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**INTERNATIONAL ECONOMIC RELATIONS
AND SUSTAINABLE DEVELOPMENT**
**МІЖНАРОДНІ ЕКОНОМІЧНІ ВІДНОСИНИ
ТА СТАЛИЙ РОЗВИТОК**

Матеріали
IV Міжнародної науково-практичної конференції
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For scientists, lecturers of higher education institutions, students, graduates and everybody, interested in the scientific and practical problems of modern economics.

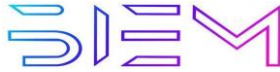
До збірника ввійшли матеріали IV Міжнародної науково-практичної конференції «Міжнародні економічні відносини та сталий розвиток» Сумського державного університету, в яких наведені результати наукових досліджень, виконаних у різних країнах, із таких наукових напрямків, як міжнародні економічні відносини, міжнародне співробітництво та економічна дипломатія, економіка природокористування та сталого розвитку, стратегічні напрями забезпечення сталого розвитку, вплив міжнародних економічних відносин на сталий розвиток та інші.

Для науковців, викладачів закладів вищої освіти, студентів, аспірантів та всіх, хто цікавиться науково-практичними проблемами сучасної економіки.

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НА СТАЛІЙ РОЗВИТОК
SECTION 3
THE IMPACT OF INTERNATIONAL ECONOMIC
RELATIONS ON SUSTAINABLE DEVELOPMENT

ACTIVITY OF GLOBAL COMPANIES ON THE HIGH-TECH PRODUCTS
MARKET

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Representatives of international business are well aware that technology transfer is a way to innovative development of the company, strengthening its market position and expanding sales. For the donors of this process, it provides an opportunity, along with direct foreign investment, to penetrate foreign markets and gain a foothold in them thanks to technological leadership. For the recipients, technology transfer opens up opportunities to attract advanced science and technology assets to their own production. Not having research units, the recipient company buys the relevant license or know-how on the international market, improving its production, reducing the cost of production and increasing its quality. Thanks to the transfer of technology, the donor company has the opportunity to use it in the production process in a foreign branch or branch. Therefore, the activity of technology transfer companies in paid or free forms is beneficial to both sides of the agreement.

We will focus on three groups of global innovative companies that generate and disseminate the results of their developments in such fields as information, pharmaceutical and defence technologies. The transfer policy of the digital industry giant - Microsoft is noted for its flexibility and versatility. The company offers a wide range of licensing options - from single licenses to corporate

agreements. There are the following types of packages (more precisely, product license options):

- academic - for educational institutions;
- government - for government organizations;
- not for resale - not intended for sale;
- retail - for retail sale;
- non-specific - ordinary commercial license.

The company transfers digital technologies under several types of licenses (Table 1).

It is important to understand that all products, package types and license types can be combined. In particular, the Run Time License exists only for products that have runtime libraries (and this type of license is not aimed at the end user, but at organizations that develop products on Microsoft platforms), and the Government package can only exist as an open license.

Table 1 – Types of licenses for Microsoft products

License type	Content of the license
Microsoft License Pack	License pack (only licenses)
Multiple User Lic	Multi-user license together with media
Open	Open (corporate) license
Run Time License	Runtime system license
Single User License	A normal single-user license together with the media

(Kravtsova, 2012)

In the wave of the spread of the COVID-19 pandemic, which covered most countries since 2020, the role of technological development of pharmaceutical companies, which actively solved the problem of developing and manufacturing drugs against the new disease, increased. Thanks to the international transfer of technology, drugs for the treatment of the disease and vaccines for its prevention have been developed and put into production in large quantities. Thus, one of the most progressive was the American company Pfizer, which was recognized as one of the most profitable in this field in 2021 (What a pharmaceutical company, 2022). Its COVID-19 vaccine Comirnaty boosted the company's 2021 sales revenue to \$81,29 billion. After receiving FDA approval for its COVID-19 vaccine in late 2020, the drug maker has spent much of the past year in the public arena fighting the pandemic.

Although Pfizer delivered a huge jump in sales revenue last year — up 94 % from \$41,9 billion 2020 — growth in cost of sales was almost as sharp. The company's cost of sales increased to \$30,8 billion 2021, which is 266 % more compared to \$8,4 billion 2020, Pfizer CentreOne, a global contract development

and manufacturing and active pharmaceutical ingredients business, also grew revenues last year by 84 % to \$1,73 billion.

As one of the world's largest companies in the field of health care, Johnson & Johnson naturally ranks high in the rankings of innovation in the pharmaceutical industry. The latest biotechnologies are transferred here between 260 subsidiary companies located in 60 countries of the world, where 134000 employees work. However, contrary to expectations, Johnson&Johnson's profitability figures 2021 are not at all that impressive, which is due, among other things, to the fact that the company's business includes low-margin areas of health care and medical devices. However, Johnson & Johnson's large pharmaceutical division brought in a significant portion of the company's revenue last year.

Well-known Swiss pharmaceutical company Roche has had to deal with pressure from biosimilars on its three most popular anti-cancer drugs in 2021, resulting in a loss of 4,5 billion Swiss francs in global sales for the year. Despite this blow, the company's pharmaceutical division managed to increase sales by 3 % compared to 2020 thanks to new medicines and products against COVID-19. At the same time, the cost of production increased by 22 % to 19,65 billion Swiss francs. In addition, Roche's marketing, research and administrative expenses increased by 5 %; 15 and 11 %, respectively, compared to 2020.

In the conditions of the Russian-Ukrainian war and the aggravation of geopolitical conflicts, the role of technology transfer in defence industries is growing. Military industrial companies are large holders of patents and licenses for the production of the latest types of weapons. Statistical analysis of the indicators of patent offices, analysis of the legislation of foreign countries and international treaties in the field of intellectual property proves that technologies for military purposes are not only recognized as objects of intellectual property, but are also widely used on the territory of foreign countries. Yes, US military departments (according to the USPTO) own thousands of patents. In the British defence industry, the widespread use of intellectual property objects as a means of strengthening market positions has gained such momentum that the leadership of the Ministry of Defence Industry has declared their threat to the competitive environment in the defence market. Thus, BAE Systems is the third largest defence company in the world and the largest defence contractor in Great Britain, which employs about 88200 people. The company occupies a leading position in the high-tech markets not only of Great Britain, but also of the USA, Australia, Saudi Arabia, South Africa, and Sweden. Every year, the company receives more than a hundred new inventions. 2013, 200 inventions were patented, and 2014 more than 250 inventions were applied for patents.

According to international patent information databases, only the American defence corporation Raytheon has 12798 patents, of which 5255 are active. About half of these patents were obtained by Raytheon in foreign countries, including 773

in Israel, 138 in China, and 100 in India. In the British defence corporation BAE SYSTEMS, the vast majority of 5445 patents were obtained on the territory of foreign countries, of which 2100 are in the USA, 118 are in India, and 59 are in China (Androschuk, 2018).

International technology transfer is a process of cross-border transfer/diffusion of ownership rights to knowledge by organizing activities aimed at creating an innovative product, which occurs with active interaction of its subjects on a paid or free basis.

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FOREIGN DIRECT INVESTMENT AS A FACTOR OF THE SOCIAL AND ECONOMIC DEVELOPMENT OF UKRAINE

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In 2022, due to the war of the Russian Federation against Ukraine, corruption, a weak judicial system, and finally, the negative impact of COVID-19, the economic climate for foreign direct investment in Ukraine is very unsuccessful. In modern conditions, foreign direct investments are one of the important tools for ensuring the conditions for exiting the economic crisis, effective structural changes in the national economy, the growth of scientific and technical progress, etc. Thus, we are convinced that analysis of foreign direct investment can commit to helping the country's economic development.

The economic factors of attracting foreign direct investments, as well as the tax system in Ukraine in the period until 2022, did not sufficiently meet the requirements of the market economy and pushed away both domestic and foreign investors because they were in a state of constant reform. This usually results in a violation of the basic components of efficiency, fairness, certainty, and convenience for taxpayers. There are also several other negative points in the economic block of attracting foreign investments including the following (Feniak, 2022):

- bureaucratic defects;