

Stepanova Diana,

student of 306 group of the Department of management foreign economic activity of the enterprise, National Aviation University, Kyiv.

Scientific advisor: Kovalenko Yulia, Ph.D. in Economics, associate professor of the Department of Management of Foreign Economic Activity of Enterprises of the National Aviation University, Kyiv.

MANAGEMENT OF FOREIGN ECONOMIC RELATIONS OF THE ENTERPRISE ON THE BASIS OF SUSTAINABLE DEVELOPMENT

Foreign economic activity is one of the most important factors in the development of the national economy. No country in the world will be able to independently develop its own production processes, ensure economic growth without effectively using the benefits of the international division of labor and the combined international scientific and technological potential. This is especially relevant in modern conditions when the processes of international economic integration, the international division of labor, globalization of the world economy are developing intensively. Foreign economic activity promotes the development of promising areas of export potential. It is due to foreign economic activity that our country solves the problem of lack of energy, new machines, and equipment, technologies, some consumer goods [1].

In the context of restructuring the country's economic system to ensure a sufficient level of internal and external efficiency, domestic enterprises are currently at a long stage in the process of forming and adapting management systems for foreign economic activity [2].

The mechanism of management of foreign economic activity should direct its activities to the effective use of organizational measures to manage the analytical, production, and marketing foreign economic activity of the enterprise. Its action is ensured by a balanced system of goals, objectives, management functions, approaches and methods, factors, and criteria for assessing the effectiveness of management. All components of the mechanism of management of foreign economic activity of the enterprise are interconnected and ensure its full functioning at all stages of development [3]. As a result, the necessary conditions are created for the improvement and optimization of measures aimed at strengthening the stable position of the enterprise in foreign markets.

To achieve the greatest effect, the Sustainable Development Goals of the company should be an integral part of its financial, strategic and operational objectives, as well as sales and productivity objectives. Ultimately, the pursuit of sustainable development will also be reflected in the image, mission and purpose of the company, thus significantly and significantly linking the future success of the company with sustainable development. While dedicated professionals and a dedicated sustainable development team can play an important role in achieving the company's Sustainable Development Goals, empowering and supporting other corporate units is key to integrating sustainable development into the company's strategy, culture and day-to-day operations [4]. Such units are, for example, research, marketing, procurement, human resources and human resources.

Depending on the type of company and its Sustainable Development Goals, some divisions are more important than others. For example, a supplier selection goal is more likely

to succeed if the unit responsible for managing the supply chain is empowered to achieve it. In any case, personal responsibility for progress toward a particular goal and related goals contributes to success. Many different techniques are involved under time to implement organizational change and support business integration, starting from raising awareness, training, and ending with the use of knowledge and inspiration gained from invited experts and specialists. Many companies have established interdisciplinary boards, departments or committees on sustainable development to develop and implement the company's sustainable development strategy [5]. In some cases, the sustainable development committee is introduced into the management structure at the board level. This allows time for strategic discussion of sustainable development priorities, which is extremely valuable in the early stages of business integration [6].

Based on the above, we can conclude that for domestic and foreign enterprises, foreign economic activity is a very important and integral part of every business and which, with the effective use of the whole set of modern methods and forms of international business can positively affect production efficiency and competitiveness. The strategy of sustainable development in Ukraine is implemented by powerful enterprises that have the appropriate financial and human resources, as well as a strategic vision of the future of Ukrainian society and its place in it. The main emphasis is on the environmental aspect, infrastructure development and social function. The perception of the concept of sustainable development by small and medium enterprises in the production of food and beverages in Ukraine is low.

References

1. Foreign economic activity and its role in the development of the national economy. 2019. URL: <http://elar.khnu.km.ua/jspui/bitstream/123456789/3358/1/Тема1.pdf>
2. Мостенська Т.Л., Новак В.О., Луцький М.Г., Міненко М.А. Менеджмент. Підручник. – К.: Сузір'я, 2007. – 690с.
3. Galchak H. R. Ensuring sustainable development of the enterprise as the basis of formation of social responsibility. 2016. URL: http://ena.lp.edu.ua:8080/bitstream/ntb/34862/1/12_69-74.pdf
4. Bugas V. V. Realities of foreign economic activity of home-made and foreign enterprises. 2018. URL: http://www.economy.nayka.com.ua/pdf/1_2018/52.pdf
5. SDG Compass - 2020. URL: <https://sdgcompass.org/wp-content/uploads/2016/09/SDG>
6. Platform.ua: Which Ukrainian companies are trying to save the planet - 2020. URL: <https://platfor.ma/specials/tochno-v-tsili-yak-biznesy-mozhut-vryatuvaty-planetu/>