

both as a resource and commodity. It becomes a strategic input of an organization so crucial for decision making and response to external events. As any other kind of a resource information needs governing and effective utilization. The former is implemented via information technologies. It is worth mentioning that introduction of information technologies doesn't entail the production efficiency by itself but turns a good instrument to imbed up to date governance methods. In order to promote governance effectiveness it is not the stocks of introduced technologies and software means so crucial but defining what sort of information is most relevant on that or other working place to support and encourage production. It is so because the stream of inessential data catastrophically decreases effectiveness of decision making process whereas getting it at the right time substantially increases it.

3. **Psychology and employees' incentives.** It is possible to underline that workers are one of the most precious resource of any organization. They represent intellectual resource which can solve present governance tasks and be a source of initiatives on improving processes. In order to work effectively a worker should get both sufficient initiatives on the part of an organization and favourable work conditions (availability of information). The purpose of introduction of information technologies is providing worker with relevant information. An organization's information system must contain data which reflects all processes of its activity with required completeness. It means any actions and alterations in organization must lead to changes in its information image imbedded in the information system.

In this way three above points are a mechanism (under impact of modern technologies) for strategic governance of production factors. An objective of strategic planning is defining necessary transformations inside the production in response to tendencies of external factors variations which can't be governed but which are capable of implementing substantial impact on organization's economic position.

PROBLEMS OF SUSTAINABLE DEVELOPMENT IN THE CONTEXT OF GLOBALIZATION

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For 12 years that have passed since the "Agenda of the XXI century" was approved in Rio de Janeiro, processes of globalization have considerably increased the impact on the issues of sustainable development. The analysis of this impact and possibilities of the consideration of realities of globalization on the way to a sustainable development became the question of the day. The possibility of their constructive interaction is estimated not rather optimistically. The prevailing opinion

is that globalization represents the basic barrier for achievement of a sustainable development. Globalization has not provided those positive results that were expected by the participants of the summit in Rio de Janeiro: the improvement of economic welfare in the countries of the third world, the possibilities (as it was in the West) for implementation of the environmental protection measures and for solution of social problems.

On the other hand, sustainable development envisages the orientation of efforts of all countries towards decrease of the anthropogenous stress. This is impossible without economic, legal and trade integration, which means without implementation of one of the globalization tendencies of globalization. It is mentioned in the United Nation's documents, that even though globalization puts new challenges and serious problems in the field of sustainable development (financial crisis, danger, impoverishment, inequality, etc.), at the same time it gives new opportunities (expansions of trade, investments and flow of capital, technical progress, including development of information technologies). The advanced countries recognize existence of specific difficulties that are created by globalization for the countries with transitive economy. The opportunity for their solution can consist in transformation of globalization in a comprehensive regulated process directed, in particular, to ensure the sustainable development.

Globalization is an objective, irreversible and inconsistent process. Whatever is the balance of risks and advantages of globalization, global changes will certainly take place. And the only thing that can be done now, is to understand the nature of these changes and to learn to administer their consequences so that globalization could facilitate the development of a social system which would be characterized by social justice, high level of life and an ecological sustainability.

Meanwhile, serious changes related to globalization much more exceed ability to adjust these changes. As a result an institutional gap has appeared that will cause more and more big concern of those groups and the countries which have not received benefit from globalization and whose interests are not adequately taken into account by current universal international institutions. Challenges of globalization put in the agenda of the world community the question of essential reconsideration, in a context of problems of sustainable development, of the role and tasks of international institutions, in particular such as the World Trade Organization, the International Monetary Fund and the World Bank and, probably, reorganizations of these institutions.