

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
Сумський державний університет

**Економічні проблеми сталого розвитку**

**Экономические проблемы устойчивого развития**

**Economical Problems of Sustainable Development**



**Матеріали**

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**INNOVATIVE DEVELOPMENT TRENDS IN THE GREEN ECONOMY**

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In the modern economy, small firms play a special role among others organizational structures. The market economy is characterized by the spread of market relations to all economic spheres. Therefore, innovations are seen as a commodity. The USA practice of organization of the search research has created a kind of entrepreneurship – venture (risky) business, which is gaining more and more turnover from year to year.

In the sphere of venture investment, the highest global level of activity for the last two decades has been recorded. According to the global report on venture investments by Ernst & Young (EY) in 2015, \$148 billion was invested, which is 54 % more than in 2014 (Ринок, 2016). The year 2015 was successful for the world market of direct and venture investments, despite the global economic slowdown, the increased volatility of public capital markets and sharp competition, which raised investment multiples to new highs.

According to Bain & Company, in 2015 the amount of funds raised in Private Equity amounted to \$527 billion, which is \$28 billion less than in 2014. Favourable conditions for achieving high performance in recent years were ensured, among other things, by a high level of activity of direct investment funds from companies' capital.

Ukraine has a relatively small number of active players in the Private Equity market – about 5-10 companies. Their assets are in agriculture, telecommunications, confectionery industry, retail, mechanical engineering, food industry, IT sector, the sphere of security services, etc. Venture funds invest mainly in the IT companies. Ukraine now does not belong to investment-attractive countries, but still "moment" investments are made to Ukrainian enterprises. Despite the negative trend, in Ukraine there are many new and promising forms of enterprises development of different economy sectors. Consider those that are most connected with the modern economic trend called "green economy" or in other words, which are based on "green technologies". Private Equity companies invested all of them.

Within the framework of the implementation of the innovative development strategy for Ukraine, the potential of venture enterprises is not sufficiently used. Ukrainian ideas and their initiators have more than enough.

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## THE ANALYSIS OF STRATEGIC WAYS MULTINATIONAL CORPORATION DEVELOPMENT

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Multinational corporation Honda is considered to be one of the biggest auto, moto, aircraft, and power equipment manufacture. Actually Honda has been launched in 1948 by the Soichiro Honda, who appeared to be a talented engineer and organizer. Starting from 1950<sup>th</sup> the Honda corporation become one of the world largest motorcycle manufacturer, and in particular this company become the largest Japanese automobile manufacturer in 2001 and in 2011. As for the world ranking the Honda corporation holds the eighth position after the 1. GM, 2.Volkswagen, 3.Toyota, 4.Hundai, 5.Ford, 6.Nissan and 7.Peugeot Citroen.

Honda achieved the great success thanks to their innovative approaches within strategic plans. All the time they feel when it was appropriate to take the risky decision in order to get more profits. Nowadays all Honda divisions all over the world have independent rights. They take their own decision whether to create the advertising or to perform a direct research work. One of the most important strategic decision was to create the car up to the region they would sell. So they make smaller cars for Europeans and Japanese, and bigger models for Americans. Their point of view was in fact that it's better to create the new technology appropriate to the people or customer than to take any attempt to sell the existing technology.

Honda circumvented and beat their European and American competitors with a few advantages:

- All engines were cheaper.
- They created better design and construction.
- These cars were accepted as the safest one.
- Their design was matched people's needs and preferences.
- The great marketing politic.

Strategic Ways of the Honda Company were: