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**K.S. PUGACHEVSKA**

Candidate of Economic Sciences,  
Associate Professor of International Management Department,  
Kyiv National University of Trade and Economics,  
Kyiv, Ukraine,

**K.Y. PUGACHEVSKA**

Candidate of Economic Sciences, Associate Professor,  
Associate Professor of Department of Management and Economic Processes Management,  
Mukachevo State University,  
Mukachevo, Ukraine

## **EXPORT ORIENTATION OF ECONOMIES IN THE CONTEXT OF FOREIGN TRADE LIBERALISATION**

Countries participating in international trade use the tools and principles of liberalism and protectionism in foreign trade, depending on the vectors of international economic policy. Research of the practice of using trade barriers shows the gradual transition of national trade regimes from rigid protectionism to the growing openness of national economies. At the same time, the tendencies that have taken place in recent years in the sphere of foreign trade relations have led to the emergence of regional trade agreements, which are the response of individual countries to the need to support exporting enterprises.

The lack of a unified policy on state export promotion, even in terms of WTO membership, has led to the separation of regional trade agreements into a separate group of instruments to increase the intensity and scale of state support for exports in order to increase the competitiveness of exporting enterprises and, as a result, the national economy.

In the context of globalization, export support is one of the directions of modern economic policy of foreign countries. In order to increase national competitiveness, developed and developing countries have significantly stepped up the intensity and scale of state support for exports. For Ukraine, this issue is particularly relevant given its high level of foreign trade openness and in the context of the implementation of the Association Agreement with the EU. Taking into account the abovementioned, Ukraine must keep pace with global trade trends and adapt to changes that are taking place [1, p.37].

The accelerated development of foreign trade operations in comparison with the dynamics of economic processes is one of the key features of the era of economic globalization. The statistics provided by the United Nations Conference on Trade and Development clearly show the long-term trend of export growth over of GDP growth. Starting from 1992, the coefficients of export growth rate over GDP is averaging from 1.08 to 4.36 (except for 2011–2016, which indicates a decrease in the importance of exports during this period as the main engine of global economic growth, mainly due to a decrease in the intensity of investment processes). These coefficients are particularly high in 2017–2018 for transition

economies (11.48 and 8.23, respectively) and economically developed countries (3.91 and 3.87) [3].

The structure of world exports for more than 50 years has also undergone significant transformations. Thus, the share of economically developed countries decreased from 70.84% in 1960 to 51.92% in 2018, while the share of developing countries increased from 24.41% to 44.60% [3].

For countries that have made the transition to a market economy in the last decades, both unprecedented opportunities and significant risks are opening up in the global context of structural changes in the economy. The potential for successful economic policies to dominate the world market (as demonstrated by China, the Republic of Korea, and other countries in East Asia) depends on a purposeful public policy for the development and proactive pursuit of innovation. Instead, the risks are related, first of all, to the lack of response of the society, government and business elites to the new demands of the times [2, p.128].

Contrary to the tendency of increasing openness of national economies, free trade policy has its peculiarities in different groups of countries and is differentiated according to the specificity of national and regional models of economic development, which in turn reflect the priorities determined by objective factors (in particular, natural resources, size and geographical location of the country, etc.), as well as subjectively established orientations based on the cultural and value foundation.

The study of empirical and statistical information has made it possible to identify that increasing the level of export orientation has a positive impact on undeveloped economies through the initiation of a comparative advantage mechanism, which allows the country to concentrate its production capabilities on those segments for which it has relatively better conditions, but actively participating in international trade does not mean that the infinite expansion of the country's exports is effective in view of the "impoverished growth", which in terms of neoliberal globalization acquire a special reality due to the specific realities of pricing on the one hand, and the formation of economic structures - on the other.

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**K.S. PUGACHEVSKA**

Candidate of Economic Sciences,  
Associate Professor of International Management Department,

**V.V. PUPKOVA**

Master student, Faculty of International Trade and Law,  
Kyiv National University of Trade and Economics,  
Kyiv, Ukraine

## **INFLUENCE OF SOCIO-CULTURAL ENVIRONMENT ON THE ENTERPRISE FOREIGN ECONOMIC ACTIVITY**

The large number of national business cultures existing in different countries, the growing openness of markets, globalization trends in the global economy necessitate the study and consideration in practice of the cross-specifics of doing business.



# МУКАЧІВСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ

89600, м. Мукачево, вул. Ужгородська, 26

тел./факс +380-3131-21109

Веб-сайт університету: [www.msu.edu.ua](http://www.msu.edu.ua)

E-mail: [info@msu.edu.ua](mailto:info@msu.edu.ua), [pr@mail.msu.edu.ua](mailto:pr@mail.msu.edu.ua)

Веб-сайт Інституційного репозитарію Наукової бібліотеки МДУ: <http://dspace.msu.edu.ua:8080>

Веб-сайт Наукової бібліотеки МДУ: <http://msu.edu.ua/library/>