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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.

International business has a number of specific features that characterize and distinguish it from domestic business: it is a multinational business as a result of its development; provides business interaction of private firms or their divisions located in different countries; is focused on providing business partners with greater benefits than they would have by doing business only in their own country; is based on the possibility of benefiting precisely from the advantages of cross-country business relations and operations; appears within the period of limits of the development of national business or when less benefit is received from it compared to international business; is sustainable with constant consideration of mutual benefits and adaptation of international management to the conditions of its organisation.

However, there are certain similarities between domestic and international business that make a number of management functions similar and typical of both businesses. We note some similarities: both businesses are accessible and universal, although in the first case this happens within the country, and in the second – in the intercountry space. Any company can be engaged in one or the other business, changing its strategic and tactical perspectives.

At the same time, these businesses, like any other activity, have their own limitations, which are implemented through the international management system. Both one and the other business in the process of functioning rely on technological globalization, changing the nature of their activities (to computerization, informatization, new telecommunications opportunities in order to cover the markets of goods, capital and labor that are of interest to business), acquiring fundamentally new opportunities for working and using modern international management technologies. National and international businesses depend on globalization, are influenced by global finance, political decisions, world crises, predetermining the feasibility of developing and using risk management.

The listed features of international business, confirming its nature and being time-tested, largely explain the emergence and development of international management as a special control system that has a targeted impact on international business and ensures the coordinated work of all its links.

Since international management is formed and has developed as a system of purposeful influence on international business, then all the essential features and characteristics of international management should reflect the features and characteristics of the business itself. In other words, there should be as much internationality in international management as there is in international business itself.

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