

SUMMARY

The analysis of the problems and prospects of the process of structural modernization of Ukraine's economy by increasing foreign investment in the global economic crisis is done. The practical role of foreign capital in the process of restructuring of the Ukrainian economy and overcoming the negative impact of the global financial - economic crisis is defined.

Keywords: foreign investments, structural modernization, economic crisis.

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UDC 338 “313”

TRENDS FOR WORLD ECONOMICS 2050

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The global financial crisis has accelerated the redistribution of power in the global economy and emerging countries are becoming a factor with fast growing economic power, shows the study "The World in 2050" by the consulting company "PricewaterhouseCoopers". By 2050, the global economic map is likely to be dramatically redrawn. The top three will be held by China, U.S. and India, and in the top 10 there will only be four of today leaders - the U.S., Japan, Germany and the UK. We are expecting to witness the rise of the emerging economics to the top 10 in the next 40 years.

Table 1: Actual and projected top 20 economies ranked based on GDP in PPP terms¹

PPP rank	2011		2030		2050	
	Country	GDP at PPP (2011 US\$bn)	Country	Projected GDP at PPP (2011US\$bn)	Country	Projected GDP at PPP (2011US\$bn)
1	US	15.094	China	30.634	China	53.856
2	China	11.347	US	23.376	US	37.998
3	India	4.531	India	13.716	India	34.704
4	Japan	4.381	Japan	5.842	Brazil	8.825
5	Germany	3.221	Russia	5.308	Japan	8.065
6	Russia	3.031	Brazil	4.685	Russia	8.013
7	Brazil	2.305	Germany	4.118	Mexico	7.409
8	France	2.303	Mexico	3.662	Indonesia	6.346
9	UK	2.287	UK	3.499	Germany	5.822
10	Italy	1.979	France	3.427	France	5.714
11	Mexico	1.761	Indonesia	2.912	UK	5.598
12	Spain	1.512	Turkey	2.760	Turkey	5.032
13	South Korea	1.504	Italy	2.629	Nigeria	3.964
14	Canada	1.398	Korea	2.454	Italy	3.867
15	Turkey	1.243	Spain	2.327	Spain	3.612
16	Indonesia	1.131	Canada	2.148	Canada	3.549
17	Australia	893	Saudi Arabia	1.582	South Korea	3.545
18	Poland	813	Australia	1.535	Saudi Arabia	3.090
19	Argentina	720	Poland	1.415	Vietnam	2.715
20	Saudi Arabia	686	Argentina	1.407	Argentina	2.620

Source: World Bank estimates for 2011, PwC estimates for 2050

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¹ World Bank estimates for 2011, PwC estimates for 2050

With the rapid growth of the emerging markets, the global economy is experiencing a seismic shift. But why is this change occurring? Will it continue? And how will the world look if it does? The answers to these questions are important for investor's decision today. World output will be treble, as growth accelerates on the back of the emerging economies. On average, annual world growth is projected to accelerate towards 3% compared with growth of just 2% in the 2000s. Emerging-world growth will contribute twice as much as the developed world to global growth over this period. By 2050, the emerging world will have increased five-fold and will be larger than the developed world. These projections combine prospects for per capita GDP and the demographic outlook. Income per capita should grow in all the countries. But demographic patterns vary significantly across the world and have a major influence on growth prospects.

GDP calculated by purchasing power parity (PPP), is an indication that eliminate the differences in price levels between countries and equated the purchasing power of national currencies. Using this indicator is because in general price levels in developing countries are much lower than in developed, so the GDP calculated by purchasing power parity, the differences decrease, experts noted by "PricewaterhouseCoopers".

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A new leading group will be former called E-7 (from Emerging). That will include China, India, Brazil, Russia, Mexico, Indonesia and Turkey. Today they are emerging, but only after a decade will be larger than the current G7 group - the U.S., Japan, Germany, Britain, France, Italy and Canada. As of 2042 Russia will overtake Germany's economy.

Calculating the national GDP of the 20 largest economies by purchasing power parity, experts from PwC concluded that by 2020 the countries of the E-7 will already be ahead of the G7. By 2020, China will be the largest economy in the world, three decades later, behind it will be ranked Indian.

G7 vs. E7

In this section, we look at how the relative sizes of different economies are projected by our model to change over time. As Chart 2 shows, our base case projections suggest that the E7 countries will be more than 50% larger than the G7 countries when measured by GDP at market exchange rates (MER) by 2050 and around 75% larger in PPP terms. In contrast, the E7 is currently just under half the size of the G7 economies based on GDP at MERs and just over 80% of the size of the G7 based on GDP measured in PPP terms.

Chart 1: Relative size of G7 and E7 economies: 2011 and 2050

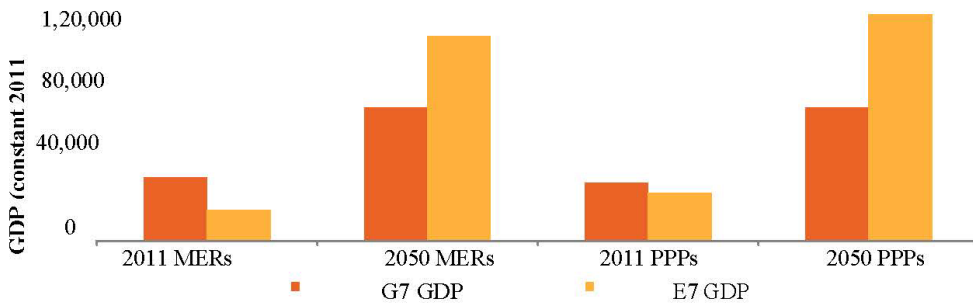
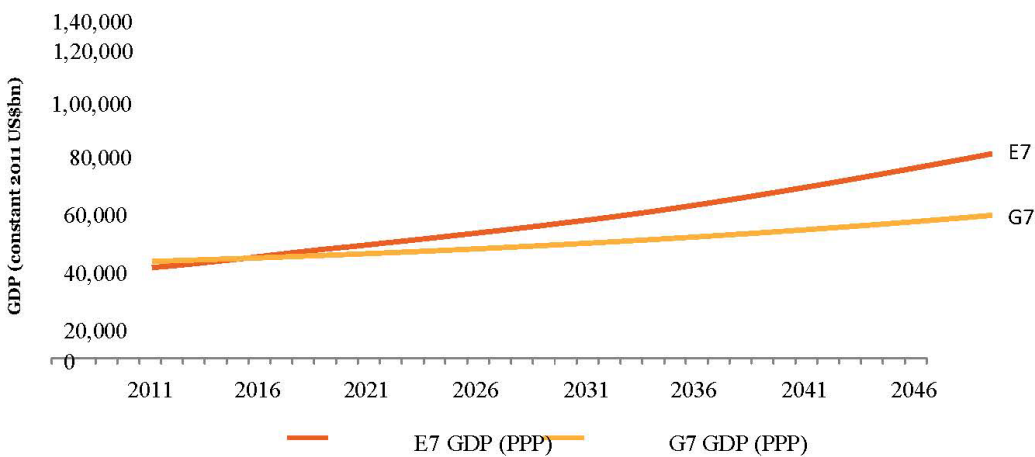


Chart 2: E7 and G7 growth paths in PPP terms



World economic order is changing slowly but still steadily when farms are measured at market exchange rates. It is believed that this index better reflects the relative size of an economy, since it does not eliminate the differences in price. According to this indicator E-7 will overtake G7 by 2035 when the Chinese economy will now be shifted current leader U.S. and India will be the third in the world and more than four times larger than Japan.

In 2050 Australia and Argentina may come from the list of G20, and their places will be taken by Vietnam and Nigeria. Vietnam will be the country with the highest average annual growth rate - 8.8%, followed by India, Nigeria and China by 8.1%, 7.9% and 5.9%, and ahead of the United States (2.4%) and Germany (1.3%), say specialists PwC. 2050 Indonesia can be climbed from the sixteenth place in terms of GDP, which it occupied in 2009, in eighth place, ahead of the next 40 years not only Italy, but also France, Britain and even Germany.

The emerging dominance of China and India is in many ways a return to the historical status quo before the industrial revolution in the late XVIII century and XIX century, when almost half of the GDP of the world's population has been concentrated in the two countries. Revolution to change the global economic power in favor of Western Europe and the U.S. and now the reverse process occurs.

The Changes in the global economic order revile new challenges, but also new opportunities for participants in the world economy. The rapid development of demand in major emerging economies, with growing middle classes open up opportunities for Western companies. Competition in these markets will be high, the task of the companies will be difficult, they will have to make major investments, without which it will fall into the slow lane of history, warn consultants PwC.

The tiger's pounce

The most significant growth in the share of world GDP at market exchange rates, will consider not China, and India. In 2009, its share was only 2%, but in 2050 will reach 13%. The country has the potential to be the fastest growing major economy in the next 40 years. The "PricewaterhouseCoopers" refers to expect over the next decade, the growth rate of the Indian economy to overtake China as India has a significantly younger and faster growing working age population. However, the country will be able to utilize its full potential only if it continues to follow begun two decades ago policy to stimulate growth. Priorities in the future need to be more open to foreign trade and investment, a substantial increase in investment in transport and energy infrastructure, improving education, especially among rural women. Likely to change in the drivers of the Indian growth - the country will become less dependent on outsourcing and greater reliance on exports of processed goods utilizing engineering skills acquired by young Indians. Consumer markets will become more attractive to Western companies seeking to take advantage of the growing number of middle class in the country.

Also in 2050, China would overtake the U.S. as the leading economy in the world. China's top position in the ranking of the leading economies in the world will not surprise anyone, says the French newspaper Le Figaro, said on Monday. U.S. economy will be second and India - third. In the top five of the leading economies are Japan and Germany. Top ten will be expanded from the UK, Brazil, Mexico, France and Canada.

The largest jump in 2050 would make the Philippines which will climb 27 places to 16th place in the ranking of the leading economies in the world.

Other places from 11 to 20 would be occupied respectively by Italy, Turkey, South Korea, Spain, Russia, Indonesia, Australia, Argentina and Egypt.

HSBC: In 2050 Bulgaria will be a developing country

In 2050 Bulgaria will be in the group of developing economies. It will be in the middle of the century part of the economy, reflecting growth. This group will be even Brazil, Mexico, Turkey, Russia, Indonesia, Argentina, Saudi Arabia, Thailand, Iran, Venezuela, Pakistan, Colombia, Chile, Nigeria, Romania, Hungary, Libya, Bahrain, Lithuania, Latvia, Cyprus, Bosnia and Herzegovina, Belarus, Iraq, Czech Republic, Kuwait, Morocco, New Zealand, Syria, Tunisia, Croatia, Yemen. Besides the category of countries with growth in which Bulgaria, there is a category of countries with very rapid growth and those with steady growth. In 2050, the U.S. will be in the category of stable growth, alongside the United Kingdom, Canada, France, Italy, South Korea and others. China and India are in the category of countries with rapid economic growth, along with the Philippines, Egypt, Malaysia, Serbia, Ukraine and others.

We are moving into a world where Global growth will be powered by emerging economies, rather than held back by them. By 2050, the collective size of the economies we currently deem "emerging" will have increased five-fold and will be larger than the developed world. And 19 of the 30 largest economies will be form the emerging world. Putting everything together Asia will continue demonstrating extremely strong growth rates and those with large populations will overtake Western powerhouses. Latin America will feature more heavily in the global league tables. The league table losers - the small European countries – may struggle to maintain their influence in global policy forums.

РЕЗЮМЕ

Світова фінансова криза прискорила перерозподіл влади у світовій економіці і країни, що розвиваються, стають фактором з швидко зростаючою економічною могутністю, як показує дослідження "Світ у 2050 році" консалтингової компанії "Pricewaterhouse Coopers".

Ключові слова: країни, що розвиваються, розвинуті країни, "Світ у 2050 році".

РЕЗЮМЕ

Мировой финансовый кризис ускорил перераспределение власти в мировой экономике и развивающихся странах, становятся фактором быстро растущей экономической мощи, как показывает исследование "Мир в 2050 году" консалтинговой компании "Pricewaterhouse Coopers".

Ключевые слова: развивающиеся страны, развитые страны, "Мир в 2050 году".

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Keywords: emerging countries, developed countries, "The World in 2050"

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"PricewaterhouseCoopers" – world in 2050

"HSBC" – global economics research

УДК 330

СМЕНА ПАРАДИГМ МЕНЕДЖМЕНТА: РЕТРОСПЕКТИВНЫЙ АНАЛИЗ И ПЕРСПЕКТИВЫ

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Постановка проблемы. Смена парадигм менеджмента обусловлена изменением самих организаций и их внешнего окружения. Но любая национальная и мировая экономики являются многоструктурированными и неоднородными, что предопределяет целесообразность использования разных подходов к управлению организациями. Особая сложность сочетания общественных интересов и интересов бизнеса проявляется на потребительском рынке. Это обстоятельство обуславливает рождение относительно нового направления в теории менеджмента - социальной ответственности производителей.

Анализ последних исследований и публикаций, определение нерешенной проблемы. Современные исследования и рекомендации в области менеджмента направлены, в первую очередь, на разработку и реализацию новых организационных форм, моделей взаимодействия и поведения персонала, обеспечивающих усилению конкурентных преимуществ, а также - инструментов, способствующих расширению продаж. Осознание повышенной ответственности бизнеса в современных условиях породило самостоятельное направление исследований в менеджменте - его социальную ответственность, что нашло отражение в работах С. П. Перегудова, И. С. Семененко, С. А. Антонова, Э. М. Короткова и др. Однако концептуальные положения корпоративной социальной ответственности направлены на обеспечение устойчивого развития самой организации, а социально ответственное поведение бизнеса означает, преимущественно, стратегическую благотворительность и филантропию.