witness immediate resource savings on the ground, allowing for the deployment of energy-saving technology.

The transformation of coal areas is another Ministry endeavor. "The so-called categorization of monofunctional towns — cities that subsist off mining — encompasses roughly 25 villages spread over five areas." "We hope to see a comprehensive initiative for the transformation of these cities authorized in the first half of 2022," the Deputy Minister stated.

The official also discusses the Ministry of Regional Development's collaboration with the German credit institution KfW. Two municipalities — Zhytomyr and Zaporizhzhia — have inked a 25 million euro pact. It is intended to perform roughly 80 thermal modernization projects in public facilities, such as schools, kindergartens, hospitals, and educational institutions, under the terms of this agreement. Cities will be able to save a lot of money on electricity as a result of this. The Ministry of Regional Development will conduct a project for Chernivtsi — upgrading of drinking water delivery systems — in the future, in collaboration with KfW.

The issue of tiny towns' financial capabilities

Both Piotr Zuber and Ihor Korkhovyi point to a problem: tiny villages and municipalities have limited financial capability in comparison to larger ones.

"Larger towns can act as self-contained partners, collaborating directly with the banking system and international organizations. They are able to resolve their social issues as a result of this. However, we (in Poland – author) continue to have issues with smaller municipalities since they lack financial resources and do not have trusted partners or members of a broader system," says Piotr Zuber. This condition of circumstances is comprehensible for Ukraine. We have huge cities with populations of over 500,000, like we do in Poland, that have a track record of working with international financial institutions. Ihor Korkhovyi, for example, works with Kyiv, which collaborates with the European Bank for Reconstruction and Development and other partners on projects such as the modernisation of Kyivvodokanal. In general, the issue of collaborating with foreign financial institutions has been handled for major municipalities: they have both administrative and financial ability to carry out projects.

Small and medium-sized cities are a different story altogether. "There is definitely stuff to work on," Ihor Korkhovyi asserts. – To begin, we must create project applications for these towns. Second, simulate how a certain project will impact the community. Third, the municipality must determine how it will return the credit resources it will get for project implementation. It is vital to have adequate cash resources as well as skilled personnel and project teams on the ground. That's why we're working on a special support package for small communities right now."

While big towns in Ukraine have learnt to seek investments in order to conduct social initiatives for their communities, smaller cities still require ready-made financial instruments and assistance programs as part of their partner collaboration. The government may be able to provide these resources and assistance. Communities might start by establishing modernization objectives and learning from the successes of comparable towns in Ukraine and elsewhere.

3.3 investment projects in international enterprise

Several key changes influenced the worldwide investment policy environment in 2019 and 2020. They include, among other things, an agreement by EU member states to terminate intra-EU BITs, Brexit, and the coming into effect of the African Continental Free Trade Area Agreement (AfCFTA). Despite the fact that the methods to these advances varies, some of them represent IIA reform.

In 2019, 22 IIAs were completed, while at least 34 IIA terminations went into effect.

By the conclusion of the year, there had been 3,284 treaties signed. The number of effective treaty terminations have surpassed the number of new treaty conclusions as of 2017. In 2019, at least 22 IIAs were signed: 16 BITs and six TIPs. Australia, Brazil, and the United Arab Emirates were the most active economies, each with three new IIAs.

The IIA universe now stands at 3,284 stars (2,895 BITs and 389 TIPs).

15 In addition, at least 12 International Investment Treaties (IITs) entered into force in 2019, increasing the total number of IITs to at least 2,654 by the conclusion of the year (figure III.6)

At the same time, the number of IIA terminations increased: in 2019, at least 34 terminations became effective ("effective terminations"), including 22 unilateral terminations, six consent terminations, four replacements (via the entrance into force of a newer treaty), and two expirations. Poland was the most active in canceling treaties, with 17 BITs canceled, followed by India with seven. The number of IIA terminations in a year has already surpassed the number of treaty conclusions for the second time since 2017. The overall number of effective terminations reached 349 at the conclusion of the year.

The five TIPs that were completed in 2019 and for which texts are accessible fall into two groups.

The AfCFTA went into effect on 30 May 2019 for the 24 nations that have presented their ratification instruments. It had been approved by 30 nations as of May 6, 2020. The agreement's operational phase began on July 7, 2019, during an African Union high-level conference in Niamey, Niger. Phase I, which focuses on topics like as trade in products and services as well as dispute resolution, is nearing completion, however essential issues such as rules of origin and tariff concessions are still being negotiated.

The resulting draft law documents will be presented to the African Union Assembly for consideration in January 2021. The AfCFTA's investment protocol is anticipated to take into account African nations' primary development goals in order to draft measures that assist the promotion and facilitation of long-term investment.

Brexit and the transition period: The United Kingdom's separation from the European Union became official on January 31, 2020. The EU-UK Withdrawal Agreement provides for an 11-month transition period, from 1 February 2020 to 31 December 2020, during which the United Kingdom will continue to follow EU trade policy and will be covered and bound by EU-third-country trade agreements. Third nations are being notified of this period by the EU.

Trade Agreement Between the EU and the Mercosur States¹⁹: On June 28, 2019, the EU and the Mercosur States¹⁹ struck a political deal on a comprehensive trade agreement. The trade deal is part of a larger agreement between the two areas called the Association Agreement. A chapter on trade in services and establishment (including mode 3, commercial presence of services trade) will be included in the agreement, however there will be no chapter on investment. Chapters on environmental protection and labor conditions, e-commerce, SMEs, and civil society participation are among the other prominent features of the proposed pact.

Termination of intra-EU BITs: EU agreement: Following EU member states' interpretive declarations in January 2019 on the legal consequences of the Court

of Justice of the EU's judgment in the Achmea case and on investment protection in the EU, they reached an agreement on the text of a plurilateral agreement for the termination of intra-EU BITs on October 24, 2019, despite a small minority of member states being unable to endorse it. On May 5, 2020, 23 EU member states¹⁸ agreed to terminate intra-EU BITs in order to execute the Achmea judgement, which established that investor–state arbitration clauses in intra-EU BITs are incompatible with EU legislation.

Recommendations

Think outside your norm. There's no such thing as a single model of how to run a business meeting.

- Find common ground
- Communicate with proper online and in-person etiquette
- Pay attention to cultural detail
- Overcome personal barriers
- Be mindful of potential misunderstandings

Having a strong business plan is very crucial

According to Rhett Power, co-founder of Wild Creations, knowing "your sales goals ahead of time can keep you on track and assist prevent mistakes." You need a good business plan in place whether you're looking to complement your local sales or want to grow into a global powerhouse. Once you've finished writing it, make sure to put it into action.

"Don't give it too much thought. There are numerous moving factors that can cause you to become paralyzed and overthink things. Don't. Follow your instincts and keep in mind that mistakes are a part of life. You'll be better off doing something than doing nothing in the end. Start small, learn the intricacies, and then expand.

Also I have to take into account International banking and financing, according to Carine Gursky, Foreign Exchange Manager at Wells

Fargo Bank; you may lose out to competitors that utilize the currency that clients in other countries prefer. She also recommends taking into account fluctuating foreign exchange rates and hedging to "lock in an exchange rate for a future transaction." Consider paying in the foreign currency if you're paying a vendor so "no money is lost by overpaying for a product." You'll also need to consider whether you require the services of an international bank, which you may not require if "you are selling internationally in a local currency."

When it comes to funding your overseas business, the Export-Import Bank of the United States is a good option. Since 1934, this non-profit U.S. government organization has helped more than a million people.

Also the spreading of the brand awareness, it's time to extend brand awareness now that you've located an international market that will sustain your firm, formed partnerships, developed a business plan, and straightened out the foreign banking issue.

"Craft and express a message that is relevant to your clients' requirements and goals," says Paul Williams, founder of the worldwide marketing firm Idea Sandbox, on Inc.com. Landor Associates' chief marketing officer, Hayes Roth, likewise emphasizes the importance of maintaining "your brand reputation in every market where you sell" while increasing brand awareness. "Keep in mind that your brand is a promise. You're starting to establish a promise that people are willing to buy into, and you need to follow through on whatever product or service you've promised." For many businesses, entering the worldwide market is a need. Further trade liberalization will greatly contribute to the global economic development and benefit both in industrial and developing countries.

In the context of FDI Trade policies in developed countries (home countries) have gained another dimension in that a significant proportion of foreign direct investment depends on subsequent trade between related companies. Trade barriers and subsidies to limit imports Developed countries

are currently imposing costs on development Country (probably larger than development aid).

Developed country authorities improve the capacity of developing countries to attract foreigners

Investing by working to reduce them and ultimately eliminate them.

CONCLUSION

What may be said to for the most part recognize worldwide business from business? Also, how did a portion of the key elements that explicitly recognize worldwide business change over the long run? Indeed, even with a wide and definite review, taking a gander at the effect of the global through world patterns and specific occasions, it is simply conceivable to zero in on a portion of its aspects, unavoidably minimizing others. Regardless, the principal key separating element to consider for global business, recognizing it as a subject by its own doing, is the activities and approaches of host legislatures, or their capacity and ability to oversee associations with multinationals and, possibly, with the multinationals' home state run administrations. In surveying any case, the strength and remaining of a host government, the dependability and rationality of its organizations, the size of the country, the size of its own security and financial assets are moreover important.

In the years somewhere in the range of 1870 and 1914, or on the other hand, whenever liked, Global Economy I, Asian commonwealths generally found themselves inadequately outfitted to adapt to the monetary changes and strategy requests brought by multinationals that started, generally, in Europe. The historical backdrop of a nineteenth-century Africa isolated by and shared out among European states - legitimized by cases of regarding the

privileges of nearby commonwealths and native people groups by officially looking for their 'arrangement' - makes the point significantly more emphatically.

As transnational contact developed and the quest for the 'standardization' of exchange and venture relations escalated, there was the elevated chance of the second separating factor in global business, the portrayal or contribution of a worldwide's home government. With regards to the period, the transnational powers of merchants and financial backers brought the gamble of immediate and apparent intercession.

It would be wrong to see the international strategies of interventionist states still up in the air by the interests of multinationals and shippers: now and again, thought of these interests was accidental, albeit never completely irrelevant; while here and there they were at the actual focus of occasions. As we have noticed, the British government regularly mediated in Asia and Africa with hesitance, in light of line precariousness abroad, homegrown political tensions, or the intricate round of significant power contentions, and it gauged the risks of getting carried away militarily and financially.

The study's key policy conclusion is that the economic benefits of FDI are real, but they do not occur automatically, to get the most out of a foreign company's presence, it's important to keep it healthy. It is critical to create a business-friendly environment that fosters both domestic and foreign investment, as well as incentives for innovation.

Enhances abilities and contributes to a competitive corporate environment the interventionist approach of the government, this is another another issue raised in Baidu's yearly reports year after year. Despite efforts emphasizing the use of market forces for economic reform, such as the reduction of state ownership of productive assets, the Chinese government still owns a significant part of such assets. Furthermore, the government continues to

play a vital role in industry development regulation. It also has a strong grip on the situation.

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