

We also note that not only private technology companies that accumulate and systematize them, but also state authorities, statistical services, universities, institutions, and the public should have access to databases.

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"SMART CITY": GLOBAL EXPERIENCE

Large cities and megacities have a complex infrastructure: transport system, communications, service systems for residential and administrative buildings, water supply, garbage and waste removal, etc. The life of the population and the functioning of cities require safety and environmental friendliness. Thanks to the traditional, "manual" management, it becomes difficult, and sometimes impossible, to ensure the efficient life of cities, which contributes to the introduction of information technologies and the creation of "smart cities".

The latter represent a thoughtful interaction between the cities themselves and their residents thanks to the innovative computer technologies, a coordinated relationship between the existing life support and security systems.

Deloitte, an international company specializing in providing services, notes that there are more than a thousand "smart cities" operating in the world. A significant part of them is located, first of all, in China (about 50%). There were quite a few of them in North America, Western Europe, Japan, South Korea, and India.

Governments of countries and local authorities are interested in investments for the implementation of various modern Internet technologies that contribute to

the growth of well-being, ensuring safety, convenience, and saving time of residents of megacities. So, in Amsterdam, sensors are installed on garbage cans, which signal to special services about the level of their filling and the need for cleaning. In Barcelona, thanks to special sensors, drivers find free parking spaces for their cars, which is convenient, especially during rush hour.

In Argentina's smart cities, security is a priority, so special video cameras are installed to recognize people's faces and inappropriate or suspicious behavior and report it to the police in time.

As you can see, in "smart cities" systems seem to be able to "communicate" with each other, which facilitates the work of communal and security services [1].

The experience of creating "smart" cities in Poland is interesting for Ukraine. If in our country the implementation of the concept of "smart cities" is carried out mainly locally on the basis of budget programs and projects, in Poland a package of projects is implemented within the limits of this program – 3 projects in ecology, 16 – in transport, 4 infrastructure projects, 11 – in management. In Wrocław, significant investments in human and social capital are directed towards the development of modern infrastructure, among such projects are the development of infrastructure thanks to the Internet of Things technology and the increase of data transmission speed through the implementation of LoRa WAN – an extensive narrowband long-range network capable of increasing the transmission speed of 112 data from 0,3 kbit/s to 50 kbit/s, provide increased security level and reduce energy consumption. The "smart city" program in Wrocław provides for the implementation of projects in management, economy, lifestyles of the urban population, education, mobility, infrastructure, environmental protection [2].

Applying world experience, Ukraine before the war implemented digital transformation projects in Kyiv, Dnipro, Zaporizhzhia, Poltava, Lviv, and Ivano-Frankivsk within the framework of the "smart cities" concept. In the post-war period, thanks to the participation of foreign investors, it is necessary to develop the initiated projects on the entire territory of our country, which will help save budget funds and motivate private business to rebuild and develop the country.

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INTERNATIONAL BUSINESS AND INTERNATIONAL MANAGEMENT: FEATURES OF RELATIONSHIPS

International business as an object of international management is a managed system that has its own specifics, which, in fact, sets its own requirements for the management system – international management. This specificity has characteristic features brought by the national, cultural characteristics of various states. For Ukraine, which is famous for its spiritual heart in the world, the specificity of international business management is manifested in the use of a spiritually oriented approach to management with a targeted impact on management objects. At the same time, Ukrainian managers operating international business facilities should be focused on ensuring that the management system they use does not deviate from the basic values of Ukraine and its people.

International business is a comprehensive and all-pervasive phenomenon of the modern international economy. Receiving benefits in the form of profits on the largest possible scale or other results makes business become international, multinational and predetermines the expediency of a company going beyond the limits of its own country. International business has a long history of its development, which is associated with the impact of domestic and external factors on it. First of all, the level of internationalization of a company's business depends on historical conditions, the degree of involvement of the company in business in the country, as well as on the level of cultural similarity and differences of the countries entering into business interaction.