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GLOBALIZATION ASPECTS' ANALYSIS

Globalization, as a rule, is understood as the gradual transformation of the world space into a single zone, where factors of production freely move forming a single institutional space. Globalization thus means the creation of an international economic, legal, and cultural-information field. Nowadays globalization is understood as a complex of geopolitical, geo-economics' and humanitarian phenomena, which has a powerful determinate effect on all aspects of the life of the countries involved in this process. In some studies, emphasis is placed on the economic aspects of globalization, on the formation of a single world market of goods, capital and services, in others on the creation of a single information space, in some others studies – on the development of common behavioral standards, and on effects of globalization and development prospects [1-3]. So it can be affirmed that globalization is a complex issue, and while some argue that it reduces global poverty, others argue that it actually increases wealth inequality worldwide.

Over the past decades, specialists have identified a number of sources of globalization. The leading place among them is technological progress, which led to a significant reduction in transport and communication costs, as well as for the costs for information processing, storing and using. Another source of globalization such as liberalization of trade and other forms of economic liberalization has led to a limitation of protectionist policies and made world trade more free. As a result, tariffs were significantly reduced, many trade barriers eliminated. Individual liberalization measures have contributed to strengthening of capital flows and other factors of production.

In general, there are three factors, that contribute to the process of globalization. First of all, the development of the global capitalist system became possible as a result of fragmentation of the international political system against the opposing states. Secondly, some decades ago, certain factors of production were almost non-mobile. In the twentieth century, technological change reduced the cost of communication and transport and attracted significant segments of the economy and society to international cooperation. Thirdly, the domestic political structures of industrialized countries have created private spheres that over time went beyond national boundaries and got possession of international nature.

Globalization also has negative consequences. Particular emphasis should be placed on the conflicting nature of recent globalization. One

of the more aggravated conflicts is the conflict over the distribution of its results. Growing prosperity and the integration of some countries can even increase political instability, as they lead to a significant economic dependence of other countries, which gives rise to a sense of danger. Critics of globalization often associate globalization with the spread of poverty. They are also convinced that globalization destroys the identity of culture and leads to environmental deterioration [4].

The forces most often associated with globalization, in the short run, threaten the stability of certain countries, increase social and economic tensions. Globalization accelerates the spread of economic and financial crises that many countries in the world simply can't oppose. Certain parts of the world are not able to compete in the global economy at all.

Negative consequences include the strengthening of ethnic conflicts. The essence of nationalism is to identify the individual with a nation or with a certain state. Globalization leads to personal identification with the global society and does not require personal identification with a certain state.

Globalization is not only an objective reality, its laws are formed under the influence of many subjective aspects. Furthermore, certain aspects of globalization already have been reflected in separate theories – international trade, capital movements and others, the number of which is large enough, but any of them can be considered universal and even more exhaustive.

In the context of the globalization of the world economy, the number of various factors influencing world economic relations has sharply increased and continues to increase further, which makes it virtually impossible to take into account and assess the entire diversity of factors. In the development of the processes of globalization of the world economy, the factor of the consistency of modern international economic relations is manifested, which is reflected in their growing interrelation and interdependence. The growth of the scale of change in the international economy is being synthesized in its new quality and starts to influence, in turn, the course and development of global processes.

The term «economic globalization» means, first of all, the need to separate the globalization of the world economy from the manifestations of this process in other areas: in technology, politics, culture, philosophy, sociology and other fields and fields of knowledge.

As for economic globalization, it is more or less clear: economic integration has become an objective tendency – transnational flows of capital, services and human resources, as well as technological integration, are on a sharp rise; an information-and-communication revolution, associated, above all, with the Internet, is unfolding. From this angle, Ukraine does not even have a choice left. So it is important to take into account and seize the chances of globalization so as not to

remain on the fringe of worldwide processes. In any case, Ukraine badly needs a national strategy to adapt to these processes.

Boundary-erase in the international system has both positive and negative consequences. Although, growing interdependence carries certain benefits, it creates new threats and increases the vulnerability of countries. They include dangerous technologies expansion, the states weakening, and the lack of control over the activities of many non-state global participants.

References:

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ЕКОНОМІЧНЕ СТИМУЛЮВАННЯ МАЛИХ І СЕРЕДНІХ ПІДПРИЄМСТВ ДО ЗАСТОСУВАННЯ ЕКОЛОГІЧНИХ ІННОВАЦІЙ

Однією з пріоритетних завдань еколого – економічних досліджень є узгодження інтересів бізнесу і оздоровлення навколишнього середовища, участь підприємців у розробці та реалізації механізму забезпечення сталого розвитку країни. При цьому збалансоване вирішення соціально-економічних завдань на перспективу і збереження сприятливого якості навколишнього середовища передбачає посилення екологічної складової в діяльності підприємств як головного суб'єкта відносин у сфері економіки природокористування.

Механізм впровадження екологічних інновацій є багаторівневим і багатосистемним. Відповідно, досягнення мети у такому механізмі, а основною є орієнтація маркетингової, а через неї