

available to developers. The campaign turned out to be successful and in March 2014, Facebook acquired Oculus VR for 2.3 billion dollars. Later in 2015, Oculus began to take over other companies like Surreal Vision and build partnerships with Samsung to develop the Samsung gear VR. As one of the leading companies in VR development, Oculus offers fully functioning VR systems for consumers to purchase and use at home. With support for a wide range of applications and further applications being developed for specific use with their VR systems, this was a huge leap forward for VR. Oculus VR and its product Oculus Rift headset made a huge push forward in terms of virtual reality market. Many big companies started to develop VR headsets and such powerful headsets as HTC Vive, PlayStation VR saw the world.

Nowadays, 3D graphics are getting still better, with the processing power of smartphones, tablets and PCs growing exponentially and more developers being involved in different VR projects. VR is used in many areas of human's life such as military trainings, healthcare, fashion, business, entertainment, media, scientific visualization and more. It is growing very fast and becoming more affordable. In fact, you can experience Virtual Reality using a smartphone and a simple VR headset Google Cardboard. Millions of HMDs are sold and the number is only growing. Based on the above, in the next 10-15 years VR will be as common thing as the Internet.

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ACTUALITY OF MANAGEMENT IN FOREIGN ECONOMIC ACTIVITY

Foreign economic activity includes types of business operations that are aimed at the management of Ukrainian entities outside Ukraine and foreign economic entities from other countries in Ukraine.

The problems of increasing the participation of countries in the international division of labor in various forms of international business are becoming more and more relevant. There is an economic integration today: most goods either enter the market through foreign trade, or are made using imported components.

It should be noted that the process of Ukraine's entry into the integration system of world economic relations depends on the quality of the accepted management decisions in the field of foreign economic activity. Any international and domestic business operations are the prerogative of management actions relating to forecasting, planning, organization, motivation, management, control, etc.

The management of foreign economic activity concerns the application of general ideas and corresponding concepts of management in all forms of foreign economic activity i.e. export and import of goods and services, leasing operations, direct investment, etc. The essence of the management of foreign economic activity is in the complex study and modeling of the international environment, the established mutual relations of all units and officials of a particular organization or institution in the interests of developing productive foreign economic strategies.

It is necessary to pay attention to three relevant elements relating to the management of foreign economic activity. The first is that the management of foreign economic activity is a process that involves the study and design of elements of the international environment. They are foreign partners, the level of prices, customs regulations, international norms, etc. The second element is that success in international markets is determined by effective interaction between employees of foreign economic units and all services of an enterprise or organization. The third element that one must take into account is the goal in achieving the success of the organization (or enterprise), the criterion of the quality of management of foreign economic activity of which is the cost of resources, productivity, that is the price of success.

It should be noted that the management of foreign economic activity itself is based on certain principles. These include: general, specific and national. The general principles of foreign economic activity concern a small number of universally accepted rules of the world as peculiar truths, which are followed by participants in international business operations. These principles relate to scientific, systematic, and mutually beneficial.

Under the scientific knowledge of foreign economic activity, the development of this activity should be understood in accordance with objective economic laws. Compliance with this principle involves identifying the demand of its products abroad, the level of prices, their relationship with the costs of their products in the exporting country, etc. The importance of this principle is observed during the implementation of international financial settlements taking into account changes in exchange rates.

The principle of systematic foreign economic activity means that there are close interrelationships between its separate components. One of the most important links of foreign economic activity is a contract. The proper connection between all the articles of the contract is ensured by taking into account the quality of the goods, the basic conditions of supply and prices, the currency price, currency settlement and forms of payment, terms of delivery and transport conditions, etc. The principle of systemicity also implies the need for managers to understand that foreign economic activity is only a part of their business. Managers must remember that the foreign partner judges their activities, first of all, for the success of their actions within the country. Specialists receive large amounts of money for the information about these issues in accordance with the article "consulting services".

The third important principle is the principle of mutually beneficial foreign economic activity, which, at first glance, has no particular complications and looks quite obvious. It means every partner participating in international operations makes a profit.

It should be noted that the specific principles of foreign economic activity are enshrined in the relevant international legal acts and are binding in all states that have signed the document. The term "foreign economic activity" in such documents may not exist, but by its nature most of the established principles are directly related to foreign economic activity.

Consequently, scrupulous observance of the duties entrusted to the manager of foreign economic activity, will facilitate the establishment and expansion of trade and economic relations between Ukraine and other states.

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