

INFLUENCE OF MULTINATIONAL COMPANIES ON DEVELOPMENT OF NATIONAL ECONOMIES

The most important aspect of understanding the problem of the relations of multinational corporations and national economies is that multinational corporations move freely the equity, technology, entrepreneurial skills, goods and securities depending on the market opportunities, costs and the competition worldwide.

Works of such domestic scientists as V. Fedorenko, I. B. Soroka, A. V. Plotnikov, L. V. Rudenko and others became the significant contribution to a research of various aspects of activities of multinational corporations.

The purpose of these works is a disclosure of an essence and value of multinational corporations. They investigate TNC influence on national economy, determination of positive and negative sides of creation and development of domestic multinational corporations, and also researches of activities of the largest world multinational corporations.

In the world there are many subjects of economy: from small private enterprises to large multinational corporations. The task of any multinational corporation is to raise the competitiveness when economy is in crisis. This increase begins with the roots, that is from branches and affiliated enterprises of the company. Together with them they automatically raise competitiveness of environment they function in, that is national economies.

Among factors of possible positive influence of activities of multinational corporations on national economy it is possible to name:

- promotion of optimum distribution of all types of resources;
- promotion of optimum placement of production;
- extension of new goods and technologies actively;
- undermining local monopolies;
- strengthening of competition;

Major factors of a negative impact of multinational corporations are :

- danger of transformation of the country recipient into the place of dumping ecologically dangerous technologies;
- capture of the most developed and perspective segments of industrial production of the country including the equity and its research structures by multinational corporation;

Suggestions for improving of multinational corporations activities on national economy are:

- creation of own multinational corporations that will allow to increase amounts of receipts in the government budget and will reduce the level of inefficient use of natural resources and environmental pollution;

- attraction of the third specialized parties to the economic activity;
- updating of technological base of the entities;
- use of innovative methods of management which shall be based on foreign experience and its adaptation to the environment;
- creation of corresponding legislative and regulatory framework which would be a support for domestic manufacturers.

Thus, multinational corporations become the dominating factor of world economy and the international economic relations.

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MANAGEMENT TEAM SELECTION

Over the past 20 years, companies have taken an increasingly strategic approach to selecting team members. They recognize that teams are a very focused and effective way to get complex jobs done in global firms or in those facing change. The more care that is taken in the selection process, the more successful the team's performance will be.

To help the firm make correct team choices, the manager should create individual performance criteria for every level of the organization. These include technical PR skills, such as being able to write, communicate with clients and sell stories to journalists. They also include behavioural characteristics, like team spirit and loyalty. Team member progress further up the organization, team-management responsibilities increase, so that some of the basic-skills requirements will be replaced by the ability to lead and inspire others, as well as mentoring skills. Another important criterion when picking teams that are going to work with clients is age and level of experience.

In general, there are many sophisticated management theories about how to select team members effectively. When put together well, teams allow staff to contribute in a meaningful way to important projects. Managers often talk of "horizontal teams", because they allow leadership to be spread across a firm rather than from the top down. Here are five tips for making the right choices:

1. Understand the specific needs of the project and match the competencies and skills of team members with the needs of that project. All the members should have a set of core competencies important for the task, but each person should be excellent in one area. Avoid having two or more people with strong leadership qualities.