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**INTERNATIONAL ECONOMIC RELATIONS
AND SUSTAINABLE DEVELOPMENT**

**МІЖНАРОДНІ ЕКОНОМІЧНІ ВІДНОСИНИ
ТА СТАЛИЙ РОЗВИТОК**

**MIEDZYNARODOWE STOSUNKI GOSPODARCZE
I ZRÓWNOWAŻONY ROZWÓJ**

**МЕЖДУНАРОДНЫЕ ЭКОНОМИЧЕСКИЕ ОТНОШЕНИЯ
И УСТОЙЧИВОЕ РАЗВИТИЕ**

Матеріали

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Therefore, the tools of creative management (the ability in all management chain links to realize and accumulate new ways for solving old, present, future problems and to form appropriate scientific and productive potential) should implement in all national enterprises.

They must be aimed into solving problems connected with improving the level of planning, organization, motivation and control. In this context it is extremely important to create such productive system, which main goal won't be just to from the "effective" ratio between quality and price (there could be the variant: low price - low quality – in some cases it can be understood as effective ratio). But such ratio, which will ensure to the consumer sufficient (not just satisfactory) quality level with adequate price for this product.

As the conclusion: if Ukrainian real sector will chose the vector of structural reconstruction; if it will be ready for systematic diversification; if the main goal of corporate management will be satisfaction of all consumer needs in highest level; if Ukrainian industrial products will be made using the latest methods and technologies; if they (as an example - goods of mechanical engineering) will be closely connected with IT-sphere, then our national real sector would get powerful impulse for further development in domestic market as well as in foreign for increasing the welfare for our motherland and for Ukrainian citizens.

CAUSES AND EFFECTS OF THE DEVELOPMENT OF TRADE IN THE LIGHT OF SELECTED INTERNATIONAL TRADE THEORY

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International trade is defined as a paid exchange of goods or services with partners who have permanent residence outside the customs territory of the country. It concerns material goods that are sold or acquired abroad. On the other hand, in a broad sense, foreign trade also includes property and credit turnover and current turnover. Apart from commodity exchange, they consist of the purchase and sale of services, intangible goods and obligations resulting from the movement of people abroad, as well as the existence and existence of their own establishments diplomatic abroad. International trade stimulates economic development, technological progress, as well as the influx of modern technologies. Moreover, it is a kind of tool that makes the economy of a given country more flexible, which makes it possible to expand the markets of enterprises and the macro-level of whole countries.

Issues related to the causes of the development of international trade were the essential point of interest of scholars in the eighteenth and nineteenth centuries. According to A. Smith's first international trade theory, the premise for the development of international specialization, and at the same time, the benefits of international trade, is the existence of absolute differences in cost-of-labor production between states. According to the creator of classical trade theory, if in a free market and trade country A is more efficient in the production of a specific commodity x and less efficient than B in the production of another good, then both countries are able to benefit from international development. Division of labor, but only if country A exports to country B all or part of the production of commodity x, in return for the importation into State B of the whole or part of the global production of the commodity y, where absolute advantage is available to its trading partner.

According to A. Smith, the development of international division of labor in line with the development of absolute superiority results in a more effective use of the essential resource, human work. This situation also contributes to the increase in the size of production of both goods. The result of international specialization is the achievement of benefits for both countries, the efficient use of their potential, the expansion of the market, the possibility of lowering the cost of production and, consequently, the achievement of the economic benefits of the cooperating countries.

In light of the considerations of E. Heckscher, B. Ohlin and P.A. Samuelson, the inventor of the theory of abundance of resources, is a fundamental premise for the development of international trade, and thus the determinant of its structure is the relative cost and price differences between states. The occurrence of international differences in costs and prices, according to the authors of this theory, is due to the different equipment of countries in the two basic factors of production, namely capital and labor. According to the authors of the discussed theory, also called H - O - S, each country should export products whose internal production requires a more intensive use of relatively larger and cheaper production factor, and at the same time import goods that require a relatively more intensive use. Of this more expensive factor of production.

Contemporary international trade theorists draw attention to the broader and varied range of reasons for the development of inter-branch and intra-industry international trade. This is mainly due to the change in trading conditions after World War II and, above all, the free migration of factors of production internationally, the importance of technological progress and the demand-side factors in shaping the benefits of international trade.

The creators of neotech theories point to technical progress as a fundamental factor implying intensity, as well as directions of specialization in international trade. Among the neo-theoretical theories, the technology gap theory and the product life cycle theory are the most important. The first of them formulated in 1961 M. V. Posner, G.C. Hufbauer and P. Krugman. According to this theory of directions as well as the structure of international trade in industrial goods, they are decisive for delaying the countries concerned in mastering and applying modern industrial production techniques as well as exploiting technological achievements. In countries where businesses and industries are characterized by a high level of innovation, they have easier access to foreign markets, which in turn allows them to maintain technological advantage over other countries. The theory of product life cycle is closely related to the theory of product life, which shows how the "life" of a product is being trafficked according to the theory of technological gap.

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INTERNATIONAL ECONOMIC OPERATIONS ON THE WORLD MARKET OF PACKAGING MATERIAL

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In today's modern world, every civilized person anyhow faces with food packaging industry. Typically, consumers do not think about the economic value of the package and do not realize that without packaging product the country's gross domestic product would significantly decrease in value. Assessment of the current state of the commodity market is an important factor in economic growth of the country. The process of making conjunctive decisions on the development of foreign economic activity both in the short and long-term perspective contributes to the competitiveness of products in the domestic and foreign markets, the formation of innovative strategies and implementation of the investment attractiveness of branches of the real sector of the national economy.