

ADVANTAGES AND DISADVANTAGES OF STRUCTURAL AND TECHNOLOGICAL REARRANGEMENT OF UKRAINIAN ECONOMY IN THE CONDITIONS OF ECONOMIC PROCESSES GLOBALIZATION

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ANNOTATION

Ambiguous significance of technological development for the world economy and national economies of individual countries is identified in the article. The tendencies of the inconsistency of globalization processes, consisting in the change in the importance of intra-economic and international relations in the working-out of national development strategies in the context of globalization; the growth of economic integration at the micro and macro levels; emerging contradictions between the subjects of the world economy and the manifestation of technological unevenness, leading to global disbalances are analyzed. The problem of resolving the contradiction between the need to achieve national development, economic growth, protection of national economic interests, on the one hand, and a change in the direction of opportunities, advantages, threats and risks of the national economy caused by the transformation of the system of international economic relations and technological shifts associated with structural-technological rearrangement, on the other hand is resolved in the work.

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Globalization processes are a new stage in the development of mankind, its technological components have significantly changed social relations.

Modern globalization of economic processes is expressed in the following directions: globalization of commodity markets and markets for commercial services; globalization of capital markets; information technology revolution of recent decades; the growth of transactions aimed at international mergers and acquisitions; growth in the scale of activity of companies with foreign capital participation in the national markets; strengthening the role of transnational corporations in the world economy [1].

The globalization of economic processes in the context of technological development has the ambiguous importance for the world economy and national economies of individual countries:

First, globalization stimulates the further development of new technologies and their dissemination among countries through deepening specialization and international division of labor, saving on the scale of production, which in turn enhances international competition.

Secondly, globalization leads to increase labor productivity as a result of production optimization and the continuous implantation of advanced technologies on a global scale.

Third, globalization provides an opportunity for countries to mobilize significant amounts of money, as investors can use more financial instruments in more markets.

Fourthly, globalization creates the basis for solving global environmental problems, which is due to the pooling of efforts of the world community, combining of resources and coordination of actions.

However, at the same time, globalization processes have a huge negative impact on the working class in developing countries and lead to a weakening of the role of the state and governments.

The contradictory nature of globalization processes is manifested in the action of the following trends:

- there is a change in the importance of intra-economic and international relations in the working-out of national development strategies in the context of globalization;
- economic integration at the micro and macro levels is increasing;
- there are contradictions between the subjects of the world economy;
- technological unevenness is manifested, leading to global disbalances.

In order to prevent the effect of the inconsistency of globalization processes for national economies, a transition to a new technological way is necessary, accompanied by a transformation of models of interaction between economic agents and a change in consumer behavior, which will create new opportunities for enterprises and countries that can use this transformation to their advantage.

However, this transformation is also a source of threats to national economies, leading to a decrease in the effectiveness of traditional business models and causing risks of liquidation of companies that were leaders of the previous technological way, and even entire industries that have an important role in the country's economy. These processes affect geoeconomic interests in the system of world technological development, both for individual corporations and for entire countries, in particular Ukraine.

Author performs a comprehensive analysis of changes in the Ukrainian economy under the influence of new technological trends in the context of economic processes globalization.

Consider the opportunities and threats associated with the transition to a new technological way for the Ukrainian economy at the micro and macro levels:

- at the micro level, there is a possibility of the origin of new leading companies in open niches at the global and national levels. However, the threats may be the displacement of the former leading companies from the market due to their lower efficiency in comparison with new technologies and business models, as well as due to their inconsistency with the new conditions for conducting business processes. Capture of the Ukrainian market by foreign companies due to the higher level of their technological development and the availability of resources;

- at the macro level, there is possibility of compensating for the lag in the technological development of the national economy and gaining technological leadership in certain niches through accelerated development in certain industries. Threats include the loss of competitive advantages and sources of income for the state due to the switching of foreign counterparties to new technologies, the deepening technological lag of the national economy due to the inability to master new technologies, and increased technological dependence on other countries due to the lack of its own technologies.

World technological development opens up a lot of opportunities for Ukraine. But, at the same time, the following factors hinder the possibilities of structural and technological rearrangement: Ukraine's dependence on foreign supplies of high-tech resources, which prevents the development of its own innovative projects; insufficiently favorable investment climate, which prevents the attraction of funds by venture projects; a small number of high-quality jobs with high wages, which would stimulate the need for robotization and automation; neither Ukrainian business, nor government have confidence in the innovative developments of domestic enterprises and prefer products analogous to foreign manufacturers; underestimation of the risks of structural and technological rearrangement of the economy.

From a sectoral point of view, the greatest threats for Ukrainian economy are oil and gas industry and the military-industrial complex.

The advantages of the Ukrainian economy include a real opportunity to organize the structural and technological rearrangement of the economy through the formation of strategic factors of the effectiveness of the national economy, balancing the political and economic level of development of the country, creating a demand for skilled labor, raising the standard of living of the population and creating conditions for the development of demographic potential.

The risks for the Ukrainian economy are the conservation of technological backwardness and the continued dependence on the supply of high technologies by foreign companies, a decrease in the standard of living of the population, leading to further social stratification and a decrease in the demographic potential; deepening the disbalance between the political and economic potential of Ukraine.

The analysis is showed that in the medium term, the manifestation of technological development conditions will preserve the existing model of the Ukrainian economy, in which revenues from the sale of resources and products with a low degree of processing and with low added value are used to purchase consumer goods abroad from leading world economies.

The priority areas contributing to the structural and technological rearrangement of the Ukrainian economy in the context of globalization processes are: increasing government spending to stimulate scientific and technological progress for economic entities of all levels; mastering modern information technologies, modern automation tools; protection of the domestic market for high technology products, active government support for the export of high technology products; subsidizing the import of advanced modern technologies and scientific and technical information; development of investment and consumer lending.

The implementation of the above goals is possible subject to the creation of horizontally and vertically integrated corporations, which will act as the basis for the investment and technological sector and ensure the effectiveness of large-scale science-intensive investments necessary for the technological development of the entire Ukrainian economy [2].

As a result of the study, the article resolves a problem that has an important socio-economic significance and consists in resolving the contradiction between the need to achieve national development, economic growth, protection of national economic interests, on the one hand, and a change in the direction of opportunities, advantages, threats and risks of the national economy caused by the transformation of the system of international economic relations and technological shifts associated with structural and technological rearrangement, on the other hand.

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