

MAJOR GLOBALIZATION INITIATIVES FROM INDIAN COMPANIES IN CONDITIONS OF MARKET TRANSFORMATIONS

Keerthikanth Yogeshwara Rongali, student of specialty Management, educational program «Business Administration», group MBAm-61

V. A. Vlasenko, scientific supervisor, associate professor of the department of management, associate professor, Ph.D. in Economics (Candidate of Economic Sciences)

Higher Educational Institution of Ukoopspilka «Poltava University of Economics and Trade»

Globalisation has become an inevitable force to reckon with by countries, societies and corporates world over. Globalisation has been an important aspect of India's economic progress in the last two decades. It has led to expansion of economic activities and employment opportunities in the country.

The aim of the study is to summarize the major globalization initiatives from Indian companies during the period of market transformations.

It should be noted that globalization is the process which enables the geographical, social, cultural, political and economic movement internationally more easily. Globalization refers to growing economic interdependence among countries as reflected in increasing cross-border flows of three types of commodities: goods and services, capital, and know how [3, p. 36].

In the end, scholars singled out individual ones entry strategies for globalization of companies:

1. Exporting (Direct or Indirect).
2. Licensing.
3. Franchising.
4. Contract manufacturing (International subcontracting).
5. Strategic Alliance.
6. Joint ventures.
7. Wholly owned subsidiary.
8. Mergers & Acquisition [1, p. 168–169].

On the other hand, it is appropriate to highlight the main elements of globalization:

1) globalization of markets – it refers to the merging of national markets into one huge global marketplace;

2) globalization of production – it refers to the sourcing of goods and services from locations around the world to take advantage of national differences in the cost and quality of factors of production;

3) falling barriers to trade and investment –the falling of barriers to international trade enables firms to view the world as their market;

4) technological innovation –technological changes have achieved advances in communication, information processing, and transportation technology, including the Internet and the World Wide Web.

However, the factors determining in building global Indian companies are[2, p. 251–252]:

1. Political factors – stability of the government, type of government (democratic, theocracy– religious, monarchy – kingdom), control structure (Canada, USA – decentralized province, Japan, France – centralized), government takeover of asset (with or without permission), operational restriction, remittance (repatriation restrictions), government policies, opposition parties, pressure groups, external linkages.

2. Economic factors – economic system (open or mixed), economic development, standard of living (per capita income), sectorial share in GDP, foreign exchange reserves, economic indicators (inflation rate, BOP).

3. Technological factors – differentiation strategy, competitive advantage.

4. Legal factors – home country laws, host country laws, International laws, UN resolutions, Patents & Trademark protection & piracy laws, GATT, codes of conduct.

In our view, it is advisable to generalize the most globalized Indian companies by the following groups:

– subsidiaries – ITC Infotech, Mahindra (Mahindra Forgings, Mahindra Satyam, Tech Mahindra), Infosys, DABUR, Surya Nepal Private Limited, Landbase, King Maker Marketing Inc. (USA), Technico Pty Limited (Australia), Russell Credit Limited, Wimco Limited, Srinivasa Resorts Limited, Fortune Park Hotels Limited, Bay Islands Hotels Limited, Gold Flake Corporation Limited;

– joint ventures – Maharaja Heritage Resorts Ltd., ITC Filtrona.

– associate companies – Gujarat Hotels Limited, International Travel House;

– acquisition – TATA (Tata Steel– Corus Group (U.K.), Tata Motors – Jaguar Cars and Land Rover (U.K.)), Bharti Airtel (Zain

Africa), Aditya Birla (Novelis (U.S.)), Oil and Natural Gas Corp (ONGC) (Imperial Energy (U.K.)), Essar Steel Global Holding (Algoma Steel (Canada));

– reliance – Marcellus Shale.

As follows, the formation of an effective acquisition-based strategy of internationalization adopted by Indian enterprises in recent years is challenging as it involves managing across diverse cultures and win over the confidence of work-force to successfully exploit the synergies.

Hope that with their cost-effective technologies and skills, Indian companies could find a greater acceptability and success in other developing countries.

References

1. Dimitratos P. Micromultinationals : New Types of Firms for the Global Competitive Landscape European / Pavlos Dimitratos, Jeffrey Johnson, Jonathan Slow, Stephen Young // Management Journal. – April 2003. – Volume 21. – Issue 2. – P. 164–174.
2. Kumar N. Internationalization of Indian Enterprises : Patterns, Strategies, Ownership Advantages, and Implications / Nagesh Kumar // Asian Economic Policy Review. – 2008. – Issue 3. – P. 242–261.
3. Sriram S. Analysis of the Globalization Approaches of Leading Indian Corporate Groups and Linking it to their Financial Performance / S. Sriram, Tapan Panda // International Conference on Business Management & Information Systems. – 2013. – P. 34–38.

ФОРМУВАННЯ ПЕРСПЕКТИВНИХ НАПРЯМІВ РОЗВИТКУ КРЕАТИВНИХ ІНДУСТРИЙ В УКРАЇНІ В УМОВАХ ІНТЕГРАЦІЙНИХ ПРОЦЕСІВ

В. В. Борисенко, студент спеціальності Менеджмент освіти програма «Бізнес-адміністрування», група БАМ-61

В. А. Власенко, науковий керівник, доцент кафедри менеджменту, доцент, к. е. н.
Вищий навчальний заклад Укоопспілки «Полтавський університет економіки і торгівлі»

Стрімкі процеси глобалізації та інтернаціоналізації світової економіки потребують значного розширення масштабів ринкових сегментів і підвищення вимог до різних секторів та галузей національної економіки, що мають бути спрямованими на справжню конкурентну боротьбу на національних і міжнарод-