

Место и роль транснациональных корпораций в мировой экономике

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Аннотация

В прогрессивной финансовой системе довольно непросто квалифицировать устойчивые направленности становления финансового благосостояния общества, которые станут принимать во внимание все различные потребности населения, поскольку она иногда подвергается нескончаемым переменам системы ценностей и стереотипов. Её можно было бы назвать неуравновешенной, подверженной кризису. В подобном случае нужно сконцентрироваться на вещах, которые содействовали бы стабилизации экономики, предотвращению появления различного рода кризисов. Я считаю, что в таком случае важны интеграционные способы: Одним из которых, считается появление системы ТНК (транснациональных корпораций). Тем самым, объектом изучения в статье являются транснациональные корпорации в мировой экономике. В статье представлен анализ места и роли транснациональных корпораций на мировой арене. Результаты анализа покажут место ТНК в системе международных экономических отношений, выделение функций ТНК и формирование рейтинга мировых ТНК.

Ключевые слова: мировая экономика, глобализация, транснациональная корпорация, научно-технический прогресс.

Place and role of transnational corporations in the world economy

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Abstract

In a progressive financial system, it is not easygoing to discover sustainable directions in the expansion of the financial prosperity of society that will bear in mind all the multifarious needs of the citizenry, because it is occasionally subjected to ceaseless changes in the framework of values and stereotypes. It could be called psychotic, prone to crisis. In such a case, we need to focus on things that would help stabilize the economy and prevent the emergence of various types of crises. I believe

that integration methods are important in this case: one of them is the emergence of a system of TNCs (transnational corporations). Thus, the object of study in the article is transnational corporations in the world economy. The article presents an analysis of the place and role of transnational corporations on the world stage. The results of the analysis will show the place of TNCs in the system of international economic relations, the allocation of functions of TNCs and the formation of a rating of world TNCs.

Keywords: world economy, globalization, transnational corporation, scientific and technical progress.

In a progressive financial system, it is not easy going to discover sustainable directions in the expansion of the financial prosperity of society that will bear in mind all the multifarious needs of the citizenry, because it is occasionally subjected to ceaseless changes in the framework of values and stereotypes. It could be called psychotic, prone to crisis with more than six foreign subsidiaries:

- companies whose assets have the property of free movement in many States, there is a probability of their purchase in the States where they operate their own activities;
- the instruction of which consists of adherents of various countries, in this situation, it is impossible to focus the work of firms on a particular country, the international nature of their working staff, the "geocentric atmosphere" in the team;
- orientation of the organizational structure to mass, large-scale financial work.

Hence, TNCs are reviewed as an entity that integrates branch offices arranged in some of States. The country where the firm's headquarters are stationed is viewed to be the birthplace of a TNC. Host States are the States where its departments are localized. In reality, not each of global firm has the position of a TNC - a little or medium-sized business with branch offices in some of States is not reviewed as a transnational company. These comprise firms whose shares make up more than \$ 10 billion. It is not a dark secret that TNCs have an exposure beyond the margin of their own associated companies. The represent and structure of the impact can be various: contracts for the implementation of contract matters, the acquisition of dissimilar patents, resale and franchising, etc.

Due to their own investment activity and the redistribution of their own funds between departments, TNCs play an important role in locating large production capacity. It is similar to the role of TNCs in international trade.

In TNC-conglomerates, to achieve the highest efficiency, some industry is allocated, in which the share of foreign assets is mainly located. In this area, the main share of investment is directed to get the maximum benefit. The ground for determining and identifying the work of this orientation is considered the index of transnationalization by industry activity of the firm. This index

was recommended by the organ of the General Assembly of the United Nations. The index is calculated on average by 3 characteristics: part of foreign shares, the number of employees to the total number of shares, and the number of employees in the provided sphere provided by TNCs. This indicator is usually used to determine the role of various TNCs in the universal financial system.

However, all TNCs, without exceptional case, engender appreciable purposes in a sequential economy that are viewed as the most excitatory. They reveal the remarkable quality levels of TNCs:

- It facilitates to the progression of technological growth;
- It begets a foundation for the globalization of the total economy;
- It has assisted the extension of global manufacturing;
- It will be free to dictate the competitive atmosphere in global business.

It still consists of the true significant qualities:

- Vacant access to raw materials, capital expenditure and technological growing;
- The firm's survey of a concrete State, demonstrating the active standing of the State market;

• Reasonably inexpensive cost of their resources, rather having an affect on investors of the corporation itself;

- Effectual performance of the span of firms;
- The likelihood of choosing particular staff and the best employees.

Although, it has some specific drawbacks, for instance:

- The accelerator to transfigure it into a monopoly in the host State;
- The threat of having an influence, not only on their own contestants, but also on the whole economy of the State;
- The occurrence of such a apparition as a decline in employment in TNC offices in developed States.

On the whole, this is thanks to the influence of the globalisation of the labour market. To recapitulate, it is feasible to say that global firms are supposed to be one of the major "levers" of the total economy's rehabilitation, and even the most significant ones. For the further progression of the modern economic system, it is very often necessary to apply the outstanding qualities of multinational companies and eliminate their defects. In any case, this directly depends on our future financial well-being.

Speaking about the ranking of the largest multinational corporations in the world, four indicators are used to create the list: sales, profit, assets and market value. Market value calculation, assets are calculated based on the prices of the last completed trades on the exchange.

TNCs were evaluated and rated using the following formula:

The index of transnationalization (TNI) = $\frac{1}{3} \times (A_i/A + R_i/R + S_i/S) \times 100\%$, where A_i - foreign assets, A -total assets, R_i -sales volume of foreign branches, R -total sales, S_i -foreign staff, S -total staff.

Geographical distribution index (GSI) = $\sqrt{(A_f \times H) / A}$, where A_f is the number of foreign branches, H is the number of host countries, and a is the total number of branches.

Based on the 16th annual Forbes Global 2000 list, which includes the largest TNCs from 60 countries. Together, the companies on the list have \$39.1 trillion in sales, \$3.2 trillion in profits, \$189 trillion in assets, and \$56.8 trillion in market value (capitalization). All indicators increased by two points compared to the same period last year, and total profit increased by 28%. For the first time since 2015, China and the US did not share the top ten. China has 291 companies, while the US ranks higher with 560 companies. Recently, the world has watched as trade tensions between the US and China have been rising. However, the US still dominates the volume of companies in the overall list, with almost 30% of the total number. China, and in particular Hong Kong with its 291 companies, grew from 262 in 2018. In the first list in 2003, there were only 43 companies from China. Meanwhile, Japan, the UK and South Korea are also looking to break into the leaderboards.

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Analyzing the distribution of TNCs by country, we can conclude that the geographical list in 2019 covers 63 countries. The ranking includes the most companies from the USA - 560, Japan - 219 and China - 291, Great Britain - 92 companies, Brazil - 19, Australia - 35 companies.

The leader of the global rating was the Chinese Bank ICBC. The second place was also taken by the Bank - China Construction. In third and fourth place are us JPMorgan Chase and Berkshire Hathaway. They are followed by another Chinese Bank - Agricultural Bank of China. However, the fifth position was lost to Bank of China, which it held for several years in a row: the slowdown in the Chinese economy played a role, and the Bank moved as far as the ninth line. This allowed the Bank of America - USA to rise to the fifth place of the investment company (tab. 1).

Forbes for the third year has ranked the 50 largest foreign companies operating in Russia, and again the leader is Groupe Auchan: in 2016, the revenue of the French retailer was 404 billion rubles (tab. 2). In second place with sales of 310 billion rubles is the German hypermarket chain Metro Group. Toyota Motor, which sold cars worth 278 billion rubles, became the "bronze medalist", removing the tobacco giant Japan Tobacco International from the podium. The total ruble revenue of

foreign companies in 2016 increased by 9.6% to 5.5 trillion rubles. Businesses from Germany still earn more than others-the total revenue of 11 companies from this country is 1.2 trillion rubles. They are followed by companies from France (936 billion rubles) and the United States (884 billion rubles).

Table 1. Rating of the world's largest TNCs - "Forbes Global 2000" for 2019 year

№	Company name	Country	Sales, bil. \$	Revenue, bil. \$	Assets, bil. \$	Capitalization, bil. \$
1	ICBC	China	1 653	437	42 109	311
2	China Construction Bank	China	1 432	372	36 316	2 612
3	JPMorgan Chase	USA	1 182	43 246	26 098	3 877
4	Berkshire Hathaway	USA	2 352	397	7 027	4 919
5	Agricultural Bank of China	China	1 293	43 280	34 393	1 841
6	Bank of America	USA	103	43 179	23 285	3 135
7	Wells Fargo	USA	1 021	43 302	19 154	2 653
8	Apple	USA	2 475	533	3 675	9 269
9	Bank of China	China	1 182	43 216	32 042	1 586
10	Ping An Insurance Group	China	1 416	43 356	10 664	1 814

In conclusion, TNCs largely determine the dynamics and structure, the level of competitiveness in the world market of goods and services, as well as the international movement of capital and the transfer of technology (knowledge). They also determine the proportions of the economy of the parent company's home country and the economy of the host countries.

As for the current situation on the world market, it should be noted that Chinese and American multinational corporations are leaders in terms of volume and scale of activity. However, almost all major financial corporations are in the lead. In other words, in the modern world, TNCs are a real indicator that the level of concentration of capital and production has outgrown national borders, that it has become a strong position not only in the national, but also in the world economy.

The Russian rating is invariably headed by the sphere of trade. A significant role belongs to foreign TNCs in the Russian food and machine-building industry. The importance of foreign subsidiaries in the tobacco industry is gradually increasing.

All multinational corporations are represented in many areas, most notably in trade, Finance, food processing, engineering, tobacco production and sales, and others.

Table 2. Rating of TNCs in Russia for 2019 year

№	Company name	Field of activity	Change in revenue	The share of Russian revenue
1	Auchan, Attack	Trade	-2%	10%
2	Metro Cash & carry and Media Markt-Saturn	Trade	2%	7%
3	Toyota Motor	Engineering	21%	2%
4	J.T. I. Rossi.	Production and sale of tobacco products	13%	27%
5	Philip Morris International	Production and sale of tobacco products	15%	15%
6	IKEA House, IKEA Mos, IKEA Bargain	Trade	-1%	8%
7	The Volkswagen Group Russian	Engineering	13%	1%
8	Leroy Merlin East	Trade	24%	18%
9	MUMT (British American Tobacco)	Production and sale of tobacco products	31%	14%
10	PepsiCo Russia	Food industry	3%	4%

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