

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ**  
**ДОНЕЦЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ УПРАВЛІННЯ**  
**КАФЕДРА «МЕНЕДЖМЕНТ ЗОВНІШНЬОЕКОНОМІЧНОЇ ТА ІННОВАЦІЙНОЇ**  
**ДІЯЛЬНОСТІ»**



*25 річчю кафедри  
присвячується*

**МІЖНАРОДНА НАУКОВО-ПРАКТИЧНА**  
**ІНТЕРНЕТ-КОНФЕРЕНЦІЯ НАУКОВЦІВ І СТУДЕНТІВ**

**«АКТУАЛЬНІ ПРОБЛЕМИ**  
**ЗОВНІШНЬОЕКОНОМІЧНОЇ ТА ІННОВАЦІЙНОЇ ДІЯЛЬНОСТІ**  
**В УМОВАХ ІНТЕГРАЦІЙНИХ**  
**ТА ГЛОБАЛІЗАЦІЙНИХ ПРОЦЕСІВ»**

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Актуальні проблеми зовнішньоекономічної та інноваційної діяльності в умовах інтеграційних та глобалізаційних процесів: матеріали міжнародної науково-практичної інтернет-конференції науковців і студентів (м. Маріуполь, 25 жовтня 2018 р.). Маріуполь: ДонДУУ, 2018. 269 с.

Розглядаються актуальні проблеми сталого розвитку світової економіки, зовнішньоекономічної та інноваційної діяльності в умовах світових глобалізаційних та інтеграційних процесів.

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Ukraine's place in the world of twenty-first century will depend on its successful transition, stability and implementation of changes in its economy and society. Successful integration Ukraine with constellation European economy and trade institutions need solid base of enterprises and entrepreneurs with essential knowledge, skills and attitudes of management, information technologies and financial market. Information, transfer knowledge and experience exchange, active cooperation in the area of combining theory and practice, joint training programs for faculty, and development of methodological materials are among the most important components identified as common interests of universities - partners.

Alliances of business schools and higher management educational institutions abroad are a basic necessity for Ukraine and Ukrainian business, as a signal of professional cooperation and maturity of specific scientific-consultative and educational services for business and organizations of Ukraine.

**GEORGIAN ECONOMY:  
A BRIEF INSIGHT INTO CURRENT CONDITION AND ISSUES**

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Georgia is the first country with a developing economy that was included in the top ten of the Doing Business 2013 international ranking. Since 2005, Georgia has shown the best results on a global scale in terms of the reforms implementation and undertook 36 institutional and regulatory reforms. Further reforms are planned to increase the private sector role in the country's economy and lower the income tax rate.

In the medium term, rigorous implementation of the reform program will make economic growth more inclusive, and it is expected that private investment, productivity and competitiveness will increase.

According to international experts, the country has a competitive tax regime and an effective regulatory framework. Significant progress has been made in reforming the banking sector. The privatization of large state-owned enterprises is at its final stage. Structural reforms aimed at improving the efficiency of public spending will strengthen the business environment.

Georgia occupies the 33rd place in the international trade rating. The total number of documents required for export and import is 4. The average number of days spent on going through all the procedures required for exporting goods is 9, while importing is 10. The average cost associated with completing all the procedures required for exporting / importing goods (documents, administrative fees for customs clearance and technical control, remuneration to customs brokers, the cost of cargo handling at the terminal and for domestic transportation) amounts to \$ 1,355 per container for export and 1,595 for import.

In the Global Competitiveness Index 2018, Georgia ranked 66th out of 140 countries, improving its results by one position. The increase in the rating is due to the growth of indicators that create favourable conditions for doing business. The main priority that Georgia has in comparison to other countries is the absence of bureaucracy and low taxes. Georgia is recognized as one of the most progressive among the Eurasian countries.

Among Georgia's strengths the World Economic Forum depicts the development of information and communication technologies, the free market and institutions; weaknesses are related to human capital, financial system, health care and market size.

The Georgian economy has traditionally been based on the Black Sea tourism, the cultivation of citrus fruits, tea and grapes, the extraction of manganese and copper, as well as the industrial sector of winemaking, the production of metals, machinery, chemical products and textiles. Until 2008, Georgia's economy was

growing (in 2007, real GDP increased to 12.3%). The dynamic development of the Georgian economy was provided mainly by external financial sources and the use of the country's transit potential. In 2009, there was a recession associated with the global economic crisis. The government took measures to stabilize the economic situation, which were generally successful, despite the difficult financial conditions.

A significant economic recovery began in 2011. Growth was driven by industries such as construction, manufacturing, and the financial sector. Real GDP growth in Georgia was about 4.8% per year, which was slightly behind the 5% forecast predicted by the government.

One of the largest and most developed branches of the Georgian economy is agriculture. It employs 55.6% of the workforce. But agricultural productivity is significantly lower than in Azerbaijan or Armenia, which have similar soil quality to Georgia. A wide range of crops such as tea, tobacco, citrus and grapes are cultivated throughout the country. In Georgia, agricultural land is given to private ownership.

The manufacturing sector accounts for 21.6% of GDP and 8.9% of the workforce are involved in it. The basis of this sector is metallurgy, the production of building materials and engineering. A lot of enterprises are in acute need of modernization and additional capital investments.

The service sector accounts for 69.9% of GDP. There are banks in the country, but the owners of most of the shares are foreign investors. Georgia has over 100 resorts. Revenues from tourism in real terms are increasing annually by 6-7% and make up more than 3 billion US dollars and are constantly growing.

Specialists of the International Finance Corporation (IFC) and the World Bank referred Georgia in terms of income to the category of countries with “lower than average income”. Gross national income is just over \$ 3.5 thousand per capita.

In order to reduce the poverty level (approximately 9% of the population) and social inequality, the Georgian government set a goal to reach the Eastern European country by income level within 10-15 years. High unemployment (15% in 2013, 138th place in the world) and a large current account deficit (\$ 1.375 billion in 2013,

130th place in the world) are the main issues. Unemployment in cities is five times higher than in rural areas.

For solving these issues, measures are being taken to stimulate private investment, create new jobs and improve conditions for the specialists training with the necessary qualifications. Restoring investor confidence is one of the main government tasks. Public infrastructure investments will boost economic growth.

It is expected to increase government borrowing from external sources to fulfill its financial obligations. The development of the Georgian economy in the medium term is mainly determined by external factors and the quality of market reforms in the country. The economic development of the country will be largely determined by the policy aimed at attracting foreign investment, as well as the realization of Georgia geographical position advantages as a transit state between Europe and Asia. Another important benefit is the concluded free trade agreements with the EU, China and other countries.

The economy instability is associated primarily with Georgia's dependence on the Central Europe and Russia markets. At the same time, according to EBRD experts, the effects of the crisis in Russia and Ukraine have had a limited impact on Georgia's economic growth so far.

Despite the decrease in demand for exported products from the Western Europe countries and the decline in foreign investment, the growth rates of the Georgian economy are quite high. The main investments are made in the processing industry, energy and financial sector.

The Georgian government plans to strengthen the fiscal framework and public investment management, improve revenue administration, monitor state-owned enterprises, increase the public sector efficiency, reduce fiscal risks and increase their transparency level. Monetary policy is consistent with price stability policy. It is expected that at the end of 2018 the inflation rate will correspond to the target level, in addition, it is very important to preserve the flexible exchange rate of the national currency, which is of great importance in terms of protecting the economy from external risks.

Financial sector reforms are aimed at enhancing financial sustainability and protecting consumer rights. In tense conditions, providing banks with liquidity contributes to the financial stability growth. In order to avoid the formation of over-indebtedness of the most vulnerable categories of the population, the National Bank determines the conditions for reasonable and responsible lending. In particular, a significant work is planned to increase the population financial literacy, as well as measures to reduce the level of dollarization in Georgia.

According to IMF experts, in 2018 the growth of the Georgian economy will continue to be high, and the risks balanced. It is expected that Georgian economy will demonstrate a steady growth rate of more than 5% per year. It is also anticipated to increase the foreign investment inflow to 6% of GDP in the medium term.

**LIFELONG LEARNING PRACTICE  
IMPLEMENTATION FOR UKRAINE'S SUCCESSFUL INTEGRATION  
TO EUROPEAN EDUCATIONAL COMMUNITY**

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In the European integration process of Ukraine, the role of science and education is extremely important. One of the essential priorities at this stage of development is postgraduate education system enhancement in Ukraine, which consists of independent, mostly uncorrelated branches: software educators, medical