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MASTER'S LEVEL QUALIFICATION PAPER

on the topic "GLOBAL TRENDS IN THE INTERNATIONAL TRADE
DEVELOPMENT AND THE CONJUNCTURE ON THE WORLD GOODS AND
SERVICES MARKETS"

Specialty 292 "International Economic Relations"

Student II Course
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Research advisor : As.Prof., PhD in Economics
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SUMMARY

of Master's level degree qualification paper on the theme
“GLOBAL TRENDS IN THE INTERNATIONAL TRADE DEVELOPMENT AND
THE CONJUNCTURE ON THE WORLD GOODS AND SERVICES MARKETS”

student Poliakova Sofia Serhiivna
(full name)

The main content of the master's level degree qualification paper is set out on 70 pages, including a list of used sources of 45 titles, which is placed on 4 pages. The work contains 3 tables, 22 figures.

Key words: INTERNATIONAL TRADE, GLOBALIZATION, GOODS, SERVICES, EXPORT, IMPORT, UKRAINE'S TRADE POLICY, EXPORT POTENTIAL.

The purpose of the master's level degree qualification paper is gaining practical experience in analysis of the global trade tendencies, and in research of Ukraine's foreign trade development under the influence of global geopolitics and economic transformations, and conjuncture in the world trade markets with elaboration of mechanism for increasing Ukraine's export potential.

The object of the study is global trends of international trade relations, especially Ukraine's trade potential in the context of opportunities and challenges for increasing conjuncture in the global trade arena.

The subject of the study is increasing the efficiency of Ukraine's trade (export) potential in conditions of the global challenges.

To achieve a goal and objectives there were used following scientific methods of research: *analysis and synthesis, induction and deduction* - to substantiate the theoretical and methodological foundations of the study of the phenomenon of international trade in the conditions of a globalized business environment; *historical and economic* - to identify the advantages and threats of globalization in the

conditions of differentiation of countries according to the level of economic development; *synergistic* - to reflect the progressive development of the globalization process and the nature of its effects on the world and national economies; *statistical and economic* - for collecting and processing analytical data on the dynamics and parameters of world economic growth and international trade, in particular, identifying the role of Ukraine in international trade flows; *scientific abstraction* – for summarizing the results and formulating research conclusions.

The information base of the qualification paper is scientific and periodical publications, monographs of foreign and Ukrainian economists, scientific websites etc.

The main scientific results of the work are as follows:

- 1) deepening determination of the term “globalization” from the perspectives of current trade opportunities and challenges;
- 2) investigation of the international trade relations development in the conditions of globalization;
- 3) analysis and diagnosis of the global trade trends and conjuncture in the world trade arena;
- 4) author’s argumentation of the necessity for organizational (institutional) and economic mechanism elaboration for increasing the export potential of Ukrainian enterprises.

Approbation of scientific and research results have been considered at the international conferences and in chapters of foreign monographs:

1. Poliakova S. Global trends in the international trade development: wartime Ukraine's aspect. *Sustainable Development in Wartime Ukraine and the World. Multidisciplinary Conference for Young Researchers* (25 November, 2022 Prague, Czech Republic). - Prague, 2022.

2. Yarova, I., Marekha, I., Poliakova, S., & Denysenko, Ye. (2021) Shift in competitive balance of the global and domestic commerce markets in the pandemic period. *The postpandemics economics: prospects and challenges: collective*

monograph. Praha: OKTAN PRINT, 432 p. (234-244).

URL:<https://essuir.sumdu.edu.ua/handle/123456789/88080>

3. Poliakova S., Yarova I. Features of foreign trade in goods and services in Ukraine. *Socio-Economic Challenges : Proceedings of the International Scientific and Practical Conference*, Sumy, March 22–23, 2021 / edited by Prof., Dr. Vasilyeva Tetyana. – Sumy : Sumy State University, 2021. 302 p. (146-152).
URL:<https://essuir.sumdu.edu.ua/handle/123456789/87032>

The obtained results can be used by the Ukrainian Chamber of Commerce and Industry for increasing the efficiency of Ukraine's international trade activities.

Year of Master's level qualification paper fulfillment is 2022.

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Department of International Economic Relations

TASKS FOR MASTER'S LEVEL DEGREE QUALIFICATION PAPER

(specialty 292 “International Economic Relations”)

student II course, group ME. M -11 an

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1. The theme of the paper is “Global trends in the international trade development and the conjuncture on the world goods and services markets” approved by the order of the university from «27» 10. 2022 № 0969-VI.
2. The term of completed paper submission by the student is 16.12.2022.
3. The purpose of the master's level degree qualification paper is gaining practical experience in analysis of the global trade tendencies, and in research of Ukraine's foreign trade policy under the influence of global geopolitics, economic transformations, and conjuncture in the world trade markets with elaboration of mechanism for increasing Ukraine's export potential.
4. The object of the study is global trends of international trade relations, especially Ukraine's trade potential in the context of opportunities and challenges for increasing conjuncture in the global trade arena.
5. The subject of the study is increasing the efficiency of Ukraine's trade (export) potential in conditions of the global challenges.
6. The qualification paper is carried out on materials of scientific and periodical publications, monographs of foreign and Ukrainian economists, scientific websites etc.

7. Approximate master's level degree qualification paper plan, terms for submitting chapters to the research advisor and the content of tasks for the accomplished purpose is as follows:

Chapter 1 Development of international trade relations in the conditions of globalization. Date of submission: November 19, 2022.

(title, the deadline for submission)

Chapter 1 deals with the main features of modern globalization, the essence and features of globalization trade world economic relations at the present stage, analysis of opportunities and challenges for global trade.

(the content of concrete tasks to the section to be performed by the student)

Chapter 2 Analysis of global trade trends. Date of submission: December 06, 2022.

(title, the deadline for submission)

Chapter 2 deals with global trends in international trade in goods and services, world trade conjuncture in goods and services, analysis of global trends in the development of foreign trade of Ukraine.

(the content of concrete tasks to the chapter to be performed by the student)







Chapter 3 Increasing the efficiency of Ukraine's international trade activities. Date of submission: December 11, 2022.

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Chapter 3 deals with peculiarities of Ukraine's trade policy in the war conditions, and mechanism for increasing the export potential of Ukrainian enterprises.

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Chapter	Full name and position of the advisor	Date	
		task issued by	task accepted by
1	As.Prof. I. Ye. Yarova	01.11.2022 	18.11.2022 
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CONTENTS

Introduction.....	8
1 Development of international trade relations in the conditions of globalization.....	11
1.1 Modern globalization: features, components and driving forces.....	11
1.2 Globalization of trade world economic relations at the present stage.....	15
1.3 Opportunities and challenges for global trade.....	19
2 Analysis of global trade trends	24
2.1 Global trends in international trade in goods and services.....	24
2.2 World trade conjuncture in goods and services	31
2.3 Analysis of global trends in the development of foreign trade of ukraine	37
3 Increasing the efficiency of ukraine's international trade activities.....	44
3.1 Peculiarities of ukraine's trade policy in the war conditions	44
3.2 Mechanism for increasing the export potential of ukrainian enterprises	52
Conclusions	60
References	64
Annexes	70

INTRODUCTION

At the current stage of the world economy development, significant changes are taking place in the entire system of international trade relations, the mutual influence and interdependence of various spheres and factors of the economy are increasing, which is a natural and completely logical process. The gradual accumulation of quantitative changes in the development of the world trade economy led the world to qualitative economic growth, to a higher stage of integration - globalization. In addition, the processes of globalization and integration include interstate coordinated measures for the purposeful formation of a system of economic, legal, information and communication, and political space in large regions of the world. Consideration and observance of the sustainable development concept require special attention to trade relations effectiveness.

The specifics of the processes of globalization in the conditions of the transformational development of the Ukrainian economy and the problems of effective integration of Ukraine into the world trade system are considered in the works of domestic and foreign authors Kaletnik H.M., Honcharuk I.V., Zabolotny H.M., Boyarchuk A.I., Zadorozhnyuk N.O., Kutsika P.O., Kovtuna O.I., Bashnyanina G.I., Kokorina V.I., Radeva M.M., Mazur K.V. and G. Gandolfo, F. Trionfetti, J.Poon, David L., Jim Sherlock, J. Reuvid.

The purpose of the master's level degree qualification paper is gaining practical experience in analysis of the global trade tendencies, and in research of Ukraine's foreign trade development under the influence of global geopolitics, economic transformations, and conjuncture in the world trade markets with elaboration of mechanism for increasing Ukraine's export potential.

To achieve this goal it is important to solve the following *tasks*:

- to determine the main features of modern globalization;
- to identify the essence and features of globalization trade world economic relations

at the present stage;

- to analyze opportunities and challenges for global trade;
- to consider global trends in international trade in goods and service;
- to identify the world trade conjuncture in goods and services;
- to determine peculiarities of Ukraine's trade policy in the war conditions.
- to elaborate organizational and economic mechanism for increasing Ukraine's export potential.

The object of the study is global trends of international trade relations, especially Ukraine's trade potential in the context of opportunities and challenges for increasing conjuncture in the global trade arena.

The subject of the study is increasing the efficiency of Ukraine's trade (export) potential in conditions of the global challenges.

The methods used are: *analysis and synthesis, induction and deduction* - to substantiate the theoretical and methodological foundations of the study of the phenomenon of international trade in the conditions of a globalized business environment; *historical and economic* - to identify the advantages and threats of globalization in the conditions of differentiation of countries according to the level of economic development; *synergistic* - to reflect the progressive development of the globalization process and the nature of its effects on the world and national economies; *statistical and economic* - for collecting and processing analytical data on the dynamics and parameters of world economic growth and international trade, in particular, identifying the role of Ukraine in international trade flows; *scientific and abstraction* – for summarizing the results and formulating research conclusions.

Qualification paper's content includes chapter 1 that deals with the main features of modern globalization, the essence and features of globalization trade world economic relations at the present stage, analysis of opportunities and challenges for global trade; chapter 2 deals with global trends in international trade in goods and services, world trade conjuncture in goods and services, analysis of

global trends in the development of foreign trade of Ukraine; chapter 3 deals with peculiarities of Ukraine's trade policy in the war conditions, and mechanism for increasing the export potential of Ukrainian enterprises.

1 DEVELOPMENT OF INTERNATIONAL TRADE RELATIONS IN THE CONDITIONS OF GLOBALIZATION

1.1 Modern globalization: features, components and driving forces

Globalization has become one of the most essential characteristics of the modern world economic system, which determines the course of development of our planet. It forced a new rethinking of many patterns of economic growth. According to the prevailing view of globalization, no action, and no process in society (economic, political, legal, social, etc.) can be considered in isolation from each other. Globalization affects almost all spheres of social life, including economy, politics, ideology, social sphere, culture, ecology, security, way of life, and the very conditions of human existence.

In the economic literature, you can find many different definitions of the process of globalization, such as:

- a new neoliberal stage of capitalist development;
- historical transitional period from a bipolar world to a unipolar one;
- an objective process in modern international relations, a higher stage of internationalization;
- a process that fits into the global economic system under interaction with the natural-biological environment and gives this integrity a new, social-natural quality;
- the process of reproductive transformation of national economies and their economic structures, capital, securities, goods, services, and labor force, in which the world economy is considered not simply as the sum (aggregate) of national economies, financial, currency, legal, information systems, but as a whole, a single geo-economic (geo-financial) population (space) functioning according to its own laws [1].

The process of globalization covers various areas of the world economy, including:

- foreign, international, and world trade in goods, services, technologies, and objects of intellectual property;
- international movement of factors of production (labor, capital, information);
- international financial and credit and currency operations (free financing and assistance, credits and loans of subjects of the world economy, operations with securities, special financial mechanisms and instruments, operations with currency);
- production, scientific and technical, technical and economic, technological, engineering, and informational cooperation [2].

Globalization of the world economy is reflected in the following processes (Fig. 1.1):

- deepening, first of all, internationalization of production, and not exchange, as it happened before. The internationalization of production is manifested in the fact that manufacturers from many countries of the world participate in the creation of the final product in various forms and at various stages. Intermediate goods and semi-finished products occupy an increasing share in world trade and in inter-corporate transfers. TNCs are the institutional form of production internationalization;



Figure 1.1 - Components of globalization of the world economy[3]

- deepening the internationalization of capital, which consists in the growth of the international movement of capital between countries, primarily in the form of direct investment (whereas the volume of direct foreign investment is growing faster than foreign trade and production), internationalization of the stock market;
- globalization of productive forces through the exchange of means of production and scientific, technical, and technological knowledge, as well as in the form of international specialization and cooperation, connecting economic units into integrated production-consumer systems through production cooperation, an international movement of production resources;
- formation of a global material, informational, organizational, and economic infrastructure that ensures the implementation of international cooperation;
- strengthening of the internationalization of exchange on the basis of the deepening of the international division of labor, the growth of the scale, and the qualitative change in the nature of the traditional international trade in goods. An increasingly important direction of international cooperation is the sphere of services, which is developing faster than the sphere of material production;
- increasing the scale of international labor migration. People from less developed countries find employment as unskilled or low-skilled labor in developed countries. At the same time, countries that use foreign labor to fill certain niches in the labor market associated with low-skilled and low-paid work try to keep immigration within certain limits. At the same time, modern telecommunication technologies open up new opportunities in this area and make it possible to painlessly limit immigration processes. Any company in Europe, North America, or Japan can easily entrust the execution of, for example, computer work to an executor located in another country, and receive the finished work in its office in a timely manner;
- growing internationalization of the impact of production and consumption on the environment, which causes a growing need for international cooperation aimed at solving global problems of today [3].

Globalization of the world economy is an objective process that reflects the realities of the current stage of economic development of countries and the need for large-scale transnational production.

The main driving forces of globalization, which make it an irreversible and dynamic process, are:

- acceleration of scientific and technical progress;
- expansion of TNC activities and international production cooperation;
- intensification of the exchange of science-intensive products and high technologies;
- activation of trade in financial, computer, information and other types of business services.

The processes of globalization, which create favorable opportunities for the stable and effective development of the entire system of global economic relations, at the same time put forward to their participants - countries and individual organizations - new and increasingly strict requirements regarding the level of commercial activity, technical level and quality of supplied goods and services. Those who do not meet these requirements are threatened with inevitable loss in the competitive struggle and living on the periphery of the world economy.

IMF experts define globalization as the growing economic interdependence of countries around the world as a result of the growing volume and variety of international agreements with goods and services and global capital flows, as well as due to the ever faster and wider diffusion of technologies.

Globalization of the world economy is closely related to its liberalization, free international migration, spillover, flow from country to country of goods, services, labor force, capital based on the reduction and removal of various administrative, legal, economic barriers by most countries of the world and levies operate in the world economy forces under an increasingly unified economic whole. The formation of a global (worldwide) information system plays a decisive role[4].

Table 1.1 - Positive and negative aspects of globalization

Positive aspects of globalization	Negative aspects of globalization
Rapid technological growth	Instability of economic development in many countries
Increase in quantity and quality of consumed products	Increasing gap in socio-economic development between countries
Emergence of new jobs	Growing influence of TNCs
Free access to information	Increased scale of migration
Improving and raising the standard of living	Aggravation of global problems
Improvement of mutual understanding between different cultures	Introduction of mass culture and loss of national identity

Thus, globalization has positive and negative sides (Table 1.1), which must be taken into account during the analysis and determination of the future development of various branches of the world economy, including foreign trade.

1.2 Globalization of trade world economic relations at the present stage

It's important to formulate a modern vision of the main manifestations of globalization in international relations and the world economy. The widest is the globalization of international relations, which involves the connection and mutual influence of the following two directions.

The first direction is the extensive physical, territorial (related to the increase in the field of action) coverage of the entire planet Earth, the interconnection of what is happening in all countries of the world. It is obvious that not all countries are equal in international relations, regardless of the existence of such supranational structures in which they are represented as equals, such as the UN or the OSCE in Europe. However, one cannot deny the fact that the actually formed single global information space gives all countries and all their inhabitant's eyewitnesses, witnesses of the

processes taking place in the world, gives an opportunity (albeit ephemeral for many) to express their attitude to what is happening, if not in action, but at least in words. International relations are increasingly becoming aggregate relations of people, countries, and governments to each other - hidden or overt, but necessarily existing in an open world information environment. The point, we emphasize once again, is not that these relations are perceived, taken into account, or ignored, but that they exist as such.

Secondly, the globalization of international relations also has an intensive (logical) direction - strengthening the interdependence and interaction of all spheres and components of international relations (economy, politics, ecology, law, religion, etc.). At the same time, if at the previous stages of the development of international relations in relation to globalization, there was a clear dominance of political and economic imperatives in relative ones, now such an unambiguous conclusion cannot be made. Yes, the religious factor of development is not news, but right now the strengthening of Muslim fundamentalism and extremism has irreversibly left its mark on the countries' diplomatic, military, and economic relations.

Undoubtedly, it cannot yet be said that political and economic imperatives and priorities have been replaced by cultural, religious, and national ones - however, the implementation of these priorities has acquired rather strict new restrictions, which are impossible to ignore.

Globalization is impossible by itself, i.e. the listed forms of relations are necessary conditions of her situation. Necessary, but not sufficient. That new quality of globalized world economic relations, which arose at the beginning of the XXI century, with the following new prerequisites (Table 1.2).

Table 1.2 - Prerequisites of the new quality of globalizing world economic relations [5, p. 193; 11, p. 11]

Name	Characteristic
Technological	<p>The development of means of communication and information, which allows conducting business transactions in different parts of the globe in real-time; reduction of time lags in the process of capital turnover to a minimum or to zero, related to settlements (non-cash settlements in modern information banking systems are carried out instantly).</p> <p>Processing of documents, which is based on electronic records of information turnover increasingly supplants "paper") and the associated acceleration of turnover capital involved in global economic relations.</p>
Organizational	<p>Huge shifts in the institutional structure of the world economy caused by: significant expansion of the borders of the single European space; a sharp change in the structure of world trade countries (significant strengthening of China's position in world trade etc).</p> <p>The redistribution of world markets is a fact that is happening before our eyes, but it has not yet happened completely. Leaders and outsiders have already been determined in it, but there are certainties there is no final result.</p>
Cultural	<p>Planetary spread of standards of material civilization of European and American types at the level of ordinary economic consciousness - the so-called cultural expansion, just like the planetary opposition to this expansion (naturally, less powerful by means, but such that it is an indisputable fact).</p>

It is important to note that the transformation of traditional Westphalia system led to the expansion of the range of subjects of international relations: if earlier states were the dominant participants in international relations, then in In recent years, organizations, individual regions, TNCs have come to the fore [4; 8], international private financial institutions, non-governmental public organizations, which do not have a specific nationality. It also plays an important role in the development process

of international relations other international non-governmental organizations and funds Globalization of international relations also manifested itself in a successful way formation and functioning of many international institutions that solve the most acute and urgent problems of a global scale: the UN and institutions operating under its auspices.

Thus, globalization as a form of international economic relations is the process of internationalization of economic life at the stage of formation of the information technology system in the most developed countries in under the conditions of struggle for the formation of unipolar and multipolar tendencies (instead of the previous bipolar) political and economic world space [4; 8].

Logistics systems are also progressing an important role in developing economic relations. The intensity of industry interaction is characterized by the interconnection of the micrologistics system of the enterprise with the external macrologistics environment [4].

Modern international trade relations are familiar from the account use of transport and logistics infrastructure, providing transportation of goods in intermodal and multimodal schemes. most important questions, which are necessary problems in the construction of international logistics systems, such as: creation of a free transport market without restrictions capacity and load; application of recommended tariffs general regulatory bodies; liberalization of transport and customs procedures for crossing borders with goods; agreement of transportation capacity of highway transport and productivity of railways and storage devices [6; 7, p. 34].

Thus, globalization as a form of international economic relations is the process of internationalization of economic life at the stage of formation of the information technology system in the most developed countries in the conditions of the struggle for the formation of unipolar and multipolar (instead of the previous bipolar) political and economic world space.

1.3 Opportunities and challenges for global trade

Today, globalization covers certain areas of the world economy, namely: foreign, international, global trade in goods, services, technologies, objects of intellectual property; international movement of factors of production (workforce, capital, information); international financial and credit and currency operations (free financing and assistance, credits and loans of subjects international economic relations, transactions with securities, special financial mechanisms and instruments); industrial, scientific and technical, technological sphere, information cooperation.

At the current stage of development of international relations, states are leading active joint work at both the global and regional levels for opposition to transnational threats of various natures (terrorism, extremism, organized crime, drug trafficking, etc.); ensuring food, energy and environmental security; prevention and resolution of armed conflicts and many other areas. Various international and regional organizations can provide effective assistance to states to achieve success in this work.

Globalization has influenced the widespread use of the logistics approach in the establishment and further development of international economics, especially trade relations on the world market. It is globalization that contributes optimization of the allocation of resources, expansion of the assortment of goods, and improving their quality (Table 1.3).

Table 1.3 - Opportunities and challenges of the global economy

Opportunities	Challenges
<ul style="list-style-type: none"> → Technological, economic and social innovations → Interaction between states → International coordination → Access to advanced achievements of humanity → Opportunities for application and dissemination advanced technologies → Promotion of cost reduction and increase economic efficiency of production → Acceleration of the development of productive forces → Formation of new political approaches → Creation of a powerful resource base and intellectual potential → Creation of conditions for intercompany interaction and cooperation → Provision of additional opportunities capital transfer → Formation of the international market of valuables papers → Development of interstate mechanisms regulating the activities of corporations 	<ul style="list-style-type: none"> → Strengthening of disparities in the development of various countries of the world → Aggravation of contradictions in the development of international relations → Decrease in efficiency of market mechanisms self-regulation → Increasing instability of the economy → Avoidance by corporations of state control, reduction resource of state regulation of economic processes → Deformations of the national reproductive process → Spread of uniform standards to national cultures → Moral aging of the workforce → Strengthening of the dualistic nature of the economy → Increasing the impact of external factors on development states → Receiving excess profits at the expense of neighboring enterprises countries → Monopolization of the use of new technologies and information → Blocking of raw material and sales markets → Expansive price policy → Dictation of the level of production of goods and their types → Inhibition of technology transfer process

The current level of development of the international economy in the context of globalization is characterized as a system of scientific-technological and industry-functional connections. The creation of new elements of productive forces in the form of information and communication technologies led to the emergence of new forms and methods of international business, or their modification. The basis of such a conclusion is the fundamental statement about the interaction of the level of productive forces with the nature of production relations [8; 12, p. 33]. New elements of productive forces in the form of information and communication technologies have an impact on economic relations, resulting in more modern, from the point of view of

technology, forms of international business, new products, new seller-buyer relations, new competitive and business strategies.

Globalization as a phenomenon of the 21st century appears as a multidimensional phenomenon that encompasses the scale and dynamism of international economic relations and international business, and characterizes the higher level of development of the international economy as a system of scientific-technological and industry-functional connections between new types of entities such as cluster, mega-corporate and network structures, also determines the formation of the global economic system. Let us emphasize that today the driving forces of economic globalization are being formed in the conditions of the development of the new world system [4;8], formed under the influence of civilizational development of productive forces as a result of the dominance of information and technology in the economic system.

Ukraine should be involved in the process of regulating the global problems of mankind, since the world community has entered a new phase of development - the phase of the formation of a new system of international relations, which would be able to provide answers adequate to the new challenges of our time. The successful solution of all global issues of humanity in the process of globalization will depend on the efforts of all the inhabitants of the earth, on the culture, education and responsibility of each of us.

Globalization presents Ukraine with the problem of self-determination of development goals and place in the modern world - whether it will be an export-raw material model of development or a model of full partnership on the world stage.

The processes of globalization of the modern world economy are closely related to the evolution of its institutional structure - the institutionalization of the world economy. The fact is that in international economic relations, as well as within the national economic systems of individual countries, certain institutions are formed (norms, value characteristics, "rules of the game"), as well as organizations in the form of an external formalized structure of these institutions. In global economic relations, specific social institutions (understood as a synthesis of the traditional

concepts of "institute" and "organization") are formed and changed, and international economic relations are institutionalized.

Institutions should include the so-called infrastructural components of international trade relations - banks, commodity exchanges, international multilateral commodity agreements designed to regulate a separate segment of the world market, and their respective organizations (the "classic" case of such an organization is the actual cartel of OPEC oil-producing countries), bilateral trade agreements, UNCTAD (United Nations Conference on Trade and Development) and other UN organizations related to international trade. Separately, we should mention regional integration organizations (EU, NAFTA, MERCOSUR, and many others) and the mechanism of mutual trade regulation operating within them [9, p. 72; 10, p. 11]. At the same time, the leading international regulatory organization operating in the field of international trade is the WTO.

A long-term foreign economic strategy is necessary for the successful integration of Ukraine into the globalization field of the world economy. In the field of foreign economic policy, the necessary complexity and systematicity in the activities of the relevant state bodies of the country have been lost and not restored to date [3; 11, p. 149]. In the conditions of growing financial and economic crisis in the country, aggravation of socio-economic problems and attempts by the center to solve them on a selective, selective basis, it is quite possible to increase the contradictions between the center and the regions.

The strategy of Ukraine's adaptation to globalization processes includes interrelated strategies implemented by the state depending on the degree of intensity of influence of globalization factors on the national economy [4; 9, p. 75]. In particular, it is expedient to implement a strategy of stimulating globalization processes in Ukraine. At the first stage, the strategy should be based on the support of existing achievements: joint efforts to solve global problems; assistance to the least developed countries and regions; active participation in the activities of international organizations.

At the second stage, the foreign economic strategy for stimulating the globalization process should include: active integration; strengthening of the country's currency; establishment of export-import relations, increase in turnover; the combination of an export-oriented economy with its own competitive production; improvement of legislation and investment climate; improving the standard of living of the population; directing investments to infrastructure development; participation in the activities of international organizations, the establishment of integration ties; participation in the construction of a new financial architecture and other measures [11, p. 9; 17, p. 147].

Ukraine should build a qualitatively new socially oriented model of globalization, the basis of which should be the individual, and the goal of the state should be the transition from the industrial to the informational stage of development. The main principles capable of uniting the population of Ukraine are the provision of equal starting conditions at the innovative level; guaranteed social standards for all strata of the population.

2 ANALYSIS OF GLOBAL TRADE TRENDS

2.1 Global trends in international trade in goods and services

The global economy at the current stage of its development is characterized by numerous disparities in the development of countries, the aggravation of crises in socio-economic relations, and the growth of the ecological price of the material well-being of mankind. These and other problems indicate the turbulence of the further trajectory of global development, on the one hand, and at the same time the inability to radically change the vector of its development, to determine a promising alternative capable of compensating for the advantages of globalization, on the other. In view of this, the countries of the world maintain their desire to strengthen their position in the global economy and its management systems, intensify participation in international economic relations, in particular, international trade - the driver of the development of production and financial systems, transfer knowledge and technologies, and innovations. Ukraine is no exception, which in the relatively short period of its independence and development as an open market-oriented country has become an integral element of the world economy, ranking 45th in terms of the globalization index [13], as well as actively choosing positions on the international market.

Globalization of the economy, as a multidimensional historical phenomenon that marked a new era in the development of humanity, led to an increase in the scale and intensity of interaction, a closer intertwining of states and societies, thus leading to the strengthening of relations between the local and global, spheres of economic and socio-political development. The economic nature of globalization was the result of the complementarity of three components: commercial (observed through international trade flows carried out by private and state enterprises, governments of countries, etc.), production (based on the expansion of multinational companies and the increase of international long-term investments) and financial (characterized by transactions in the field of buying and selling currency, derivatives and operations on

futures markets, short-term portfolio and long-term investments, international banking, etc.) (Held D., 1999) [14]. The blurring of the boundaries between them as a result of globalization processes contributed to the use of the size of the gross world product in the process of assessing the development trends of the global economy, which, by its very nature, characterizes its actual production component [15], but its projection also determines the parameters of financial commercial relations in a global environment.

According to the analytical information of the World Bank database, the global economy is permanently growing: producing 1.373 trillion dollars in 1960, over the next 40 years it grew to 33.588 trillion dollars, in 2021 - up to 96.1 trillion dollars [16].

The value of global trade increased during Q1 2022, although its growth continued to decelerate. Overall, the value of global trade reached a record level of about US\$ 7.7 trillion in Q1 2022, an increase of about US\$ 1 trillion relative to Q1 2021, and of about US\$ 250 million relative to Q4 2021.

Trade in goods and trade in services both grew during Q1 2022. Trade in goods reached about US\$ 6.1 trillion. Trade in services totaled about US\$ 1.6 trillion (an increase of about 22 per cent relative to Q1 2021, and an increase of about 1.7 per cent relative to Q4 2021). Trade growth is expected to remain positive but continues to slow during Q2 2022.



Figure 2.1 - The value of global trade*

*Source: UNCTAD calculations based on national statistics

Most of the merchandise trade growth during the last year was nominal. In Q1 2022 the value of trade was about 30 per cent higher than the pre-pandemic levels of 2019. By contrast, trade volumes increased to a much lower extent (about 6 per cent). The divergence between values and volumes is due to rising commodity prices, especially for energy products, and general inflation.

The positive trend for international trade may soon come to an end. Rising interest rates and the winding down of economic stimulus packages will likely have a negative impact on trade volumes for the rest of 2022. Volatility in commodity prices and geopolitical factors will also continue to make trade developments uncertain. Overall, the evolution of world trade for the remainder of 2022 is likely to be affected by the following factors:

1. Slower than expected economic growth

Economic growth forecasts for 2022 are being revised downwards due to rising interest rates, inflationary pressures in many economies, and negative global economic spillovers from the conflict in Ukraine. It is likely that global trade will reflect these macroeconomic trends, with a decrease in trade growth.

2. Effect of the conflict in Ukraine

The conflict in Ukraine is putting further upward pressure on the international prices of energy and primary commodities. In the short term, because of the inelastic global demand for food and energy products, rising food and energy prices would likely result in higher trade values, and marginally lower trade volumes.

3. Continuing challenges for global supply chains

Risks and uncertainties remain high for global supply chain operations. COVID-19 mitigation measures may continue to create supply disruptions and global economic uncertainties are likely to make investments riskier during 2022. Moreover, long-term trends to shorten supply chains and to diversify suppliers may start to influence international trade in 2022.

4. Trade agreements and regionalization trends

Trade agreements that have recently entered into force (e.g. the Regional Comprehensive Economic Partnership and the African Continental Free Trade Area) should provide additional momentum for intra-regional trade. On the other hand, inter-regional trade will likely continue to be negatively affected by rising transport costs, logistic disruptions, and geopolitical frictions.

5. Transition towards a greener global economy

Trade patterns are expected to reflect the increasing global demand for products that are environmentally sustainable. While the consequences are expected to influence trade in the medium and long terms, some may already materialize during 2022. This would largely depend on the implementation of government policies regulating the trade of carbon intensive products. Persistently high energy prices may also result in a general increase in the demand and trade of products required to support greener energy alternatives.

6. Rising concerns for debt sustainability

Given the record levels of global debt, concerns of debt sustainability are likely to intensify in the coming quarters due to mounting inflationary pressures and associated interest rate hikes. The ongoing tightening of financial conditions is expected to heighten pressure on the most highly indebted governments, amplifying vulnerabilities and negatively affecting investments and international trade flows.[17]

The import and export trends of some of the world's major trading economies further illustrate the patterns of trade growth during Q1 2022. Overall, trade in goods in all major economies was well above the pre-pandemic levels of 2019, for both imports and exports. Negative quarter-over-quarter rates reveal that import trends reversed for Brazil and the Russian Federation during Q1 2022. Export growth in this period remained strong for Brazil and South Africa.

	Q1 2022 RELATIVE TO 2019 AVERAGE		Q1 2022 RELATIVE TO Q4 2021	
	IMPORTS	EXPORTS	IMPORTS	EXPORTS
Brazil	↑ 30%	↑ 43%	↓ 3%	↑ 15%
China	↑ 35%	↑ 49%	↑ 2%	↑ 4%
India	↑ 37%	↑ 34%	↑ 4%	↑ 7%
Japan	↑ 20%	↑ 8%	↑ 6%	↑ 2%
Republic of Korea	↑ 39%	↑ 29%	↑ 4%	↑ 3%
Russian Federation	↑ 15% *	↑ 38% *	↓ 6% *	↑ 5% *
South Africa	↑ 19%	↑ 46%	↑ 8%	↑ 10%
United States	↑ 30%	↑ 17%	↑ 8%	↑ 4%
European Union	↑ 37%	↑ 12%	↑ 7%	↑ 2%

Figure 2.2 - Imports and exports of major trading economies in goods*

*Source: UNCTAD calculations based on national statistics

In Q4 2021, trade in services of most major economies was still substantially lower than the pre-pandemic averages of 2019. However, as shown by quarter-over-quarter rates, trade in services of most major economies continued to recover during Q4 2021, with the exception of Brazil, Japan and the imports to the European Union.

	Q4 2021 RELATIVE TO 2019 AVERAGE		Q4 2021 RELATIVE TO Q3 2021	
	IMPORTS	EXPORTS	IMPORTS	EXPORTS
Brazil	↓ 27%	0%	↓ 2%	↓ 1%
China	↓ 8%	↑ 58%	↑ 3%	↑ 9%
India	↑ 16%	↑ 21%	↑ 4%	↑ 4%
Japan	↓ 5%	↓ 19%	0%	↓ 2%
Republic of Korea	0%	↑ 26%	↑ 3%	↑ 1%
Russian Federation	↓ 15%	0%	↑ 7%	↑ 9%
South Africa	↓ 15%	0%	↑ 1%	0%
United States	↓ 1%	↓ 8%	↑ 2%	↑ 3%
European Union	↑ 3%	↑ 10%	↓ 2%	↑ 2%

Figure 2.3 - Imports and exports of major trading economies in services*

*Source: UNCTAD calculations based on national statistics

Despite restraint in the expected development trends of countries with developed economies and countries that are developing and forming their own market, it is predicted that the leaders of the world economy in 2030 will remain the countries that achieved this status in 2021.

The poles of world trade remain the following regions: North America, Europe, Russia and East Asia. However, flows towards the Middle East and Africa have been increasing in recent years. It is important to note that the share of developed and developing countries in world trade in goods is almost the same. While about 2/3 of the volume of trade in services is provided by developed countries. The share of the least developed countries remains quite low (less than 10%) [18]. Regarding the commodity structure of world trade, the sector of industrial goods, in particular, pharmaceutical products and clothing (+ 4.2% annually), developed most dynamically during the last decade, in the service sector – the sector of commercial services, in particular management and computer services (+6.5% annually) [19].

The consequences of the transformations of the system of international trade relations were: first, the preservation of the positions of highly developed countries

(the USA, China, the EU) as key generators of changes in international trade despite the outpacing pace of development of export and import activities of developing countries; secondly, the strengthening of the protectionist policy of the leading countries of the world market in some of its spheres (for example, the US implementation of the "Trumponomics" course, which provides for the activation of the protection of national product producers and the development of the economy through the intensification of investment activity); thirdly, the strengthening of China's trade and integration expansion due to the increase in export volumes (the country has a stable positive foreign trade balance with the USA, the EU and most Asian countries, with the exception of Japan), as well as through the creation of the ACFTA integration grouping (ASEAN and China), which strengthens the position of the country and the Asian region as a whole on the world stage.

Summarizing what has been said, it can be drawn an intermediate conclusion, according to which the prospects of returning to the recovery trajectory of the global economy in the conditions of a simultaneous slowdown remain unstable. The projected growth rates require the governments of countries to make clear and balanced political decisions, as well as to integrate efforts to overcome contradictions in international trade and the geopolitical plane, as opposed to isolation from participation in international economic relations. Taking into account the parameters of international trade, such a philosophy of development is of particular importance for Ukraine. According to the scientists of the National Research Center "Institute of Agrarian Economics", the economy of Ukraine is characterized as "small open" (with a small GDP, the aggregate volumes of exports and imports are at the level of the country's GDP.), which means, in particular, a high dependence on external conditions, as well as high sensitivity to foreign economic shocks. Indeed, practically every deterioration or slowdown of the global or European economy led to a much more noticeable deterioration of the economic dynamics of Ukraine [20].

So, the following main trends can be identified:

1. Global trade growth decelerated in Q1 2022, still increasing by about US\$ 1 trillion relative to the same period of 2021.

2. The value of global trade is fueled by rising commodity prices; trade volumes have increased to a much lower extent.
3. The conflict in Ukraine is starting to influence international trade, largely through increases in prices.

2.2 World trade conjuncture in goods and services

International trade largely relates to physical goods. Although increasing, trade in services accounts for a much lower share. In 2020 world trade in goods was valued at close to US\$17 trillion, while trade in services accounted for about US\$5 trillion. Global trade in goods has been volatile during the last 15 years, largely because of the economic crises. Global trade has been severely affected by the COVID-19 pandemic and war in Ukraine. While trade in services has been historically more resilient it has declined considerably more during 2020 than in any previous episode of economic crisis [18].

International trade can be broadly distinguished between trade in goods (merchandise) and services. The bulk of international trade concerns physical goods, while services account for a much lower share. World trade in goods has increased dramatically over the last decade, rising from about US\$10 trillion in 2005 to more than US\$18.5 trillion in 2014 to then fall in 2016. Goods trade peaked in 2019 but then fell to about US\$17 trillion in 2020 as a consequence of the COVID-19 economic downturn. Trade in services steadily increased between 2005 and 2019 (from about US\$2.5 trillion to close to US\$6 trillion). The COVID-19 pandemic has a strong negative impact on the trade of services which substantially fell during 2020. Following the strong rebound in 2010 and 2011, export growth rates (in current dollars) turned negative both in 2015 and 2016. They showed a strong bounce back to a positive territory in 2017 – especially for goods' exports from developing countries – but remained below pre-crisis levels. During 2020 export growth rates for both

developing and developed countries declined, with rates for services considerably more negative than for goods.

Since 2005 the volume of international trade of goods has increased dramatically. However, growth has slowed down significantly in the last few years, virtually stopping after 2018, and declining in 2020 as a consequence of the COVID-19 pandemic. In major economies, both imports and exports volumes continued to grow during the last 15 years. In 2020, imports and export volumes have been increasing for China but have declined for the United States and the European Union.

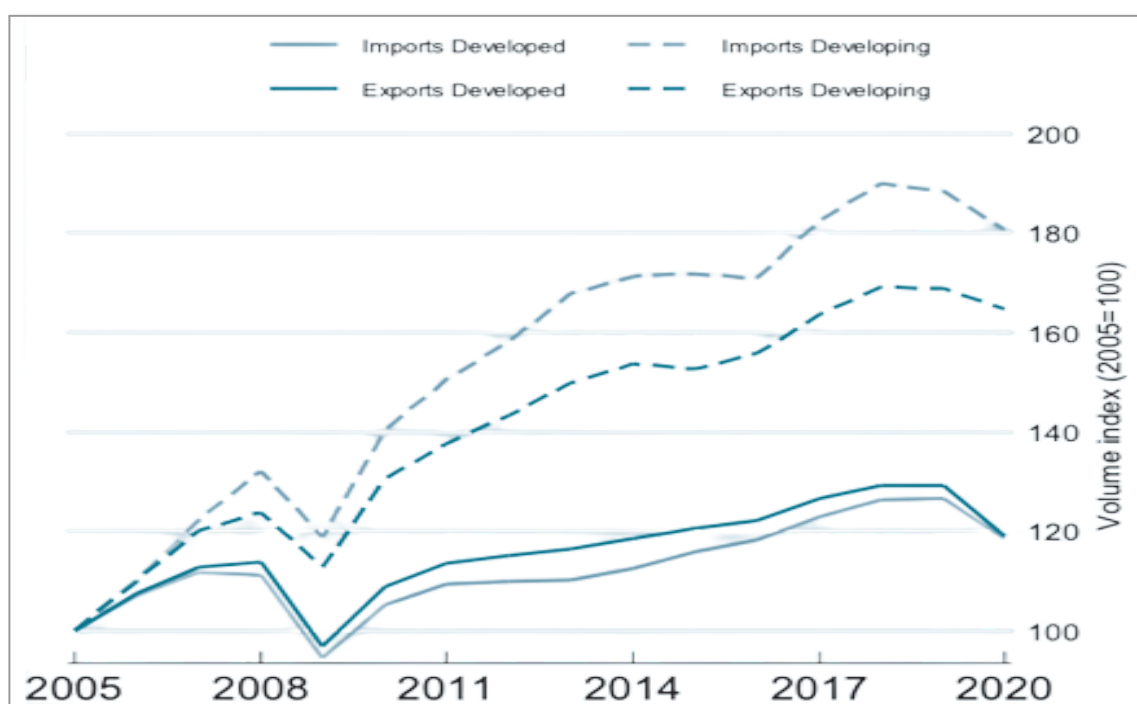


Figure 2.4 - Volumes of Trade in Goods*

*Source: UNCTAD secretariat calculations based on UNCTAD Stat data

The volume of international trade in goods has increased dramatically in the last 15 years (Figure 2.4). In spite of the financial crisis of 2009, developing countries as a group have almost doubled the volume of trade in goods since 2009. While import volumes have been growing relatively more than export volumes for developing countries, the opposite has happened for developed countries. The

relatively larger increase in the volumes of imports can be explained by the increase in consumer demand in developing countries. Growth in trade volumes has slowed down substantially in the last few years, especially for developing countries, before picking up again in 2017 when import and export volumes grew at the highest rate since 2011 for this group of countries. In 2015 and 2016, volume growth both in relation to imports and exports was exceptionally low or in some cases negative in the three largest economies. In 2017, the growth of import and export volumes recovered significantly, with still positive but lower rates in 2018. During 2020, most growth rates for volumes of imports and exports for the largest economies were close to zero, or even negative in the case of the United States of America. In contrast, trade volumes from China kept increasing both in relation to imports and exports.

The value of trade in goods is almost equally shared between developing and developed countries. By contrast, trade in services is still largely about developed countries. BRICS account for an important share of trade in both goods and services. Least Developed Countries (LDCs) continue to account for a very small share in overall trade.

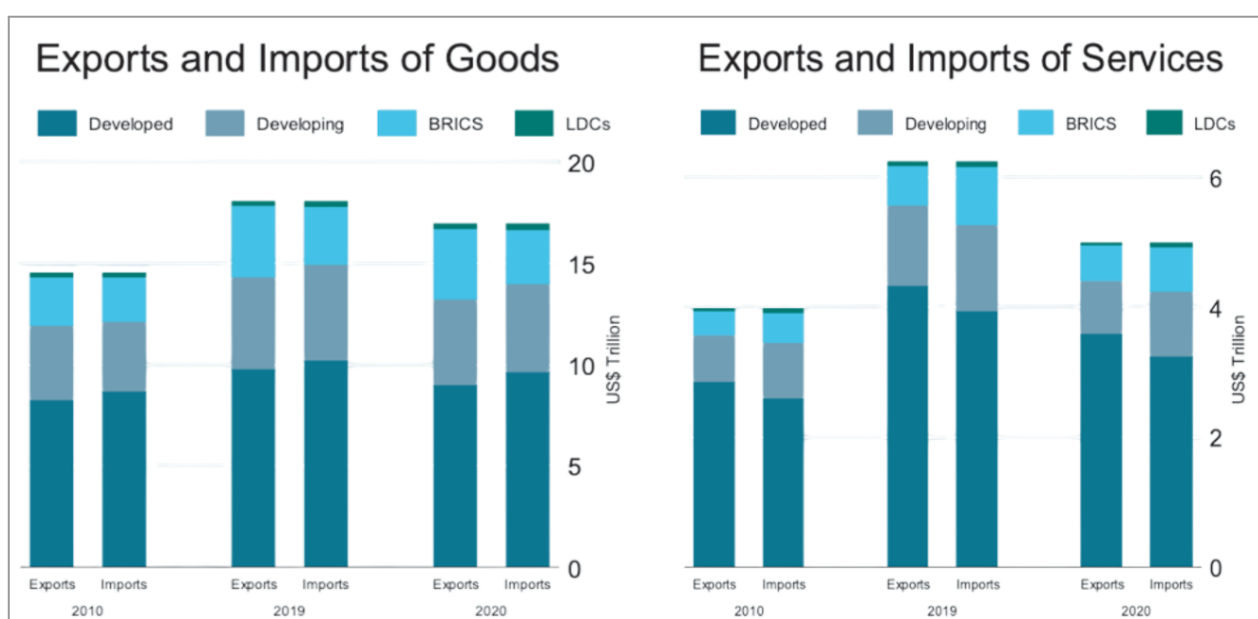


Figure 2.5 - Values of trade in goods and services country groups*

*Source: UNCTAD calculations based on COMTRADE and UNCTADStat data

The relative importance of developed countries as suppliers in international markets is declining. Still, they account for over half of the value of exports of goods and about two thirds of exports of services. In 2020 developed countries' exports of goods was around US\$9 trillion, while that of services added up to about US\$3.5 trillion. In 2020, developing countries' exports summed up to almost US\$7.9 trillion in regard to goods and about US\$1.4 trillion in regard to services. Of these, BRICS exported about one-third, US\$3.5 trillion in goods and about US\$560 billion in services. Finally, although some increases in exports and imports of least developed countries have been recorded over the past decade, their contribution to world trade remains small and unlikely to fulfill target of the sustainable development goals.

With more than US\$2 trillion traded, chemicals represent a substantial share of world trade in goods. Other significant sectors include communication products, machinery and motor vehicles and fuel commodities. In 2020, the value of international trade shrunk in most sectors, particularly in energy products (oil, coal, gas and petroleum products). During the last decade, export market shares have moved to the advantage of developing countries in all sectors and more so for communications equipment, non-metallic minerals, oil, gas, coal and others.

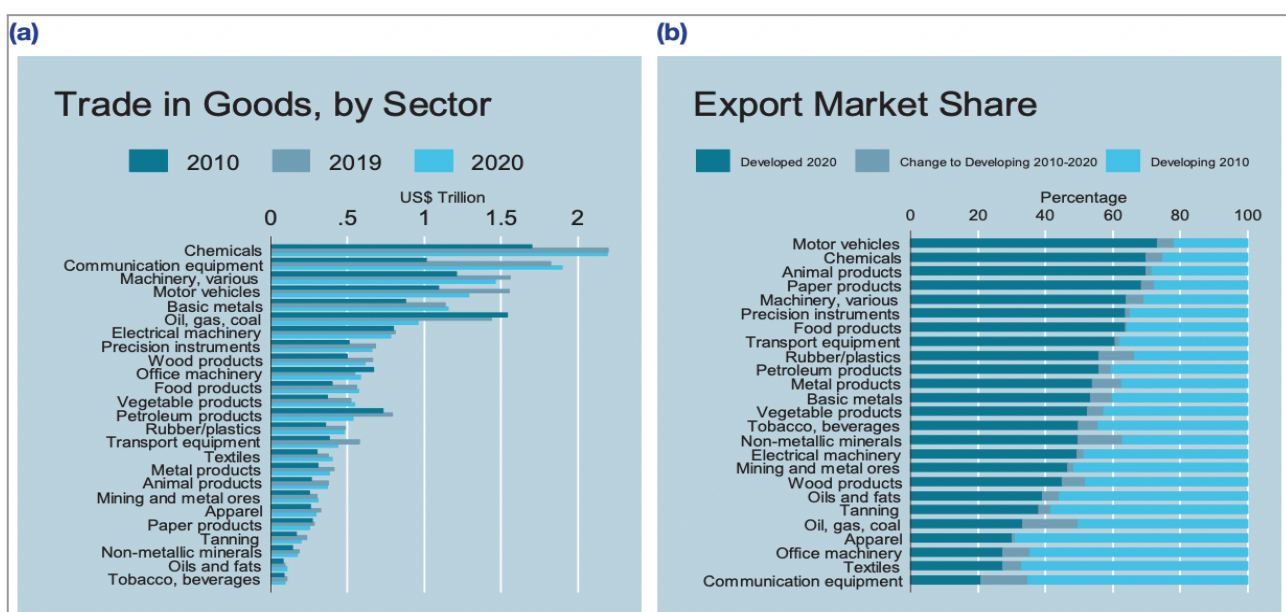


Figure 2.6 - Values of world trade in goods by sectors[23]

Figure 2.6(a) displays the value of world trade in 25 categories of goods. In terms of value, a large amount of world trade relates to chemicals, machinery, motor vehicles, communications equipment and energy products (oil, gas, coal and petroleum products). In contrast, light manufacturing sectors, including textiles, apparel and tanning, comprise a much smaller share of world trade. Agricultural sectors – which include food, vegetable and animal products, as well as oils and fats, and tobacco and beverages – accounted for a total of about US\$1.7 trillion of trade flows in 2020, or less than 10 per cent of international trade. The value of trade stalled or shrank in 2020 in most sectors. During the last decade, developing countries' presence in international markets has increased substantially compared to developed countries. Their export market share has increased across all sectors (Figure 2.6(b)), in particular in non-metallic minerals, oil, gas, coal and communication equipment.

Most economic sectors recorded a substantial year-over-year increase in the value of their trade in Q1 2022. High fuel prices are behind the strong increase in the value of trade in the energy sector. Trade growth was also above average for metals and chemicals. By contrast, trade in the transportation sector continues to be weighed down by muted airplane orders. Trade of communication equipment has also remained below its levels of 2021 and 2019. Finally, the global shortage of semiconductors and logistic disruptions continue to negatively impact the trade of road vehicles and precision instruments.

World exports of services are largely about travel and transportation. Trade in services increased during the last decade across all categories of services. However, the trade performance across some categories of services dropped significantly during 2020, in particular for travel and transportation and small decreases in many other sectors. Moderate growth was observed in telecommunications and IT and financial services. Although during the last decade developing countries increased their share of trade in services, developed countries remain the main exporters in all sectors. However, developing countries are increasingly becoming important suppliers of construction, insurance, professional and consulting services.

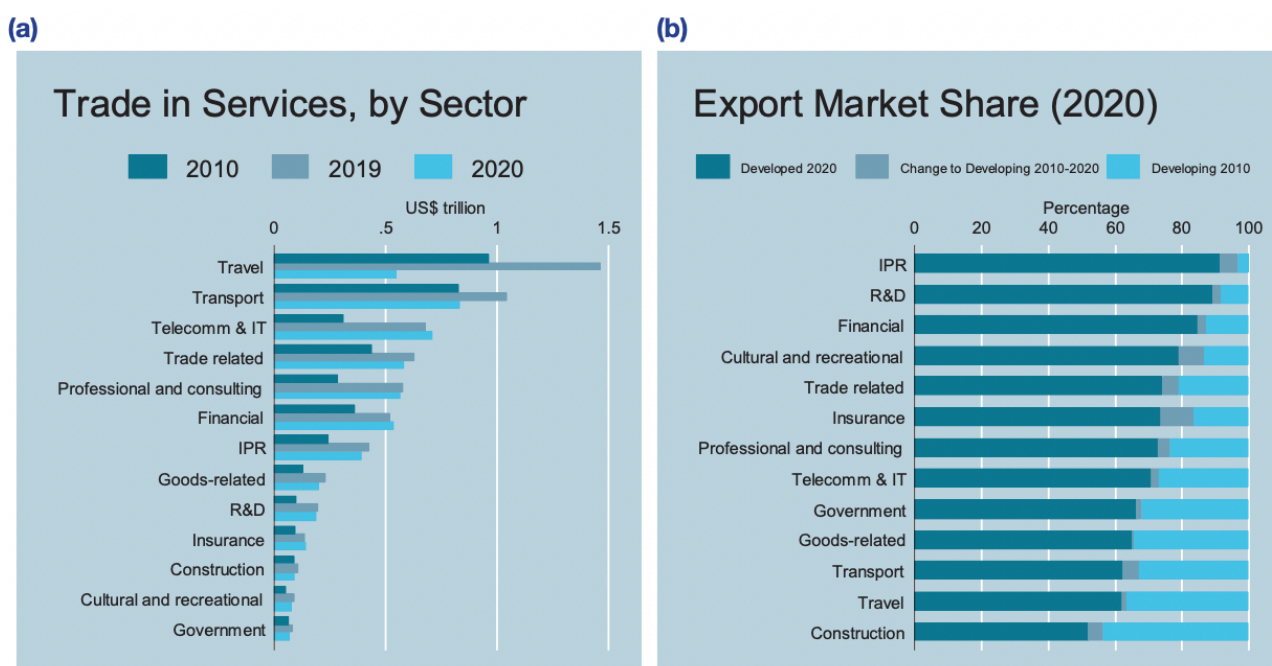


Figure 2.7 - Market shares of trade in services of developing and developed countries by sector*

*Source: UNCTAD calculations based on COMTRADE and UNCTADStat data

With regard to services, trade in travel services at almost US\$ 1.5 trillion represents the largest sector, followed by transport, amounting to about US\$0.5 trillion in 2020 (Figure 2.7(a)). Other important sectors include telecommunications and IT, trade related, professional services and financial services. Since 2010, the value of trade has increased in all sectors. Trade declined to some extent in 2020 in most categories, but especially so in the travel and transport sectors. In contrast, services trade kept increasing for telecommunications and IT, financial and insurance. Figure 2.7(b) depicts the share of global exports of different service categories pertaining to developed and developing countries, and their change between 2010 and 2020. Although developed countries still account for the largest part of the exports of services, the export market share has been increasing to the advantage of developing countries in all sectors. The exceptions have been travel, government and goods-related services for which market shares have not changed significantly.

2.3 Analysis of global trends in the development of foreign trade of Ukraine

Foreign trade is one of the main components of the state's foreign economic ties. According to the definition of J. Sachs, "the economic success of any country is based on foreign trade. More than one country has not managed to create an efficient economy by isolating itself from the world economic system." Foreign trade occupies an important place in the development of the economy of Ukraine.

The role of the country's foreign trade relations is increasing under the conditions of intensification of the processes of globalization of the world economy. It is international trade as a form of international economic relations that is a component of the balanced economic development of society [24, p. 11–19], contributes to strengthening the competitiveness of the national economy, raises the standard of living of the population and ensures the most complete satisfaction of its needs. Given the high degree of influence of exogenous factors on the economy of Ukraine in modern conditions, foreign economic activity is undergoing negative changes, which actualizes the need to study its condition.

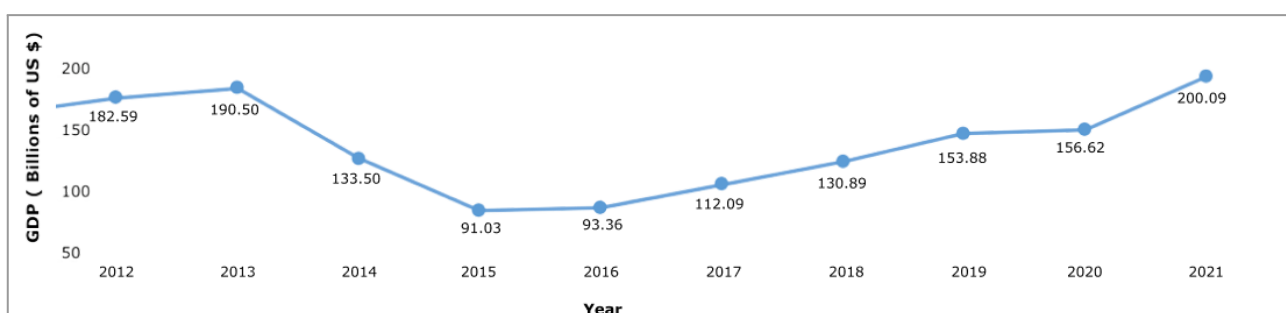


Figure 2.8 - Dynamics of Ukraine's GDP in 2012-2021, billions of dollars [25]

The figure 2.8 shows the dynamics of Ukraine's GDP. Since 2013, its indicators began to decrease rapidly due to the conflict with the Russian Federation. But since 2015, the GDP begins to increase to 200 billion dollars.

One of the determining factors of economic growth at the global and national level is the development of international trade. As the evolution of the world economy shows, the level of openness of national economic systems directly proportionally affects the pace of their development, and international trade is permanently one of the most significant forms of economic relations.

International trade was equal to 65% of Ukraine's GDP in 2020, totaling to \$102.9 billion of goods exchanged with countries around the world.

In 2014, Russia's annexation of Crimea contributed to a 30% year-over-year drop in Ukraine's 2015 trade value (\$75.6B). Now, Ukraine's international trade has been irreversibly disrupted since Russia's full-scale invasion on February 24th, 2022.

An important determinant of the improvement of the macroeconomic situation and the stabilization of the foreign economic policy of Ukraine should be the stimulation of export activity and the establishment of trade relations with the leading countries of the world, the avoidance of import dependence in certain industries, and the improvement of the competitiveness of the national economy. However, the current realities of the development of Ukraine's foreign economic sector indicate that during 2012–2021, the volume of imports significantly exceeded exports (Figure 2.9).

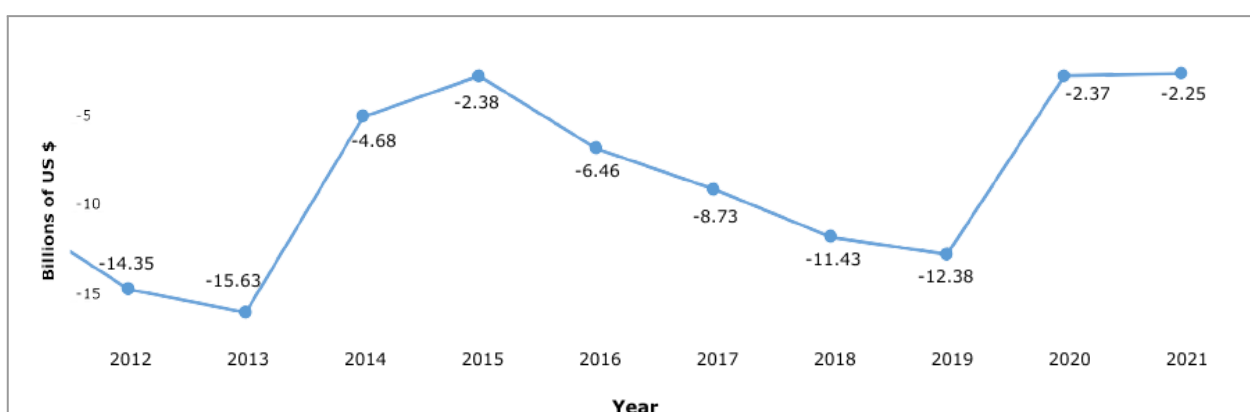


Figure 2.9 - Ukraine Trade Balance 2012-2021, billions of dollars [25]

The largest gap between indicators was observed in 2011-2013, which is explained by the worsening of macroeconomic problems. In 2014, exports exceeded imports by \$4,620.7 million. USA, in 2018 - by 20200.3 million dollars. USA and in

2019 - by 27,325.1 million dollars. USA. The 2015-2017 period is characterized by a preponderance of import operations over export operations. Ukraine trade balance for 2021 was \$-2.25B, a 5.11% decline from 2020. Ukraine trade balance for 2020 was \$-2.37B, a 80.86% decline from 2019. Ukraine trade balance for 2019 was \$-12.38B, a 8.39% increase from 2018. Ukraine trade balance for 2018 was \$-11.43B, a 30.93% increase from 2017.

It is worth noting that in the general structure of export operations, the share of trade in services prevails, which is explained by the production and export from Ukraine of goods with a low added value. This significantly affects the depreciation of national exports.

Ukraine's largest trading partner in 2020 was China, with the value of trade between the two countries reaching \$15.3 billion, more than double the value of any other trading partner.

Germany (\$7.4B), Poland (\$7.4B), and Turkey (\$7.2B) were Ukraine's next three largest trading partners, with the majority of Ukraine's trade with these countries being imports.

Country	Trade with Ukraine (2020)	Exports from Ukraine (%)	Imports to Ukraine (%)
 China	\$15.3B	46%	54%
 Germany	\$7.4B	28%	72%
 Poland	\$7.4B	45%	55%
 Turkey	\$4.8B	50%	50%
 Belarus	\$4.2B	32%	68%
 Italy	\$4.1B	48%	52%
 U.S.	\$3.9B	25%	75%
 India	\$2.7B	73%	27%
 Netherlands	\$2.6B	71%	29%

Figure 2.10 - Ukraine's Largest Trading Partners [17]

While most of Ukraine's trade with top partners is made up of imports, trade with both India and the Netherlands (Ukraine's ninth and tenth largest trading

partners respectively) was more export driven, with exports holding a greater than 70% share of total trade value.

Ukraine's strong agricultural industry makes up a large share of the country's exports in the form of cereals, animal and vegetable oils, and seed oils. These products made up nearly 35% of Ukraine's exports in 2020, at a value of \$17 billion collectively.

Over the past five years, there has been quite a positive trend in the development of foreign trade in Ukrainian goods. In particular, according to the data of the State Statistics Service of Ukraine, in 2020, compared to 2015, the export of goods increased by 29%, although compared to 2019, a decline of almost 2% is noticeable. The import of goods to Ukraine for 2015–2020 increased by 44%, although, again, in 2020, compared to 2019, we observe a decline in the indicator by 11%.

Goods Exported from Ukraine (2020)	Dollar Value	Share of Exports
Cereals	\$9.4B	19.1%
Iron and steel	\$7.7B	15.6%
Animal or vegetable fats, oils, and other products	\$5.8B	11.7%
Ores, slag, and ash	\$4.4B	8.9%
Electrical machinery and equipment	\$2.6B	5.2%
Other goods	\$19.4B	39.5%

Figure 2.11 - Ukraine's Top Exports in 2020 [17]

The aggravation of relations with the Russian Federation led to the restructuring of Ukraine's foreign trade activities. If the product structure of exports in 2010 was dominated by non-precious metals (almost 34%), which were mostly exported to the Russian Federation, starting from 2014, the specific weight of crop and livestock products has been increasing. In particular, already in the commodity structure of exports in 2015, precious metals accounted for almost 25% of exports, and agar products - 23% (compared to 8% in 2010). Currently, the share of

agricultural products and food industry in the commodity structure of Ukrainian exports is growing significantly. For example, in the commodity structure of supplies of Ukrainian products in 2020, such groups of goods as cereals (19.1%), ferrous metals (15.6%), fats and oils (11.7%), mineral products (10.8%), machinery and equipment (9.1%), ores, slag and ash (9.0%).

Goods Imported from Ukraine (2020)	Dollar Value	Share of Imports
Mineral fuels, oil, and mineral products	\$7.4B	13.8%
Boilers, machinery and mechanical appliances	\$6.3B	11.7%
Vehicles other than railway or tramway rolling stock	\$5.5B	10.2%
Electrical machinery and equipment	\$5.3B	9.9%
Pharmaceutical products	\$2.5B	4.7%
Other goods	\$26.6B	49.7%

Figure 2.12 - Ukraine's Top Imports in 2020 [17]

Today, the main importers of Ukrainian products are the EU countries (37.8%), including Poland, Germany, Italy, Spain, the Netherlands, etc., China (14.4%), the Russian Federation (5.5%), Turkey (4, 9%), India (4.1%), Egypt (3.2%), Belarus (2.6%). In particular, in the structure of exports to the EU in 2020, more than 80% is the export of grain and oil crops, fats and oils, and residues of the processing industry. Ukrainian enterprises export ores, slag and ash (35.2%), grain crops (26%), fats and oils (5.5%) to China. Ferrous metals and products of the chemical industry continue to be exported to the CIS countries. The structure of commodity exports to Turkey is dominated by ferrous metals (37.5%), grain crops (20.8%), oilseeds (12.5%), food industry residues and waste (7.5%). Ukrainian producers mostly export fats and oils to India, and grain crops to Egypt.

The international market of services is gaining importance in the world market. International trade in services and goods is closely linked. Services are an integral part of the process of transporting goods from one country to another, as market analysis, transportation of goods and other services are used.

The role of international trade in services has been growing in recent years. Such trade is becoming an increasingly important form of international economic activity in Ukraine. Although Ukraine has enough competitive advantages, such as favorable transit status, highly skilled labor force, extensive transport infrastructure, it still does not occupy a high position in the world market of services.

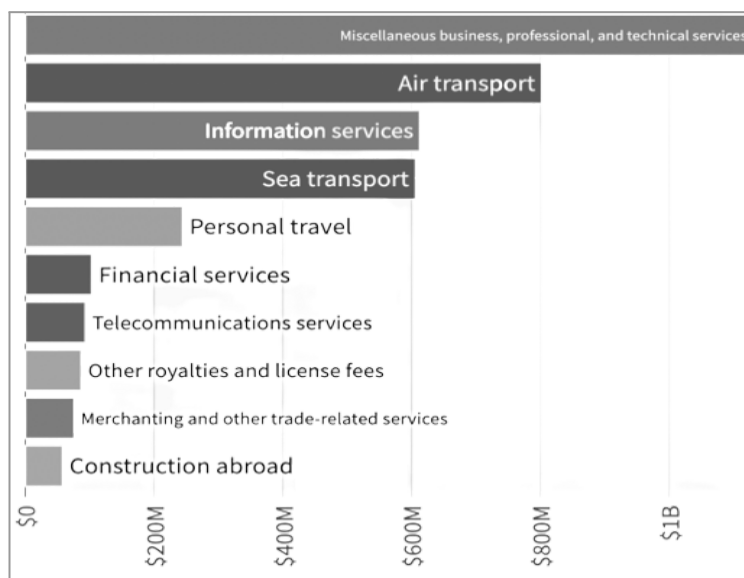


Figure 2.13 - Ukraine exports services (2020) [17]

In 2020, Ukraine exported \$4.05B worth of services. The top services exported by Ukraine in 2020 were Miscellaneous business, professional, and technical services (\$1.13B), Air transport (\$802M), Information services (\$613M), Sea transport (\$606M), and Personal travel (\$245M).

The top services imported by Ukraine in 2020 were Embassies and consulates (\$1.14B), Miscellaneous business, professional, and technical services (\$965M), Personal travel (\$623M), Financial services (\$471M), and Other royalties and license fees (\$361M).

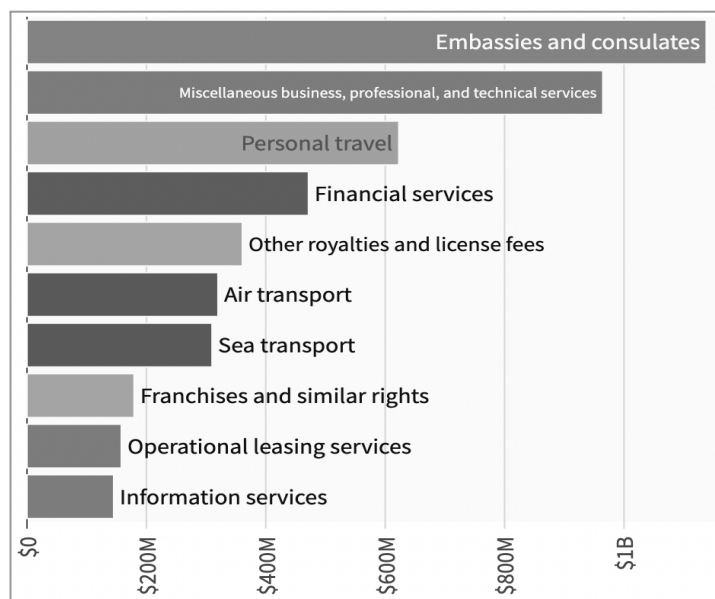


Figure 2.14 - Ukraine imports services (2020) [17]

Consequently, Ukraine is an active participant in international trade relations and is strengthening its position on the world market of goods and services, especially in the agricultural sector. The fact of gradual reorientation of Ukrainian commodity producers from achieving quantitative growth of export volumes to strengthening and maintaining qualitative indicators of their positioning in the field of international trade should be noted as positive. The active integration of Ukraine into the world economy contributed to the intensification of foreign trade in goods and the expansion of geographical vectors of commodity flows - the specific weight of the countries of the post-Soviet space was significantly reduced, instead, trade relations with the countries of Europe and Asia were intensified

3 INCREASING THE EFFICIENCY OF UKRAINE'S INTERNATIONAL TRADE ACTIVITIES

3.1 Peculiarities of Ukraine's trade policy in the war conditions

World history contains many examples of the impact of military conflicts on the foreign trade of the countries participating in them. They are similar to the military conflict in Ukraine primarily in that the territory of the country is affected either by occupation or by massive rocket and artillery fire. At the same time, there is a significant difference - the too powerful military potential of the aggressor state. In recent years, hostilities also took place in many countries of the world, which affected their foreign trade in different ways [34].

Thus, the military aggression of the Russian Federation against Georgia in 2008 did not significantly affect the country's foreign trade, largely due to the relatively short duration of this invasion (less than a week). Export and import of goods in 2008 compared to 2007 increased by 21.5 and 16.1%, respectively (total annual export and import; if we take transactions from the Russian Federation, then export decreased by 37.5% during the year, import by 26.2%).

The military conflict in Sudan led to the division of this country into two parts in 2011 - Sudan and South Sudan. In 2010, Sudan's turnover amounted to 23.4 billion dollars. the USA, in 2011 it decreased by 20.9% to 18.5 billion dollars. USA [21]. In 2012, the combined turnover of Sudan and South Sudan amounted to 10 billion dollars. USA (by 57.1% less than the indicator of 2010) [26].

Despite the fear that Ukraine may almost completely lose its presence in foreign markets, the real value of the reduction in turnover in the first half of 2022 amounted to 21.3% compared to the same period in 2021 (Figure 3.1). At the same time, the reduction in exports was more significant (by 24%) than in imports (by 18.6%).

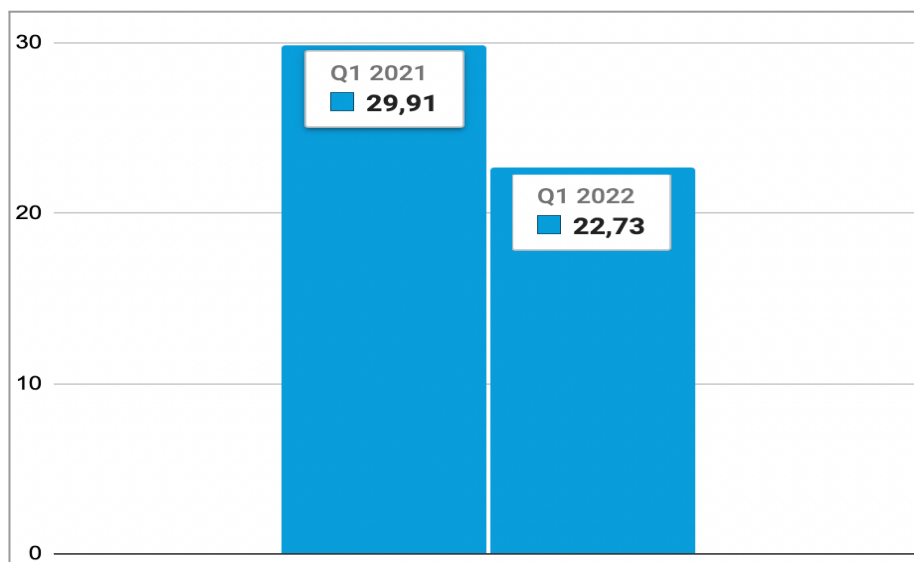


Figure 3.1 - The value of Ukraine's exports, billion dollars [21]

While the value volumes of merchandise turnover decreased by 21.3%, their physical volumes decreased by almost 36%, which indicates the growth of world prices for the leading foreign trade goods of Ukraine. Thus, in the first half of 2021, the turnover amounted to 61 billion dollars. USA, and its physical volume is 106.4 million tons. In the first six months of 2022, the turnover amounted to 48 billion dollars. the USA, and its physical volume is 68.2 million tons[22].

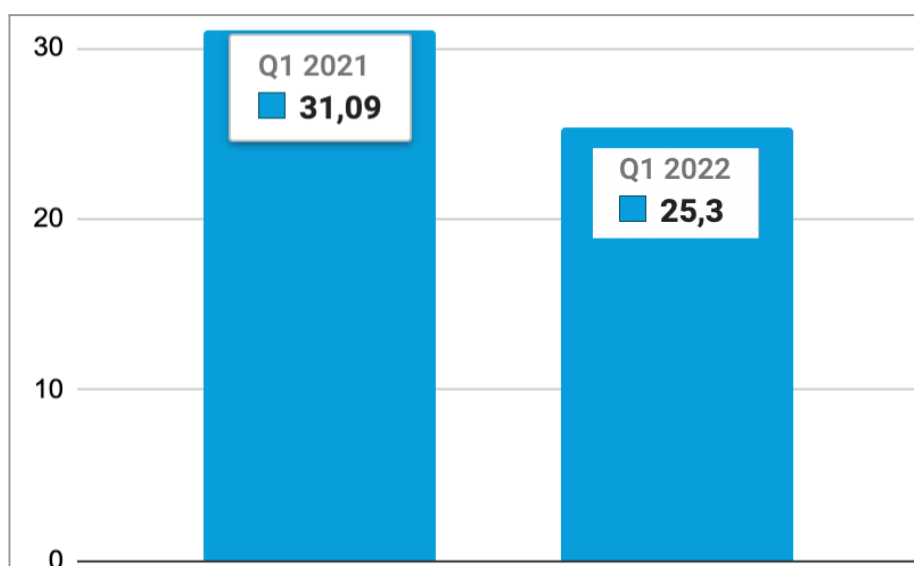


Figure 3.2 - The value of Ukraine's imports, billion dollars [21]

However, starting from the II quarter of 2022, imports began to gradually recover and, according to the results of June, came close to the similar indicator of 2021 (4.7 against 5.5 billion US dollars) (Figure 3.3)

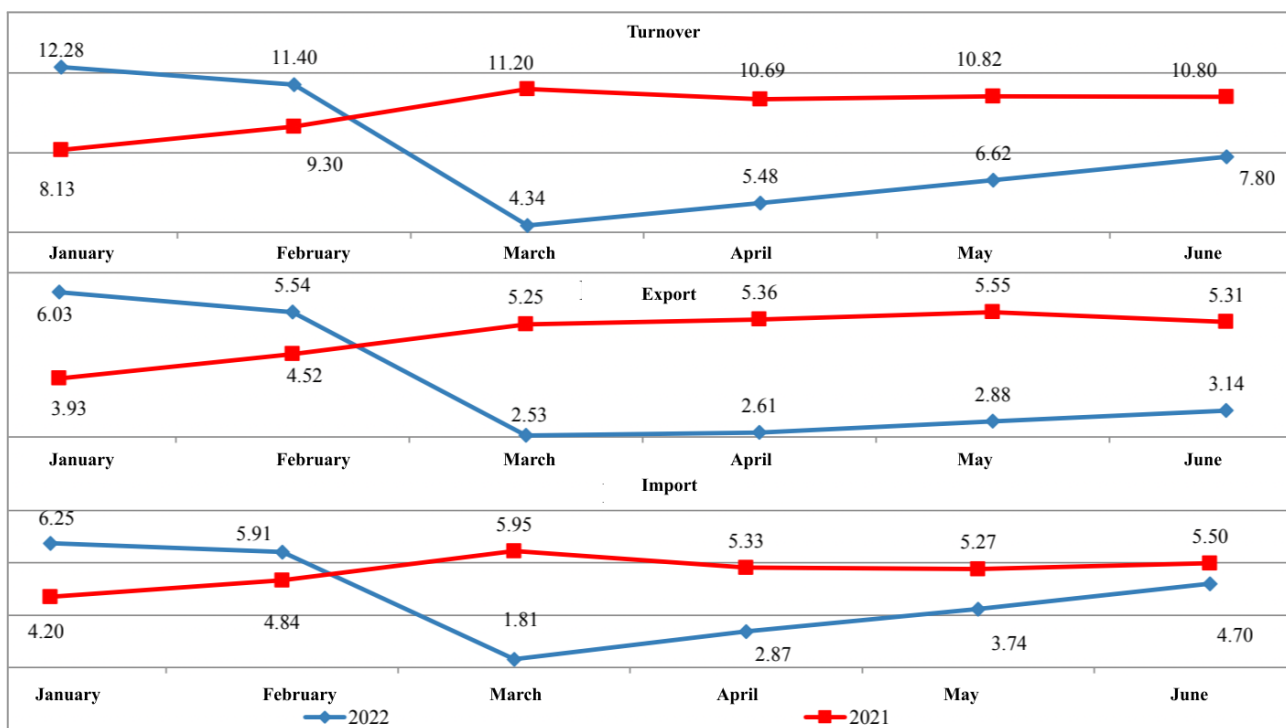


Figure 3.3 - Monthly dynamics of Ukraine's foreign trade, billion dollars[21]

The situation with exports is not so optimistic. The growth of exports by 36.9% during the first two months of 2022 could not compensate for its significant reduction in March-June this year. by 48.1%. At the same time, today there is a gradual recovery of exports, although at a much lower level compared to last year[23].

Traditionally, the positions of exports of food and agricultural products strengthen during crisis events. Their share in the commodity structure of exports increased from 36.1 to 44.5% (Figure 3.4). And Ukraine's significant need for fuel and energy products led to the fact that their share in the commodity structure of imports increased from 16.2 to 25.4%, almost catching up with the leading position of Ukraine's imports - machinery, equipment and transport (27.8% of the total imports of Ukraine)[29].

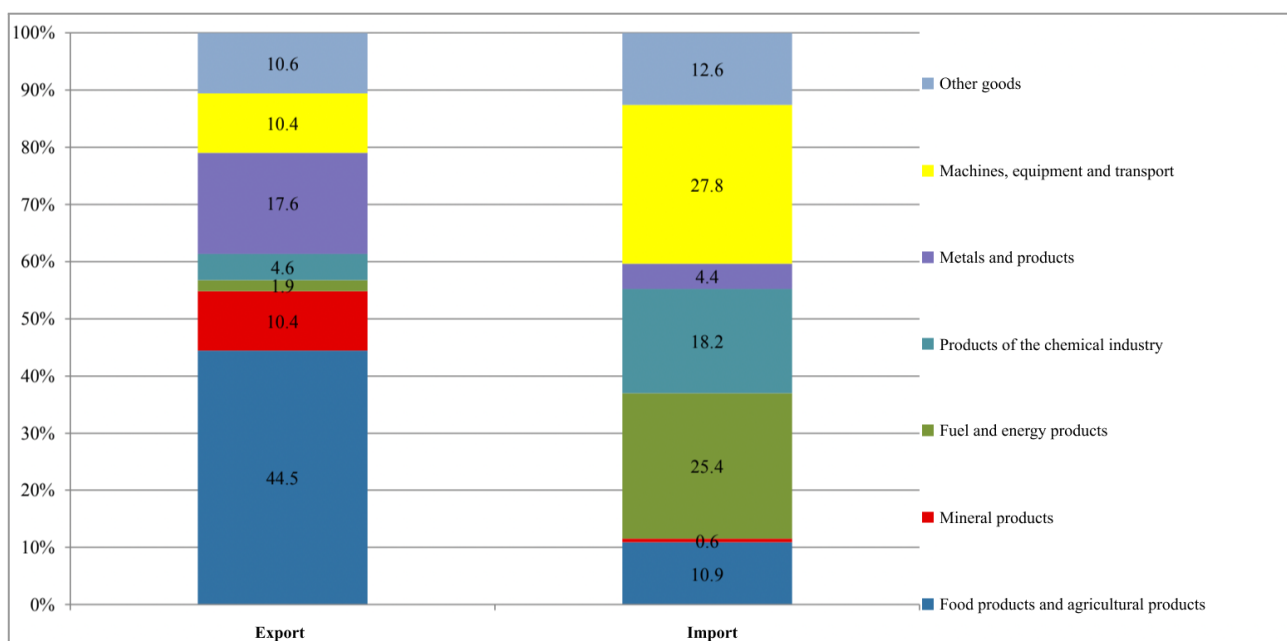


Figure 3.4 - Monthly dynamics of Ukraine's foreign trade, billion dollars[21]

The export of goods in the first half of 2022, compared to the same period of 2021, decreased by 7.2 billion dollars and amounted to 22.7 billion dollars. The growth of exports during the first two months of the year by 36.9% could not compensate for its reduction in March-June by 48.1%. The basis of the reduction in exports is a decrease in the supply of metals and products made from them by 43%, or by 3 billion dollars (in the first two months of 2022, the export of goods of this group increased by 35.3%). There was also a decrease in exports: mineral products - by 1.9 billion dollars (or by 44.2%); food and agricultural products - by 703 million dollars (or by 6.5%); machines, equipment and transport - for 645 million dollars (or by 21.4%); products of the chemical industry - by 589 million dollars (or by 35.8%). At the same time, there was a slight increase in the export of fuel and energy goods (by 61 million US dollars, or by 16.6%), largely formed by the increase in the export of electricity from Ukraine [25].

According to the results of the first half of 2022, the import of goods decreased by 5.8 billion dollars compared to the same period of 2021 and amounted to 25.3 billion dollars. Most of the decrease in the import of goods was formed by a decrease of 3.5 billion dollars (or by 33.1%) purchases of machines, equipment and transport.

Also, Ukraine imported less chemical industry products (by 1.8 billion US dollars, or by 27.7%), as well as food and agricultural products (by 0.9 billion US dollars, or by 24.5%)[26].

At the same time, the import of fuel and energy goods increased by 1.4 billion dollars, or by 27.8%). Such dynamics led to an increase in the share of goods of this group in the commodity structure of Ukraine's imports from 16.2 to 25.4%. The share of machines, equipment and transport decreased from 33.8 to 27.8% over the same period.

The geographical limitation of Ukraine's trade became an integral part of military operations (Figure 3.5). The northern direction was blocked by Belarus, and the eastern direction by Russia. In addition, the latter blocked all seaports of Ukraine, which prevented the possibility of using the southern route (through the Black Sea) for Ukraine's foreign trade[32].

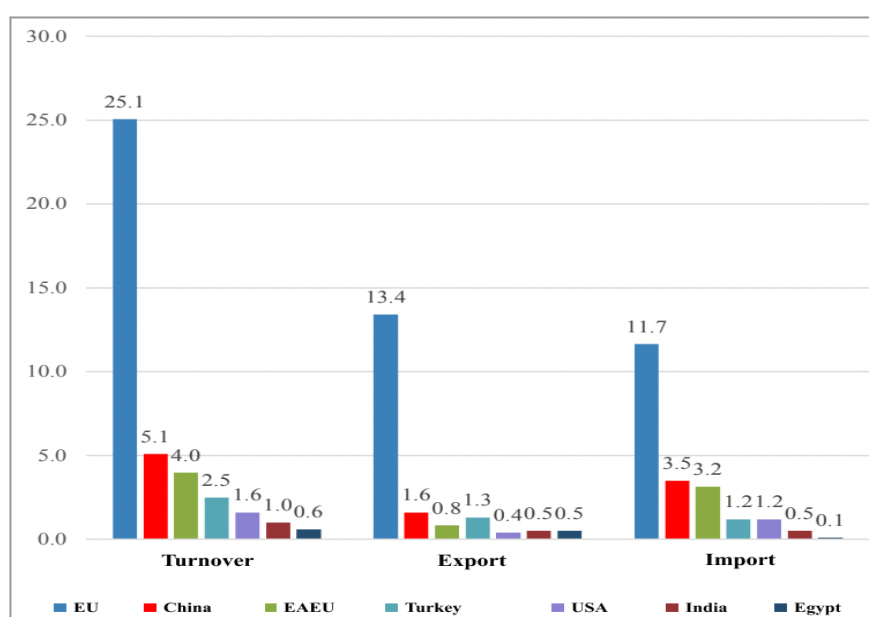


Figure 3.5 - Commodity structure of foreign trade of Ukraine in the first half of 2022, %[21]

Therefore, the only direction of foreign trade became the western one. In this context, it was quite logical that the share of the EU in the geographical structure of

foreign trade in goods according to the results of the first half of 2022 to 52.2% (against 40.8% - according to the results of the same period of 2021).

According to the results of the first half of 2022, the EU occupies a significant place in the geographical structure of foreign trade in goods. Thus, the share of the EU countries increased from 40.8% according to the results of the same period in 2021 to 52.2%. This was facilitated by a relatively insignificant (by 0.7%) increase in trade turnover with the EU, which consisted of a 12.9% increase in the export of goods while a decrease in the import of goods from the EU by 10.4%. The share of the EU was 5% in the overall structure of Ukraine's export of goods, and 46.1% in the overall structure of imports[35].

The leading item in the export of goods to the EU is industrial materials, the supply of which amounted to 8.4 billion dollars, or 62.6% of total exports. Ukraine also exported \$2.8 billion worth of food and agricultural products to the EU. USA (21% of total exports). It is worth noting that compared to the same period in 2021, food exports to the EU increased by 72.3%[33].

Industrial materials are also the leading position in the product structure of imports from the EU, the share of which was 25.1% (2.9 billion US dollars). At the same time, during the first half of 2022, the import of fuel and lubricants more than doubled (by 124.3%), resulting in an increase in their share from 8.4% to 21.1% in the product structure of imports from the EU.

The share of EAEU countries in the geographical structure of Ukraine's foreign trade in goods decreased from 11.7% according to the results of the first half of 2021 to 8.3% - according to the results of the same period in 2022. Trade with EAEU countries decreased by 44.2%. To a large extent, this dynamic is due to the reduction of trade with the Russian Federation and Belarus (by 48.6 and 40.8%, respectively).

At the same time, during the same period, the share of EAEU countries in the geographical structure of Ukraine's foreign trade in goods decreased from 11.7 to 8.3%. This did not have a significant impact on the functioning of the Ukrainian economy, which confirmed the absence of Ukraine's critical dependence on trade with the EAEC[32].

The loss of sea communication also affected trade with other countries. The turnover with them was 34.5% less than in the first half of 2021, and their share decreased from 47.5% to 39.5%. First of all, we are talking about a reduction in trade with China (by 42.6%), India (by 33%), and Turkey (by 19.1%). Such a reduction largely formed smaller volumes of trade with Asian countries - by 36.1%. [36]

Also, trade with the countries of North and South America decreased by 40%, and with African countries – by 32.6%. In general, the higher rates of reduction in exports of goods, as opposed to imports, led to the increase in the negative balance of foreign trade more than twice (from 1.2 to 2.6 billion USD), although according to the results of the 1st quarter of 2022, a positive balance was formed - 120 million dollars.

According to the assessment of the World Trade Organization, the military actions in Ukraine dealt a serious blow to the world economy, because they led to an increase in food prices and a decrease in the availability of goods that Ukraine exports[22]. Thus, the production of semiconductors largely depends on the neon supplied by Ukraine. However, the largest manifestation of the global effect of military actions in Ukraine is observed on the grain market. Reduced supplies of grain and other food commodities have led to higher prices for agricultural commodities, increasing risks to food security in poorer regions of the world[32].

The average value of the world price index for energy goods in the first half of 2022 compared to the same period in 2021 increased by 83.1%, and for non-energy goods by 21.5% [23]. The increase in prices for non-energy goods was primarily due to the increase in the grain price index (by 23.3%). To a large extent, this growth was shaped by the increase in wheat prices. Thus, the average price of soft wheat increased by 43.6% (from USD 274 to USD 393 per metric ton), and durum wheat by 59% (from USD 286 to USD 455 per metric ton). The significant role that Ukraine plays in the world market of sunflower oil (36.4% of world exports in 2021) and corn (10.8%) contributed to the increase in prices for these goods. Thus, the average global price of a metric ton of sunflower oil increased by 32.3%, and corn - by 21.5%. The fertilizer price index also more than doubled.

So, it can be concluded:

1. Despite the fear that Ukraine may almost completely lose its presence on foreign markets, the real value volumes of the reduction in trade turnover according to the results of the first half of 2022 amounted to 21.3% compared to the same period in 2021

2. Higher rates of reduction in physical trade volumes (by 36%) testify to the growth of world prices for the leading foreign trade goods of Ukraine

3. The rate of decrease in export of goods (by 24%) exceeds the rate of decrease in their import (by 18.6%), as a result of which the negative indicator of the balance has more than doubled (from 1.2 to 2.6 billion US dollars)

4. Logistical difficulties arose with the export of Ukrainian goods due to the blocking of domestic seaports and the limited capacity of land routes

5. One of the consequences of military actions in Ukraine was the growing threat of a global food crisis and an increase in world grain prices (by 23.3%) compared to the first half of 2021

6. More than half (52.2%) of Ukraine's trade turnover is in countries in the EU, which significantly increases their importance for Ukraine's foreign trade

7. The share of EAEU countries in the geographical structure of Ukraine's foreign trade in goods decreased to 8.3%, and the turnover - by 44.2%. To a large extent, this dynamic is caused by a reduction in trade with the Russian Federation and the Republic of Belarus (by 48.6 and 40.8%, respectively). Actual data confirm the fundamentally lower importance of EAEC markets for Ukraine's foreign trade compared to the European market.

8. The commodity structure of imports from EAEU countries shows that they have turned into mainly suppliers of raw materials for the economy of Ukraine.

3.2 Mechanism for increasing the export potential of Ukrainian enterprises

Increasing export potential and development of export activity is a strategically significant task in improving the activities of domestic large and medium-sized enterprises, because it becomes a powerful tool for activating the competitive advantages of subjects of economic activity.[37]

At the same time, comprehensive globalization and internationalization of economic processes are the main development trends that influence the development of the enterprise's export potential. These trends influence and modify the economic systems of countries, including the Ukrainian one, which adheres to the vector of integration into the economy of the European Union in particular and into the international economy in general[31].

Considering the reorientation of the vectors of Ukrainian export activity from the CIS market to the European Union market, domestic enterprises should improve their products in order to enter the EU market. And taking into account the risks of the business environment and the fact that Ukrainian companies are significantly inferior in the development of CBUs (Commercial Business Units) of transnational corporations operating in Ukraine, there is a high probability that the products of Ukrainian CBUs of international TNCs will be the first to enter the EU market than domestic enterprises.[38]

Taking into account the fact that the majority of transnational corporations present on the Ukrainian market carry out their activities on the market of FMCG goods, it is most likely that these products have a high export potential for Ukraine. FMCG (Fast moving consumer goods), that is, the market for goods of everyday demand) - the market - the sphere of creation and sale of goods that are characterized by relatively low cost, quick sale and high frequency of repeated purchases. Taking into account the European integration processes in Ukraine and European standards, there is a need for business entities to improve and increase the quality of products in order to ensure their competitiveness [27].

The FMCG sector, as it represents food products, goods of daily and mass use, is characterized by special conditions for the implementation of economic activity within its boundaries. Here there is a great need to guarantee the undisputed quality of products and their safety for the consumer. The goods of this sphere are characterized by high and constant demand, and therefore, high turnover. If the products comply with European standards and there is potential (material and production resources), the FMCG business entity has every chance to enter the European market and ensure its own products are competitive on the international market [27].

All goods imported into the customs territory of the EU must meet all the requirements of the European Union aimed at ensuring consumer protection. These requirements can be grouped according to the following directions [28]: technical requirements, environmental requirements, and requirements in the field of sanitary measures.

In addition, marketing standards are established for certain types of products at the EU level. The main technical requirements are classified in the sectors of product safety, technical standardization, packaging and labeling of products.[39]

Food products that are imported into the EU territory must comply with the conditions, which include [28] general principles and requirements of food legislation (Regulation of the European Parliament and the Council of the European Union No. 178/2002); registration by EU importers of suppliers of products from the country of origin of the goods; general rules of food hygiene and specific requirements for food hygiene of animal origin; rules regarding microbiological criteria of food products; special rules regarding genetically modified food and feed, bioproteins and new products; marketing and labeling requirements, raw material requirements and general rules for food contact materials.

The importer in the EU must ensure the availability of information on the entire production (Regulation (EC) No. 178/2002). European customers can request from the manufacturer a certificate of compliance with a certain international food safety standard (specified in the contract), in particular ISO 22000, FSSC 22000,

BRC, IFS. These certificates are not mandatory for import into the EU territory, but they are a necessary condition for selling products on the European territory and minimizing organizational and reputational risks [28].

The certification system plays an important role in minimizing risks. For example, FSSC 22000 (Food Safety System Certification) is a food safety certification scheme based on the ISO 22000 standard and supplemented by technical standards ISO / TS 22002-1, ISO / TS 22002-4 or PAS222[29].

FSSC 22000 certification gives the company an advantage in terms of: advantages in working with retail networks; sale of products on the EU market is impossible without this certification; major players in the market require certification from suppliers; the image of the company on the domestic and international markets.

In the conditions of the threat of the coming global financial crisis and, as a result, a decrease in the solvency of consumers both in the domestic market and in foreign markets, there is a need to highlight the main risks that the company may face. Lack of financial resources, unsatisfactory condition of fixed assets, non-compliance of products with international standards, as well as outdated technologies are among the main reasons for many enterprises that prevent them from entering foreign markets.

An important condition for Ukrainian enterprises and organizations to enter the European market is ensuring that the quality level of domestic goods meets European standards.

Another key risk is the lack of means to research export markets and promote one's goods, as well as insufficient promotion of one's goods and services. It is noteworthy that this view does not depend on the market to which the company exports its products. It is important to ensure a complex of integrated complex communications with the European market, as well as other active marketing activities, in particular, foreign market research.[40]

In order to minimize the risks of the business environment, a list of determinants that are dominant in the development of the export potential of FMCG enterprises in the conditions of European integration was formed, namely [27]:

- compliance of export goods with current EU quality standards;
- the need for permanent monitoring of changes in consumer tastes, taking into account seasonality;
- systematic and adequate positioning of products on the market, taking into account the appropriate reaction to changes in the market situation;
- ensuring the economic efficiency of the enterprise's export activity, taking into account the integration of the domestic market into the European one;
- establishment of economic priorities for the expansion of product sales markets taking into account the European values of society.

Taking into account the above-mentioned determinants in the context of globalization and the entry of domestic enterprises into the world markets, we propose a mechanism for increasing the export potential of the enterprise, which should include the following functions (functional elements): assessment of the enterprise's export potential, planning of the enterprise's export potential, organization as the creation of relevant divisions (export monitoring department potential of the enterprise) and determination of their powers in relation to the realization of the enterprise's foreign trade, realization of the enterprise's export potential, analysis and control of the realization of the enterprise's export potential, distribution of the results of the realization of the enterprise's export potential and motivation of specialists involved in export activities.[41]

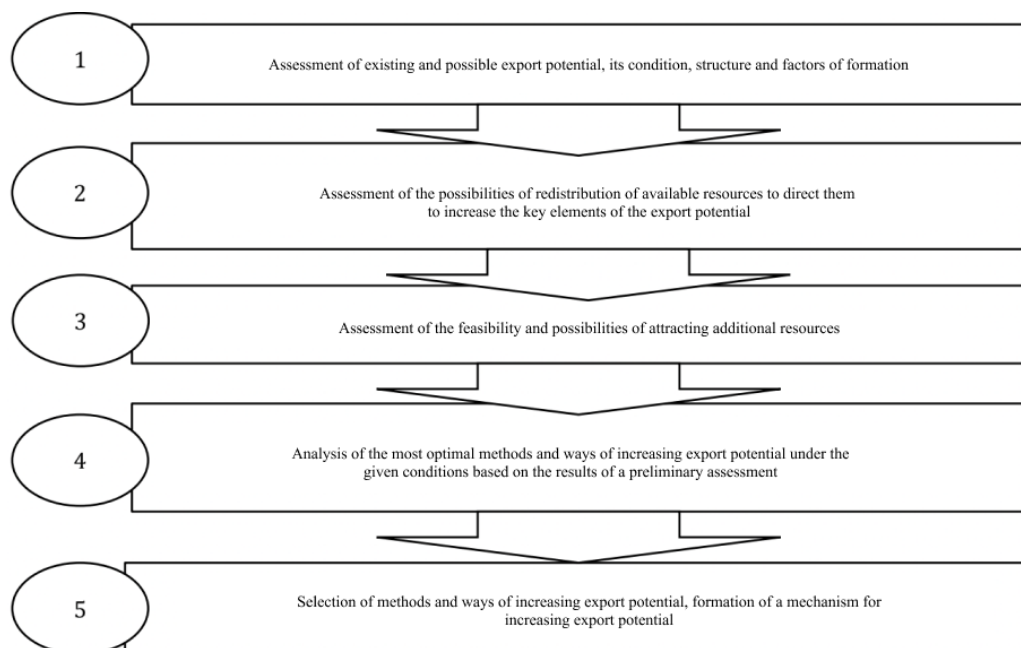


Figure 3.6 - The sequence of stages of the mechanism formation for increasing the export potential of the enterprise [30]

The functional elements listed above allow you to cover all stages of the enterprise's export potential management.

Thus, the general vision of the mechanism of increasing the export potential of the enterprise should be presented as follows (Fig. 3.7).

The assessment of the export potential of the enterprise will allow to reveal the current state of the export potential and to determine the extent to which its characteristics correspond to the desired parameters.[45]

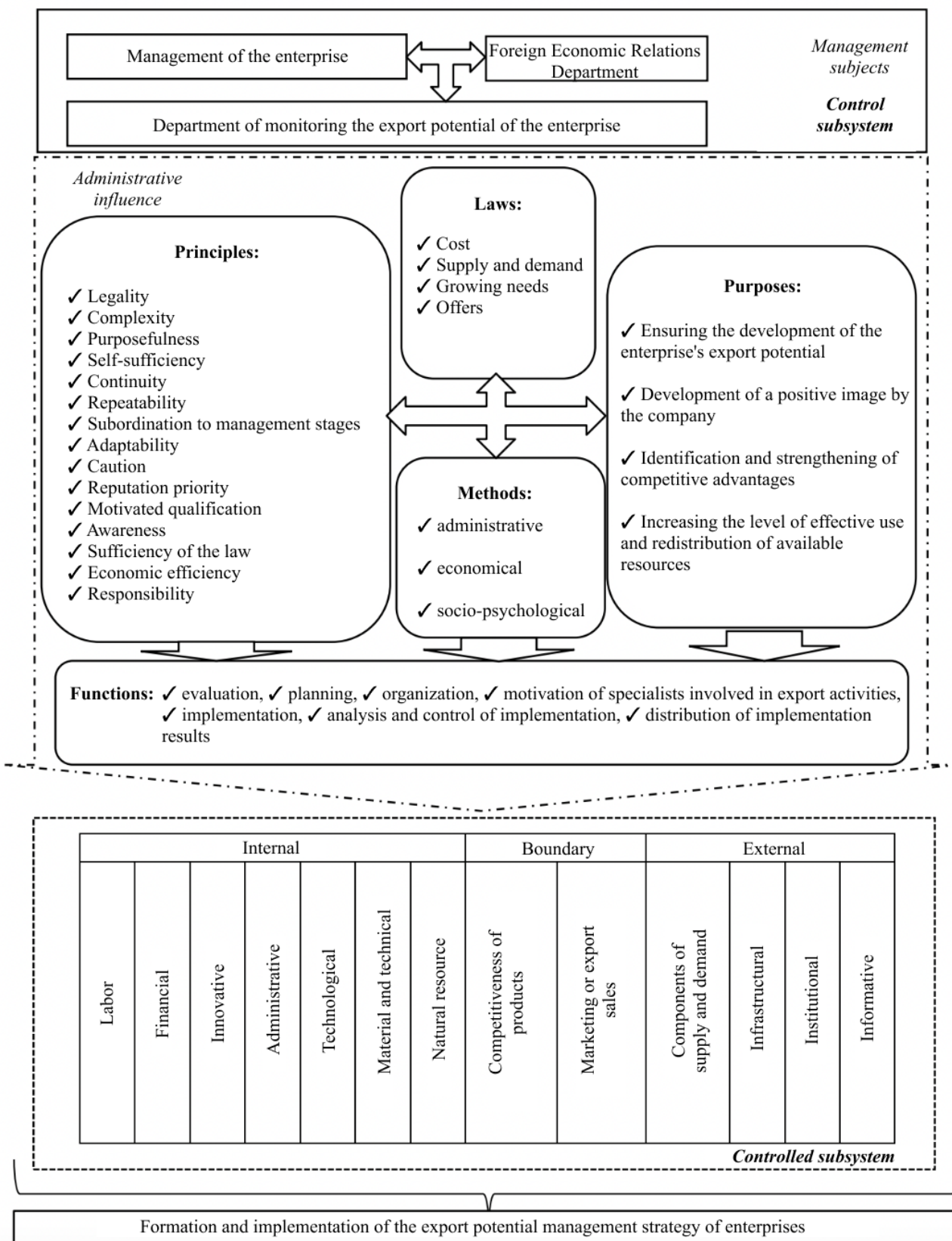


Figure 3.7 – Organizational and economic mechanism for increasing the export potential of the enterprise [30]

On the basis of the previous stage of planning the export potential of the enterprise, it will help to take into account all risks and opportunities in the process of managing the export potential of the enterprise, as well as develop a system of tasks that will allow to achieve the set priority goals.

Thus, the realization of the export potential of the enterprise is aimed at increasing it; based on the results of this implementation, an analysis and control of the export potential of the enterprise is carried out, which will allow to determine how effective the implementation turned out to be, whether there are certain latent reserves and how they can be used.[42]

The distribution of the results of the export potential of the enterprise is a mandatory element, for which the mechanism of increasing the export potential of the enterprise is implemented, since it is at this stage that it is determined how effective the previous measures were.

An integral part is the motivation to realize the export potential, as it is the driving force for improving the entire mechanism.

The functioning of the mechanism for increasing the export potential of the enterprise in the context of the economic activity of a particular enterprise is expressed in the development and implementation of a certain set of measures at the enterprise. Together, they are aimed at ensuring the increase of the enterprise's potential, taking into account the current economic and economic situation of the enterprise, the resources at its disposal, the configuration of the enterprise's external environment and strategies of export activity that it can apply.[43]

Thus, effective adaptation of Ukraine to the system of international division of labor, the requirements of integrative trends and a competitive economy implies the following aspects:

1. Development of the industry complex, the orientation of which is aimed at exports. It is important to determine which areas will be the basis of international specialization.

2. Application of scientific and technical, energy, food, ecological and transport spheres of economy for cooperation on a cooperative basis.

3. Orientation of Ukrainian exports on modernized knowledge-intensive products that will compete in the international market

4. Identification of specific areas of cooperation and important priorities in relations with different countries and integration groups. One of such priorities is integration into the European economic space.[44]

5. Mutually beneficial foreign economic relations with such major international organizations as the International Monetary Fund, the World Bank for Reconstruction and Development, the International Labor Organization, the WTO, UNCTAD, UNIDO. The result of Ukraine's cooperation with such organizations will be an increase in the status of the international community, as well as an increase in opportunities to attract foreign capital, financial resources, obtain certain trade preferences and benefits, use of civilized tariff protection of national industry, agriculture. The priority of directions and partners of world economic relations - countries, regions, groups should be determined taking into account the world economic situation and strategic national interests. It is important not to follow too closely the pattern of economic development developed for one country, to copy the example of another country in achieving competitive advantage. After all, each country has its own principles of market economy, which depend on the real structure of the national economy, the mechanism of its social orientation, the degree of openness and liberalization, the peculiarities of the national mentality - attitude to collective and individual labor and perception of the private sector.

CONCLUSIONS

One of the main features of the world economy modern development is the expansion of globalization processes, which have a significant impact on the system of international trade relations, transform directions and determine the development trends for national economy.

The following conclusions and propositions have been made in this study:

1.It has been determined that the globalization of the world economy is the process of strengthening the interconnection of the national economies of the countries of the world, which is reflected in the formation of a world market for goods and services, finance; the formation of a global information space, the transformation of knowledge into the main element of social wealth, the expansion of business beyond national borders through the formation of transnational corporations (hereinafter referred to as TNCs), the introduction and dominance in the daily practice of international relations and the domestic political life of peoples of fundamentally new and universal liberal democratic values.

2.It has been noted that in the modern world globalization has a dominant influence on the development of any state. It is emphasized that due to the spread of innovations in the field of technology and management, the active exchange of goods, services, investments, globalization contributes to an increase in the efficiency of the functioning of national economies, and on the other hand, it increases the unevenness, asynchrony and disproportion of development. It is noted that at the macroeconomic level, globalization is manifested in the desire of states and integration associations to engage in trade activity outside their borders by liberalizing trade, removing trade and investment barriers, and creating free trade zones. In addition, the processes of globalization and integration cover interstate coordinated measures for the purposeful formation of a system of economic, legal, information and communication, political space in large regions of the world.

3. It has been analyzed that at the present stage of development of international trade relations, states are actively collaborating both at the global and regional levels to counter transnational threats of a different nature (terrorism, extremism, organized crime, drug trafficking, etc.) to ensure food, energy and environmental security; prevention and resolution of armed conflicts and many other areas. From these perspectives it has been indicated that logistics systems play an important role in the development of economic relations. The intensity of sectoral interaction is characterized by the relationship of the micrologistic system of an enterprise with the external environment of macrologistic relations.

4. It has been concluded that within the post-industrial world, global trade trends ultimately lead to convergence of the levels of development for certain countries and their tough confrontation with the rest of the world.

5. A deep analysis and diagnosis of global economic (trade) trends and world conjuncture tendencies have proved that the Ukraine's economy is integrated into the global economic system primarily due to increased participation in international trade. As a result, the challenges of the country's development are formed in terms of the ability to resist threats of a global nature, as well as the ability to use the advantages and achievements of the modern stage of globalization processes, in particular, the promotion of the knowledge economy and progressive social and institutional changes. Prospects for the development of Ukraine's economy depend on the ability to build an effective foreign economic policy, the priorities of which will correspond to national interests and, at the same time, follow world trends. In view of this, the following tasks in the formation of foreign economic policy may be justified, such as: implementation of innovations in the development of the processing industry, local prioritization and development of foreign investment management systems; strengthening the protection of intellectual property rights; intensification of participation in global management, multi-level integration projects and countering protectionism, etc.

6. Despite the fear that Ukraine in the war conditions may almost completely lose its presence on foreign markets, the real value volumes of the reduction in trade

turnover according to the results of the first half of 2022 amounted to 21.3% compared to the same period in 2021. Higher rates of reduction in physical trade volumes (by 36%) testify to the growth of world prices for the leading foreign trade goods of Ukraine. The rate of decrease in export of goods (by 24%) exceeds the rate of decrease in their import (by 18.6%), as a result of which the negative indicator of the balance has more than doubled (from 1.2 to 2.6 billion US dollars). One of the consequences of military actions in Ukraine was the growing threat of a global food crisis and an increase in world grain prices (by 23.3%) compared to the first half of 2021. More than half (52.2%) of Ukraine's trade turnover is in countries in the EU, which significantly increases their importance for Ukraine's foreign trade. The share of EAEU countries in the geographical structure of Ukraine's foreign trade in goods decreased to 8.3%, and the turnover - by 44.2%. To a large extent, this dynamic is caused by a reduction in trade with the Russian Federation and the Republic of Belarus (by 48.6 and 40.8%, respectively). Actual data confirm the fundamentally lower importance of EAEC markets for Ukraine's foreign trade compared to the European market.

7. The national trade strategy should be aimed at gaining a higher order of competitive advantage, ie focus on high quality, novelty, which is achieved through increased social productivity and the use of new technologies. There are five priority factors affecting the country's competitiveness: science and technology, capital, labor, infrastructure and information. It is the formation of national competitive advantages of the highest order on the basis of these five factors should be the main principle of the country's strategy, paving the way to world markets, integrated into the sphere of international business and finally - to the world community. National export potential should become one of the driving forces on this path.

8. Taking into account the globalization and the entry of domestic enterprises into the world markets, in this study an organizational (institutional) and economic mechanism for increasing the export potential of the enterprise has been proposed, which should include the following functional components: assessment of the enterprise's export potential, planning of the enterprise's export potential, organization

as the creation of relevant divisions (export monitoring department potential of the enterprise) and determination of their powers in relation to the realization of the enterprise's foreign trade, realization of the enterprise's export potential, analysis and control of the realization of the enterprise's export potential, distribution of the results of the realization of the enterprise's export potential and motivation of specialists involved in export activities.

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ANNEXES

ANNEX A

SUMMARY

Poliakova S.S. Global trends in the international trade development and the conjuncture on the world goods and services markets. – Master's-level Qualification Thesis. Sumy State University, Sumy, 2022.

The master's thesis focuses on the analysis of global trade tendencies, and on the research of Ukraine's foreign trade development under the influence of global geopolitics and economic transformations, and conjuncture in the world trade markets, and on the necessity for the elaboration of mechanisms for increasing Ukraine's export potential.

Keywords: international trade, globalization, goods, services, export, import, Ukraine's trade policy, export potential.

АНОТАЦІЯ

Полякова С.С. - Глобальні тенденції розвитку міжнародної торгівлі та кон'юнктура світових ринків товарів і послуг. – Магістерська кваліфікаційна робота. СумДУ, Суми, 2022.

Магістерська робота присвячена аналізу тенденцій розвитку світової торгівлі, дослідженню зовнішньої торгівлі України під впливом глобальних геополітичних та економічних трансформацій, кон'юнктури світових торговельних ринків, а також необхідності розробки механізму нарощування експортного потенціалу України.

Ключові слова: міжнародна торгівля, глобалізація, товари, послуги, експорт, імпорт, українська торговельна політика, експортний потенціал.