

Much of the continued expansion of international production is driven by intangibles.

The longer-term trend also shows the growth of non-equity modes of international production outpacing FDI, as evidenced by the relative growth rates of royalties, licensing fees and services trade.

The top 100 MNE ranking for 2018 shows the importance of industrial MNEs sliding, with some dropping out of the list.

MNEs in the global top 100 account for more than one third of business-funded R&D worldwide. International greenfield investment in R&D activities is sizeable and growing.

New data on the global network of direct and indirect bilateral FDI relations show the important role of regional investment hubs in intraregional trade.

A significant part of investment between developing countries (South-South FDI) is, however, ultimately owned by developed-country.

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FACTORS OF SUSTAINABLE DEVELOPMENT OF RURAL AREAS

Malacoubame Kolani – undergraduate

Scientific supervisor – **Hanchar A. I.**

EI «Grodno State Agrarian University»

Grodno, Republic Belarus

Competitiveness is a division that characterizes all factors and conditions. Thus, the competitiveness of the country's economy depends largely on the competitiveness of the subjects at the micro-economic level. Changes in the country's economic system are directly reflected in socio-economic development and directly affect their competitiveness. Obvious is that at present there are delegates of authority in each region. The framework for achieving economic growth does not pay sufficient attention to the conservation of the territories' resource potential, its widespread reproduction, runs counter to the position of sustainable economic development. The growth of socio-economic indicators that reflect the competitiveness of the territory is an important step.

The state of development in rural areas is very important, a more detailed study of these indicators presents the comparative analysis of terminology, the study of the history of national and foreign "competitiveness" training. The competitiveness of goods, businesses, industry and the state as a whole is largely taken into account. The basic theory of the agreement is

the A. Smith theory, in which he articulated the notion of agreement as a rivalry that increases prices (with a reduced supply) and reduces the price (if there is an excess of supply). The main principle of the agreement is the principle of the "invisible hand" which, "tires the strings". For him, the "invisible principal" forces puppets – entrepreneurs to act in accordance with a "perfect" plan for economic development. Ruthlessly displacing companies engaged in the manufacture of unnecessary goods and services. The central idea of his theory was to put in place a competition mechanism that balances the rate of return of the industry, the optimization of resource allocation between industries. Mechanism concept is that when the demand for goods is reduced companies producing these in lower quality or unnecessary and expensive products, will see their finances gradually screwed up to the benefit of competing companies that produce higher quality goods and services. This mechanism has a system that manifests itself in the response to changes in the external environment. The degree of preparedness of mobile businesses for current changes in the external environment is higher. In addition, A. Smith (pg; 128) identified the basic conditions of effective competition, including the presence of a large number of sellers and buyers, the availability of information, the mobility of the resources used, the inability of each seller to have a significant impact on the evolution of the market price of the product. Smith has developed a model to strengthen and develop competition, has proven that in market relations, it is possible to meet as much as possible the needs of consumers and to make the most of resources in society as a whole. The main and criterion of competition, according to A. Smith, is price. However, the relevance of this theory has not been lost to date. The market economy is very receptive to market pricing policy and relies largely on price competition. It should therefore be noted that the price factor of competition plays an important role.

The scientist P. Heine said that "competition is the desire to better meet the criteria for access to rare services. This approval is also reflected in modern economic theory. The level of competition today depends in large part on the availability of competitive advantages. However, the presence of rare production factors does not guarantee their effective use and the creation of a product or a competitive position[1]. Josef Schumpeter argues that competition is an old rivalry with a new one. In turn, I. Begg considers the term "competitiveness" from two positions: first, from a level position, the economic development of the region; second, compared to other regions. In this sense, he said, the region's competitiveness to protect their market share (similar to businesses). I. Begg draws attention to the fact that the region's ability to compete depends on its main "attributes" that determine the attractiveness of the region, such as the location of "regional players" and

strengths, weaknesses of economic agents [2].

Ultimately, the modern international economy is based on the production of recognition-intensive products and highly intelligent services. Today, the most valued intangible assets are: the collection, analysis and processing of information, entrepreneurial skills on which the market develops. Information technology is the backbone of new production and goods and service to a sustainable rural environment. Fundamentally different from what before, the management system, the infrastructure networks of the economy, foreign financial flows. Economics has paid great attention to understanding competitiveness and has defined the concept more generally.

LITERATURE

1. ResearchGate / Are ERP systems a source of competitive advantage? / [Electronic resource]. – Access mode: https://www.researchgate.net/publication/229619662_Are_ERP_systems_a_source_of_competitive_advantage. – Access date: 03.01.2021.
2. The International Monetary Fund / Back to schools and partners / [Electronic resource]. – Access mode: <https://www.edx.org/school/imfx>. – Access date: 03.01.2021.

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Malacoubame Kolani – undergraduate

Scientific supervisor – **Hanchar A. I.**

EI «Grodno State Agrarian University»

Grodno, Republic Belarus

The socio-economic development of global rural society in recent decades has been largely focused on rapid economic growth, which clearly depletes natural resources and harms the environment. Many countries have experienced a high level of consumption growth that cannot be achieved without the use of natural resources. The depletion and mismanagement of natural resources are the real causes of the planet's natural disasters. On August 22, the date was when "humanity consumed all the resources that ecosystems can produce in one year, three weeks later than in 2019." The search for explanations on this environmental problem, will allow scientists, an efficient management of the current situation of the universe. The proposed solutions will allow a gradual regression of this 'historic' environmental reversal and ensure an improvement in the quality of life of people in an environment of economic capacity for life.

Global changes related to economic, environmental, and social processes. High growth and development indices. Technological and industrial