

- The features of the external environment (political, socio-cultural, economic) of the country and business in that country;
- The possibility of applying marketing technologies in the selected target market, taking into account the peculiarities of its market situation.

Main stages of international marketing are:

- Market research. At this stage, the company should regularly update information about the state of the industry;
- Forecasting. The firm should make an informed forecast about the industry's prospects, sales volumes and competition;
- Evaluation of own opportunities should pay special attention to the level of scientific and technological progress and improvement of the range;
- Creating a strategy involves the development of long-term goals and identification of ways to achieve them;
- Creating tactics – choosing specific tools to achieve short-term goals;
- Analysis and control. Analysis of incoming information allows you to adjust the marketing strategy to make it more effective.

International marketing is an objective process dictated by the current state of the world community. Obligatory requirement in conditions of the international marketing becomes formation of production programs and assortment of production based on careful studying of a consumer demand. The main principle of international marketing is the orientation on the results of production to the real requirements and wants of foreign consumers. The effectiveness of the organization's activity on the global market depends on the quality of international marketing.

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UDC 330.322.5 (477) (043.2)

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PROMISING REALMS FOR INVESTING IN UKRAINE

Conjuncture of the Ukrainian investment market is estimated by foreign experts as one of the most promising among TOP CIS countries (Russia, Georgia, Kazakhstan, Ukraine, Turkmenistan, Armenia, Belarus, Azerbaijan). This fact distinguishes the most investment-profitable realms of industry, which can get in the near future investments not only from domestic but also from foreign corporations.

IT-sector takes the first place in the list. Statistical observations show an annual increase of the market by 30-35%. Ukrainian paper "The Economic Truth" says, that investments in domestic start-ups of this segment for the last 5 years exaggerated 240 million dollars. Such result is much higher than the average in Eastern and Central Europe.

Agro-industrial complex is on the second place. Ukrainian chernozem is supported for a long time by favorable weather conditions and the national specialization in the agro-industry allowed Ukraine to export agricultural products in January-September 2017 amounting to 13.07 billion dollars, or 41.7% of total exports, this figure is 24.3% higher than the corresponding period of 2016. Obviously that is worth to invest in this sector.

Machine-building and weapon production covers the third place. Our country occupied the 9th in the ranking of the largest arms exporters in 2017. Eastern countries are already investing in Ukrainian machine-building. Over the last 5 years, Ukraine has completed the planes modernization and the supply of gas turbine installation for warships in India, sold to China two small landing ships on the airbag of the 958 "Bison" project and signed contracts with Thailand to supply armored personnel carriers and tanks. Also, domestic air and space production is in demand. NASA launched a rocket with Ukrainian engine, Saudi Arabia ordered Ukrainian transport AN-132, AN-148 and their modifications and Algeria – 33 Mi-24 helicopters modified Super Hind Mk III.

Renewable energy takes the fourth place. For example, in the beginning of 2018 the Canadian company TIU attracted almost 11 million euros for the construction project of the SES in Nikopol, at the same time DTEK company invested 340 million euros in the construction of Botievskaya WES. Obviously, that the interest of investors in the field of "green" energy is increasing annually, and the potential of Ukraine can provide the desired stable growth of the invested capital.

The last place of the list is the pharmaceutical industry. Although this realm is weak today, foreign investors note the presence of skilled human potential in Ukraine, relative free market and government programs to support business in the pharmaceutical field. In the last 5 years, according to the data of the European Business Association, about 200 million dollars were invested in Ukrainian pharmaceuticals.

To summarize, according to the European Business Association study, Ukraine's investment climate has been at the highest level for the last 6 years.

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UDC 005.32:331.101.3 (043.2)

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SOME FEATURES OF THE MOTIVATIONAL PROCESS IN MODERN MANAGEMENT

Motivation has always been a strong instrument, which moved people and, particularly, an organization to their aims and goals.

For all the time of the existence of business 'motivation' has changed in its methods of influencing on people. It depended on scientific knowledge and achievements, social and political factors, and, essentially, enterprise and human's priorities.

Different authors distinguish many types of motivation according to the values one may have.

Human behavior is goal-directed. Motivation causes goal-directed behavior. Through motivation needs are handled and tackled purposely. The needs of individual serve as a driving force in human behavior. Therefore, a manager must know the "hierarchy of needs" proposed by Maslow in 'The Need Hierarchy Model'

Others can name six forms of motivation based on variation of people's personalities. There are incentive (that is a form of motivation that involves rewards,