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MULTINATIONAL ENTERPRISES' FDI OWNERSHIP STRATEGY

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Abstract. This paper examines foreign direct investment (FDI) of multinational enterprises. The foreign direct investment strategy of multinational enterprises (MNEs) is aimed at increasing competitiveness in the global market, reducing costs, entering new markets, and acquiring resources. Attracting foreign investment has now become a reality for the development of the global economy and international economic relations, both developed and developing countries have a stake in it.

Keywords: foreign direct investments, multinationals, strategy, powerful economic force, resources, technology.

Аннотация. В данной статье рассматриваются прямые иностранные инвестиции (ПИИ) многонациональных предприятий. Стратегия прямых иностранных инвестиций многонациональных предприятий (МНП) направлена на повышение конкурентоспособности на мировом рынке, снижение издержек, выход на новые рынки и приобретение ресурсов. Привлечение иностранных инвестиций стало реальностью для развития мировой экономики и международных экономических отношений, в этом заинтересованы как развитые, так и развивающиеся страны.

Ключевые слова: прямые иностранные инвестиции, многонациональные компании, стратегия, мощная экономическая сила, ресурсы, технологии.

Annotatsiya. Ushbu maqolada ko‘p millatli korxonalarning to‘g‘ridan-to‘g‘ri xorijiy investitsiyalari ko‘rib chiqiladi. Ko‘p millatli korxonalarning (KMK) to‘g‘ridan-to‘g‘ri xorijiy investitsiya strategiyasi global bozorda raqobatbardoshlikni oshirish, xarajatlarni kamaytirish, yangi bozorlarga kirish va resurslarni sotib olishga qaratilgan. Xorijiy investitsiyalarni jalb qilish endi global iqtisodiyot va xalqaro iqtisodiy munosabatlarni rivojlantirish uchun haqiqatga aylandi, rivojlangan va rivojlanayotgan mamlakatlar ham bunga hissa qo‘shadilar.

Kalit so‘zlar: to‘g‘ridan-to‘g‘ri xorijiy investitsiyalar, ko‘p millatli kompaniyalar, strategiya, kuchli iqtisodiy kuch, resurslar, texnologiya.

INTRODUCTION.

The foreign direct investment strategy of multinational enterprises is aimed at long-term presence, the creation of high-tech industries, increased competitiveness, and integration into global value chains.

Developing countries, and especially those in transition, are facing serious challenges. Relocating production to countries with low labor costs is losing its

relevance in a world of increasing automation. Countries with smaller markets are experiencing additional pressure on their investment policies.

Many countries are developing investment policies that facilitate a shift to new sectors and activities with higher productivity and added value, and contribute to sustainable and inclusive development.

METHODS.

The digital economy is becoming an increasingly important part of the global economy, influencing changes in companies' investment strategies. It opens up numerous new opportunities for companies worldwide, fundamentally changing the nature of the production and sale of their goods and services abroad.

Transnational corporations that utilize digital technologies can maintain contacts with foreign buyers and sell their products to them without significant investment in physical infrastructure in foreign markets. The digital transformation of international production has significant implications for investment promotion and facilitation, as well as for regulating investor behavior. Regulations developed for the physical economy are being actively reviewed in light of new digital business models. Many countries are already taking steps to modernize their investment policies.

The digital transformation of economic relations has a significant impact on investment, and investment, in turn, determines the development of digital technologies.

The existing "digital divide" between developed countries and developing and transition economies necessitates the implementation of a comprehensive public investment policy that takes into account global trends in the digitalization of the economy and new international operating models for transnational companies in the ICT sector.

RESULTS AND DISCUSSION.

International corporations (ICs) currently represent a powerful economic force linking national economies and determining the economic development of their respective countries and the world as a whole. These are international firms with business units in two or more countries, managing these units from one or more centers using a decision-making mechanism that enables coordinated policies and a common strategy, allocating resources, technology, and responsibility to achieve the highest result - profit.

Multinational corporations are international corporations that unite national companies from at least two countries on a production, scientific, and technical basis.

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Foreign direct investment is a form of foreign capital participation in the implementation of investment projects in the recipient country, characterized by the active participation of the investor in the organization's activities.

Multinational corporations are international corporations that unite national companies from at least two countries on a production, scientific, and technological basis.

Cross-border mergers and acquisitions occur primarily between firms based in developed countries. All these processes are one form of MNC strategy for developing international markets and maintaining their competitive advantages. They allow the integration of structures that bring new financial, technological, and managerial capabilities into the group. The experience of Western countries and Japan demonstrates that national capital can compete with MNCs only if it is organized into large industrial and financial associations. One of the newest forms of MNC conquest of international markets is the creation of special investment companies abroad. The purpose of these structures is to invest in the subsidiaries and partner enterprises of ICs to stimulate the promotion of their products in regional markets. This approach is used, in particular, by the largest international companies, Nestle, Samsung, Amazon and Coca-Cola.

International corporations create joint ventures with local companies. Partners agree to divide their production costs or resources for mineral extraction in accordance with their shareholdings. This form of expansion was used in the creation of the company of General Motors (USA) and Toyota (Japan) participated.

Corporations in modern conditions adhere to a global strategy, which is quite complex and comprehensive. In particular, this is manifested in the combination of horizontal and vertical integration between ICs and intra-company ties. The strategy of an international corporation is global if the company comprehensively meets the following requirements: considering sales markets and competition from a global perspective; a good understanding of global competitive methods; conducting its activities on a global scale; Operating in high-tech industries and promoting scientific research; integrating their enterprises into a unified international management network and maintaining close ties with other transnational corporations. State support for the parent company plays a significant role in the success of ICs. For example, one of the world's largest oil and gas corporations is state-owned: Gazprom (Russian Federation). The state can provide financial support to its companies seeking to enter foreign markets; in particular, Chinese and Indian corporations have the opportunity to receive subsidies, preferential loans, and state guarantees when conducting foreign operations.

ISSN 3030-3907

Attracting foreign direct investment is essential for companies seeking growth, innovation, and market expansion. By implementing effective strategies, understanding key considerations, and studying successful examples, companies can increase their attractiveness to foreign investors.

The development of global economic ties contributes to increased production efficiency, the competitiveness of manufactured products, and reduced production costs. Virtually no country with a market economy can develop effectively without attracting foreign investment.

CONCLUSION.

Thus, current trends indicate increasing global competition for FDI against a backdrop of shrinking capital markets. To be globally competitive in attracting FDI, investment policy instruments must meet modern requirements. This requires reorienting investment incentives, modernizing special economic zones, implementing new tools to encourage and simplify investment procedures, and developing well-thought-out mechanisms for selecting foreign investment. Aligning investment policies with digital development strategies could be key to the fruitful integration of developing countries into the global economy and to increasing the inclusiveness and sustainability of globalization in the coming years.

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