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## SPECIFICS OF ACTIVITIES OF CHINA'S TRANSNATIONAL CORPORATIONS ON WORLD MARKETS

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Modern Chinese transnational corporations act as leaders in the world markets and have all the prospects for development. Today, the Chinese government seeks to change the status of the country from "industrial" to "innovative". so it creates an optimal economic atmosphere for work in the country and in cooperation with other countries. China is strengthening its position in the innovation environment through its contribution to R&D and the development of the digital economy. The subject of the study are all aspects of Chinese TNCs' production, innovation, investment, which make them successful operation on world markets. The aim of the study is to investigate the specifics of TNC activity, to evaluate how Chinese TNCs function in global markets. The objective: to consider the theoretical and methodological basis of the study of transnationalization in the world economy; to determine the essence and principles of the activities of transnational corporations, to study the specifics of the emergence and development of transnational corporations in China; to determine the current state and development prospects of China's TNCs on world markets. The research methodology is based on the application of a systematic analysis of the activities of transnational corporations, statistics and the historical-theoretical background of the emergence of TNCs, as well as the use of abstract research methods, expert assessments, correlation - regression analysis and economic analysis. Results: in this article, based on economic analyses, the role of China's transnational corporations was assessed, and several priority development areas were identified. Conclusions: Most of China's multinational companies are among the top 500 of Fortune Global 500 and top 100 list of Forbes .Chinese multinational corporations use various strategies to increase competitiveness, especially "mergers and acquisitions", expanding not only the scale of production, but also the spheres of activity. Based on this, it can be concluded that Chinese TNCs have significant prospects for development and leadership in world markets.

**Keywords:** *transnational corporations, Chinese economy, world markets, impact of innovations.*

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## PROBLEM SETTING

Under the influence of globalization processes, the economic environment is undergoing constant changes, especially in the field of innovation and high technology. Currently, in the modern world markets the main competitors in the field of innovation according to the Bloomberg Innovation Index are China, Switzerland, South Korea, Singapore, Japan, Germany, the USA etc. However, Asian countries, namely China, can be separately distinguished among these competitors. Today, the Chinese government encourages investment in innovation and technology, and is ready to cooperate with China's transnational corporations. However, in the process of transnational technology transfer in China, the role of the government is diversified and complex, the government influences the institutional environment that companies face during cross-border technology transfer at the macroeconomic level, which is why the topic of innovative enterprises in the international experience of China's digital economy is relevant. Today, China is developing successfully and transnational corporations have contributed to this. The majority of Chinese TNCs are in the top 10 most powerful companies in the world, some of them are even ahead of the US ones. Production, innovation, investment - all these aspects make up the successful operation of Chinese TNCs on world markets.

## ANALYSIS OF THE LATTER RESERCHERS AND PUBLICATIONS

Scientists and economists from all over the world found their own approaches and methods of researching the activity of TNCs, among them we can highlight: M. Porter, J. Galbraith, R. Vernon, C. Kindelber, L. Wales, H. Perlmutter, E. Heckscher, B. Olin, V. Leontiev, R. Vernon, M. Posner, J. Markusen, as well as Ukrainian scientists: A.P. Golikova, O.A. Dovhal, Y.N. Pankova, K.M. Makarchuk and others.

The specifics of the emergence and functioning of Chinese TNCs on world markets were considered by the following scientists : J. Dunning, S. Hymer, Wang Yulong, Ba Jinxin, Yu Shan, Lan Xianping, Wang Mudy, Wang Jin, He Chuanzi, Cao Jianfei et al.

## PROBLEM DEFINITION

Despite the number of proposed research methods, theories and strategies, transnationalization, particularly in China, remains an object for study. TNCs are developing and expanding their spheres of activity, that is, they are constantly changing, so the number of scientists who consider this issue is growing in proportion to their opinions on this topic.

## THE AIM OF THE ARTICLE

The aim of the study is to investigate the specifics of TNC activity, to evaluate how Chinese TNCs function in global markets.

## RESEARCH METHODS

The research methodology is based on the application of a systematic analysis of the activities of

transnational corporations, statistics and the historical-theoretical background of the emergence of TNCs, as well as the use of abstract research methods, expert assessments, correlation - regression analysis and economic analysis.

## PRESENTATION OF THE BASIC MATERIAL

Since China joined the World Trade Organization on December 11, 2001, the process of opening up to the world of foreign economic relations has been started. Since then, adhering to the One Belt One Road strategy, which means the comprehensive opening up of the Yuan, has become an inevitable trend. Currently, in 2019, the Chinese government encourages investment in innovation and technology, and is ready to cooperate with TNCs. However, in the process of transnational technology transfer in China, the role of the government is diversified and complex, the government influences the institutional environment that companies face during cross-border technology transfer at the macroeconomic level. The state provides protection of technology and innovation transfer activities from a legal point of view, and helps and provides industry recommendations from the side of state policy. A similar practice has been going on in China for about 70 years, and is most actively spreading today [6].

Support for the development of scientific and technological progress and investment activities are the main components of Chinese TNCs. Scientific and research activities in China partially influenced the emergence and development of transnational corporations. According to the table below, you can understand the chronology of the appearance of TNCs in China.

According to the information given in the table, the prerequisites for the emergence and development of TNCs are the active development of R&D in other countries. It should also be noted that the state authorities support and provide opportunities to protect the scientific and technological activities of TNCs.

Both state and non-state transnational corporations operate in China. The provision of special opportunities and protection by the Chinese authorities contributes to the faster development of transnationalization in the country. The development of TNCs contributes not only to scientific activity, but also leads to an increase in jobs. According to the Fortune ranking Global 500 for 2020, 133 Chinese TNCs, including state-owned ones, entered the top 500 TNCs in the world. In the table below, you can see the top 10 Chinese companies included in this ranking and their place in it, profit, as well as the number of employees provided with work.

From the above table, it becomes clear what are the main activities of modern TNCs in China. Thus, the oil industry is in the first place, the network and financial industry are in the second place.

According to Forbes data for 2020, China's multinational corporations have become the best, especially financial structures (see Table 3). China's

Table 1

**Chronological sequence of research activity and its impact on the emergence of TNCs in China**

Period	Characteristic	Result
The end of the 1980s	Weak scientific and technological development in China. Attempts to copy the research of leading countries and their R&D	Copyright infringement, rapid growth of counterfeiting and export of cheap goods
The end of the 1980s and the beginning of the 1990s.	Development of scientific activity following the example of advanced countries, determination of main priorities, attraction of foreign capital. Orientation to industrialization to commercialization	The result will be similar to the previous one, with the exception of the development of scientific activity in the middle of the country
The end of the 1990s and the beginning of the 2000s.	Active development of TNCs. State cooperation with transnational corporations. Import of high-tech products for the purpose of development of national scientific achievements. The state helps in organizing conditions for attracting foreign investments. The focus on industrialization and commercialization continues.	The rapid rate of increase in scientific achievements and the number of Chinese scientists. Emergence and development of new TNC branches. Copyright infringement as an intractable problem
2001 beginning of 2005	Chinese TNCs are entering world markets with their R&D. Continuation of import of high-tech products. Cooperation of Chinese TNCs with companies from other Asian countries. Support by the authorities of TNCs aimed at investing in R&D. The focus on industrialization and commercialization continues	Specialists from other countries migrate to China. Chinese TNCs are actively developing and are in serious competition with TNCs from other Asian countries. Copyright infringement problems are becoming more acute
2006 - our time	Scientific and technological development in the country is increasing. The focus on industrialization and commercialization continues. Chinese TNCs are opening new subsidiary enterprises-laboratories in countries with a tendency towards rapid development. The active cooperation of TNCs of China with corporations of other countries of the world and the development of copyright and licensing are traced. The state provides protection for the scientific and technological activities of Chinese TNCs	Chinese MNCs are making significant progress in the development of scientific and technological products. The level of R&D development in China is equal to the level of advanced countries in the world

Source: compiled by the author based on materials [13].

Table 2

**Top 10 Chinese TNCs included in the Fortune rating Global 500 for 2020**

Place in the rating	The company name	Profit million dollars . USA	Number of employees
2	SINOPEC GROUP (Chinese Petroleum Corporation)	407008.8	582648
3	STATE GRID (state network corporation)	383906	907677
4	CHINA NATIONAL PETROLEUM (Chinese State Oil Corporation)	379130.2	1344410
18	CHINA STATE CONSTRUCTION ENGINEERING (Chinese State Construction Corporation)	205839.4	335038
20	PING AN INSURANCE (Chinese insurance corporation)	184280.3	372194
24	INDUSTRIAL & COMMERCIAL BANK OF CHINA (Chinese commercial bank)	177068.8	445106
26	富寶康 HON HAI PRECISION INDUSTRY (Taiwanese electronics manufacturing corporation)	172868.5	757404
30	CHINA CONSTRUCTION BANK	158884.3	370169
35	AGRICULTURAL BANK OF CHINA	147313.1	467631
43	BANK OF CHINA (Chinese bank)	135091.4	309384

Source: compiled by the author based on materials [12].

Table 3

**Top 10 TNCs in the world according to Forbes data for 2020**

Place	The company name	Country	Sales (billion USD )	Profit (billion USD )	Assets (billion USD )	Market value (billion USD )
1	ICBC	China	177.2	45.3	4322.5	242.3
2	China Construction Bank	China	162.1	38.9	3822	203.8
3	JPMorgan Chase	USA	142.9	30	3139.4	291.7
4	Berkshire Hathaway	USA	254.6	81.4	817.7	455.4
5	Agricultural Bank of China	China	148.7	30.9	3697.5	147.2
6	Saudi Arabian Oil Company (Saudi Aramco)	Saudi Arabia	329.8	88.2	398.3	1684.8
7	Ping An Insurance Group	China	155	18.8	1218.6	187.2
8	Bank of America	USA	112.1	24.1	2620	208.6
9	Apple	USA	267.7	57.2	320.4	1285.5
10	Bank of China	China	135.4	27.2	3387	112.8

Source: compiled by the author based on materials [12].

transnational banks not only made up the top 10 public companies, but also made up the majority. Thus, according to data for 2020, 5 of the top 10 TNCs are Chinese.

Regarding R&D spending, the Chinese government is trying in various ways to encourage non-state TNCs to invest in scientific and technological development, and it is doing its best on the part of state corporations. Thus, R&D spending is only growing every year, and Figure 1 shows what percentage of the main GDP China spends on R&D.

From the given graph, we can see that R&D expenditures in accordance with FDI and GDP have a tendency to active growth since 2001, that is, the emergence of TNCs had a direct impact on the country's economy.

Copyright infringement was the main problem for both China and the development of TNCs. TNCs of China, for the sake of the active growth of scientific activity, also for a certain time had a tendency to import high-tech products, and while studying the basic structure and capabilities, they exported their high-tech products.

Paying attention to the graph, you can see that the import of high-tech goods has a tendency to decrease. Chinese TNCs currently export more than import high-tech products. The active export of such goods began around 2010, which is connected both with the development of science in China and with the development of the corporations themselves. Most of the export of industrial goods falls on the high-tech sector (see Fig. 3).

As can be seen from the graph, the export of high-tech goods has grown compared to 2008, but it is still not stable, perhaps this is due to the fact that Chinese TNCs are developing the sphere of financial and information services.

The graph clearly shows the growth of exports of information services in China. For 2019, exports have the highest figure. In recent years, Chinese social networks such as WeChat, QQ, Tantan, etc., online stores, electronic payment systems, etc., have been actively developing, all of which contribute to increasing the total export of information services.

Thus, transnational corporations are active participants in the world market. China's exports and GDP are growing every year. Currently, Chinese TNCs are among the most powerful in the world. Financial institutions, namely TNB, are the main competitors for such leading countries as the USA, Japan and others. The Chinese government supports and develops state-owned TNCs, helps protect information and technology, and promotes scientific development. China's transnational corporations are successfully developing due to financial activities, in particular investment in innovation, as well as active cooperation with the state.

China's transnational corporations are somewhat different from other TNCs in the world. In China,

transnationalization is particularly developed and has the support of the state authorities. At the initial stage of the development of Chinese TNCs in the country, the import of high-tech goods and information services prevailed; currently, the share of exports of own developments is growing in China. Today, Chinese corporations are a desirable partner, because even the import of Chinese products in the USA is very high. Chinese companies went through 3 main stages before becoming TNCs: product internationalization, then investment and business globalization. The share of FDI in China is growing every year, as is the country's GDP. Chinese TNCs are more than international level companies, they are a kind of economic and political mechanism [12].

The activity of Chinese TNCs is based on investing in scientific fields. R&D has become an integral part of Chinese companies. The state authorities are building the so-called "strategic and political plans" for the development of the scientific and technological process in the country, and TNCs are an integral part of this plan. According to the plan "Made in China 2025 Plan", the Chinese government proposes investing in the development of information services, aerospace, transport, high-tech industry, fuel, etc. Thus, with such a strategy, China's GDP will continue to grow. Implementing this plan is not a difficult task, because in China there are quite widespread state-owned TNCs, which are aimed at developing the country's economy based on science [8].

Social networks and online stores are also a factor of development. WeChat, a network created by Tencent, is currently very popular in China Holdings. The system itself contains everything that a modern person needs: a payment system, the ability to post photos, messengers, the ability to make calls, search for information, etc. Today, there are enough similar programs in China, however, there is probably not a single Chinese person who does not use WeChat. The situation is the same with online stores, for example, the world-famous company Alibaba created Aliexpress and Taobao, stores where you can buy anything from any corner of the globe. Such activities of Chinese TNCs are very common, and one government tries to control them and requires them to provide certain information about users. However, thanks to such large companies as Alibaba, Tencent Holdings, China Mobile, China Telecom, Lenovo, etc., Chinese TNCs are serious players in the field of high-tech [9].

Another important factor in the activity of TNCs is industry. Thus, until 1949, Chinese companies were focused exclusively on the production of agricultural goods, but at the same time the situation changed. Industrial activity is currently a very important factor in the development of Chinese TNCs. Oil companies have gained popularity and currently occupy the first positions in terms of profitability among many global

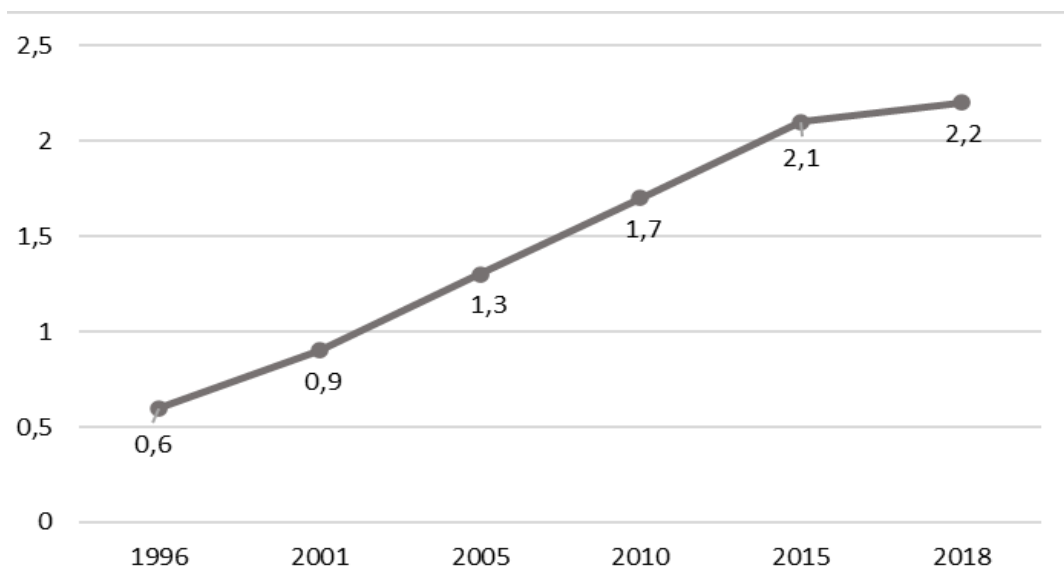


Fig. 1. R&D spending in China from 1996 to 2018  
 Source: compiled by the author based on materials [12]

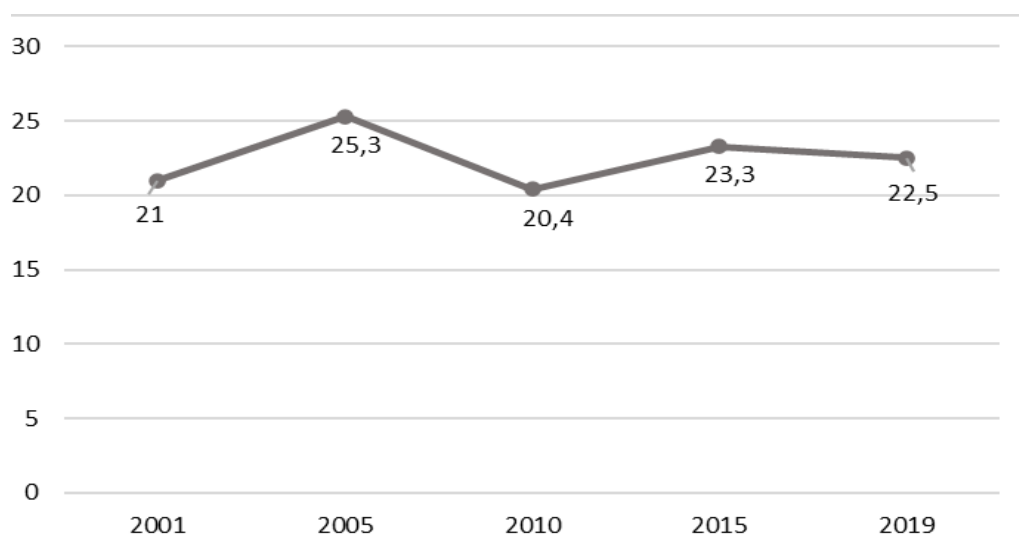


Fig. 2. China's import of high-tech goods from 2001 to 2019  
 Source: compiled by the author based on materials [12]

companies. Industrialization was for China a way to fight poverty and protect political and economic independence. Today, most of the products manufactured in China are industrial. With the development of industrialization and the desire to improve the field of scientific development, TNCs began to appear. Thus, one company (parent) invested in subsidiaries. However, it should be noted that both before and now, investments reach branches unevenly, but this does not greatly affect the joint structure of transnational corporations. Territorial features of China contribute to a peculiar difference in the culture of individual regions, and of course, this also affects transnational processes, which

is why other factors of TNC development arise, such as: mergers and acquisitions, or foreign investment in innovation [2, p. 63-64].

In the 21st century, the transfer of technologies and the application of innovative methods in production are commonplace. China is a country striving for development, and as mentioned earlier, the government is making its own plans for R&D. Thus, in 2006, the program of "long-term development of science and technology" was implemented, and in 2016, the "Plan of the national strategy of innovative development". These programs are aimed at transforming an "industrial country into an innovative one." Focusing attention on the presence



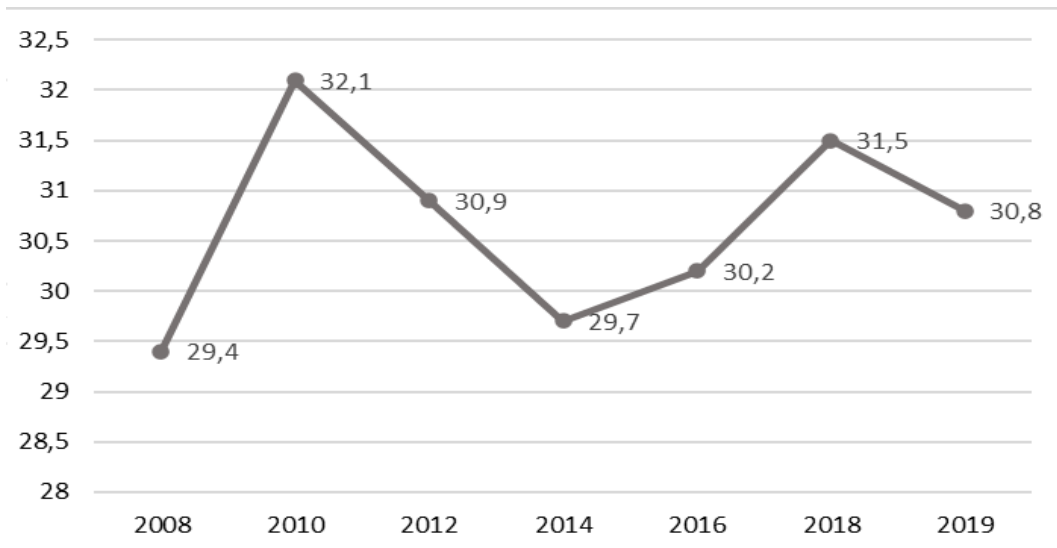


Fig. 3. Export of high-tech goods for 2008–2019  
 Source: compiled by the author based on materials [12].

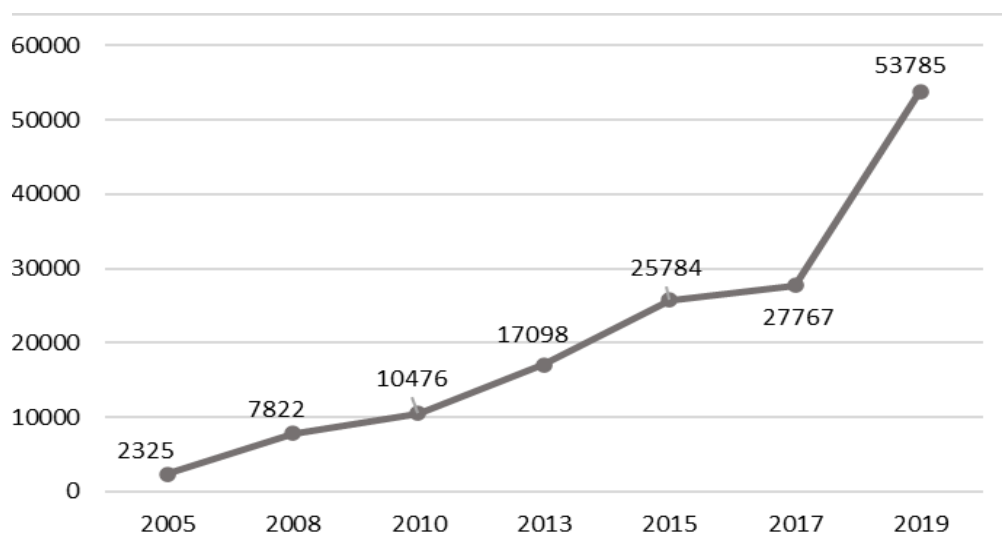


Fig. 4. Export of information services of TNCs of China from 2005 to 2019  
 Source: compiled by the author based on materials [12].

of a significant number of state-owned TNCs, it becomes clear why the implementation of such programs is possible. Thus, R&D spending began to grow rapidly, and already in 2008 exceeded 15% of the country’s total GDP. Technology transfer and cooperation with companies of other countries helped Chinese TNCs to actively develop their innovations and introduce new technologies into production. In 2019, the Chinese authorities introduced a new “Law on Investment Activities”, which emphasized “the promotion of transnational technological cooperation and the application of foreign investment”. Thus, innovations have become a new important factor in the development of Chinese TNCs [13].

A factor in the diversification of China’s multinational corporations through mergers and acquisitions. The strategy of mergers and acquisitions in order to increase competitiveness is quite common, in particular in China, because it helps not only in increasing the scale of production, but also leads to the growth of the corporation’s assets. Such a strategy is based on investment activity, that is, the parent company invests in subsidiaries, opens new branches, attracts foreign investments and introduces innovations. Chinese TNCs tend to merge in order to obtain additional factors of production: high-tech resources, real estate or additional agronomic business enterprises. The Chinese

government provides multinational corporations with policy advice on which industries make sense to invest in. This is how the state encourages financing of the infrastructure and fuel industries. These areas still have some popularity among businesses, particularly the fuel area. In addition, the authorities encourage mergers with companies from Hong Kong, Macau and Taiwan, but as investor companies, and companies from other countries can be the objects of investment. As for capital, it can be attracted from other countries, but it will not be recorded as Chinese foreign investment [7, p. 87].

The activities of Chinese TNCs are mainly focused on investment and integration. In addition, Chinese corporations are trying to implement strategies to increase competitiveness proposed by the government. The method of investing with the help of the Silk Road fund is one of the strategies. Currently, Chinese TNCs are among the top three in terms of investment, and they intend to overtake US corporations. The “Silk Road” was created to implement the “One Belt, One Road” program, this plan was created by the Chinese authorities with the aim of joining forces with the countries of Eurasia. As mentioned earlier, the main competitor of China is the United States, so when Chinese TNCs began to implement this strategy, Donald Trump (then president) decided to limit Chinese FDI in high-tech industries and US companies, thereby starting a so-called “trade- tariff war” with China. Due to the emergence of similar circumstances, China’s transnational corporations decided to invest in EU high-tech goods, as evidenced by the flow of FDI. That is, the “Silk Road” strategy involves cooperation with European and Asian companies in infrastructure, financial and high-tech industries, with the aim of leading the world market [30, pp. 158–156, 173].

Another method of increasing competitiveness used by Chinese TNCs is to work in different industries. There are a lot of corporations in China, and each one works in a separate industry and tries to outdo its competitors. In order to achieve such goals, Chinese TNCs are integrating with foreign ones and are increasingly implementing “mergers and acquisitions” programs. Such internationalization is necessary in the conditions of the modern world, especially since Chinese corporations consider this factor as part of government policy. Currently, TNCs of China have intentions to cooperate with Indian companies, the prerequisites for this were the rapid pace of development in the field of information services. The tendency of the role of TNCs in international relations is growing, so the number of state-owned TNCs is increasing in China. In China, the number of state-owned TNCs is 50, and they are active participants in the financial market. Chinese state-owned TNCs are included in Fortune’s ranking Global 500, and most of them are among the top 100 companies. The development of state-owned TNCs in China is a contribution to the future of the country and

one of the main methods of increasing competitiveness [4, p. 94].

Among the main methods of increasing the competitiveness of Chinese TNCs, the following can be distinguished: the development of scientific and technological developments, investment in R&D and subsidiaries, integration with companies of other countries, the “One Belt, One Road” program, the creation of the Silk Road Fund, the creation of a greater number of state-owned TNCs, “mergers and acquisitions” strategies. Currently, China’s multinational corporations are motivated to lead by strained trade relations with the US and a desire for political leadership.

Currently, in the world of globalization, transnational corporations are becoming active participants not only in economic, but also in political relations. The advantage of the Chinese TNC is that it has support in almost all types of relations. The Chinese government is doing everything possible to develop and protect its corporations. Implementation of various programs enables the active development of transnationalization in the country. In addition, the Chinese government supports cooperation with companies from other countries and promotes technological development.

China’s transnational corporations are major players in global markets. Their activities cover almost all industries, and most of them are in the top 100 according to Forbes and the top 500 according to Fortune Global 500. Currently, Chinese TNCs are supported by the state government and are integrating with European and Asian countries as part of the strategic program to increase competitiveness “One Belt, One Road”.

Today, the state of Chinese multinational corporations is ambiguous, with the emergence of the acute problem of COVID-19, the state of most countries and companies has become under tension. Such a problem contributed to the impact of world markets and the economy, so the UN suggested that all countries unite to build a modern economy [9].

The development of the “One Belt, One Road” program may be suspended due to the circumstances, but transnational corporations still intend to cooperate with TNCs of EU countries. Thus, according to the information provided by the Ministry of Commerce of the People’s Republic of China, in the first quarter of this year China’s trade with the countries that have joined the “One Belt One Road” program grew by 21.4 percent, which in turn, on an annual basis, reaches about 2.5 trillion yuan. China’s import and export volumes with Vietnam, Indonesia and Poland also achieved rapid growth [20].

Currently, the Ministry of Commerce of the People’s Republic of China emphasizes that the viability of private enterprises has increased, they have become the main driving force of the growth of China’s foreign trade. In the first quarter, their foreign trade turnover grew by 42.7 percent, or up to 3.95 trillion yuan [2].

On January 29, 2021, the Ministry of Commerce of the People's Republic of China announced that China will continue to expand access to its market for foreign investment, as the situation in this sector continues to be difficult and difficult this year. The Chinese government will expand pilot projects to open up the service sector and provide stronger political support to stabilize foreign investment and develop China's multinational corporations [2].

Today, China's multinational corporations seek cooperation with many countries and actively cooperate with Russia, so in 2020, the trade turnover between these two countries amounted to 107.7652 billion US dollars, decreasing by 2.9 percent in annual terms. Moreover, the volume of exports from China reached 50.5846 billion dollars . USA with a growth of 1.7 percent [2].

Chinese multinational corporations are the main trading partner of Uzbek companies, but quarantine measures and restrictions introduced in connection with the pandemic have led to a reduction in foreign trade relations, transport links and delays in the implementation of investment projects. As part of the One Belt One Road project, Chinese and Uzbek multinational corporations have opened branches in Chinese provinces and cities such as Shanghai, Qingdao, and Urumqi, as well as subsidiaries in Uzbekistan, Kazakhstan, and Pakistan [12].

The prospects for the development of Chinese multinational corporations are on the rise. TNCs actively conduct international business thanks to cooperation with other countries of the world. In fact, Chinese TNCs are not only serious competitors, but also desirable partners, as well as leaders in many industries [14].

China's transnational corporations integrate with companies from almost all over the world, but currently the main reference point in the international activities of Chinese TNCs is the "One Belt, One Road" project. Chinese companies are ready to invest in innovation and R&D. In addition, the government provides maximum support from the state and helps in political matters [20].

Today, COVID-19 is a major problem for the world economy, and it is disrupting the activity of some industries. However, multinational corporations implement various measures to increase competitiveness and have a good result. Thus, the investment of Chinese TNCs in the countries and regions along the "One Belt, One Road" will lead to an increase in employment opportunities, population incomes, tax revenues in these places, and will also be able to provide material support to reduce the scale of poverty [20]. Therefore, the prospects for the development of Chinese TNCs are extraordinary, currently they have every chance for leadership in the world market.

## CONCLUSIONS

Transnationalization in China has a special trend of development. In the past, among Chinese TNCs, one can see the violation of copyrights, the rapid growth of counterfeiting, and the weak development of the scientific and technological process, but currently they are successfully operating and developing. Most of China's multinational companies are among the top 500 of Fortune Global 500 and top 100 list of Forbes . Thanks to the activities of Chinese TNCs, the country is experiencing rapid growth in FDI and GDP. Chinese corporations began to develop actively around 2005, but today most of them are leading and leading. Chinese MNCs are developing thanks to investment in R&D and government support. The Chinese government creates state-owned TNCs and supports their activities and provides protection. The main branches of export by transnational corporations are industrial. The export of goods significantly exceeds the export of services, so TNBs of China are included in the top 100 of the Forbes rating , and 5 of them are included in the top 10 corporations. Currently, the export of high-tech goods in China is predominant, but the financial and information fields also have development trends.

Modern Chinese TNCs act as leaders in world markets and have all prospects for development. Today, the Chinese government seeks to change the status of the country from "industrial" to "innovative", therefore it encourages TNCs to invest in R&D and integration with companies from other countries in such areas as: real estate, infrastructure, information services, scientific and technological developments, etc. Currently, the "One Belt, One Road" program was created on the initiative of China, in particular, the "Silk Road" fund actively operates and helps the development of Chinese TNCs, it is aimed at integration and cooperation with corporations of the European Union and Asia. Chinese TNCs currently work with many European countries, as well as with Vietnam, Uzbekistan, India, Russia and others. However, despite the active development of the integration of transnational corporations in China, the problem of COVID-19 has caused significant inconvenience. Yes, cooperation agreements with Uzbekistan are currently suspended. As for cooperation with other countries, work will resume in 2020. Also, TNCs of China are active participants in the field high - tech and information sphere, they help the development of Chinese social networks, electronic payment systems, online stores, etc. Also, Chinese multinational corporations use various strategies to increase competitiveness, especially "mergers and acquisitions", expanding not only the scale of production, but also the spheres of activity. Based on this, it can be concluded that Chinese TNCs have significant prospects for development and leadership in world markets.



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## ОСОБЛИВОСТІ ДІЯЛЬНОСТІ ТРАНСНАЦІОНАЛЬНИХ КОРПОРАЦІЙ КНР НА СВІТОВИХ РИНКАХ

Сучасні китайські транснаціональні корпорації виступають лідерами на світових ринках і мають усі перспективи розвитку. Сьогодні уряд Китаю прагне змінити статус країни з «індустріальної» на «інноваційну». Таким чином створюється оптимальна економічна атмосфера для роботи в країні та співпраці з іншими країнами. Китай зміцнює

свої позиції в інноваційному середовищі. через внесок у науково-дослідні розробки та розвиток цифрової економіки. Предметом дослідження є всі аспекти виробничої, інвестиційної та інноваційної діяльності китайських ТНК, які роблять їхню роботу успішною на світових ринках. Мета дослідження — дослідити специфіку діяльності ТНК, оцінити функціонування китайських ТНК на світових ринках Завдання: розглянути теоретико-методологічні основи дослідження транснаціоналізації у світовій економіці, визначити сутність та принципи діяльності транснаціональних корпорацій, вивчити специфіка виникнення та розвитку транснаціональних корпорацій у Китаї, визначити сучасний стан та розвиток просп дії ТНК Китаю на світові ринки. Методологія дослідження базується на застосуванні системного аналізу діяльності транснаціональних корпорацій, статистики та історико-теоретичних передумов виникнення ТНК, а також використання абстрактних методів дослідження, експертних оцінок, кореляційно-регресійного аналізу та економічний аналіз. Результати: у статті на основі економічного аналізу оцінено роль транснаціональних корпорацій Китаю та визначено декілька пріоритетних напрямів розвитку. Висновки. Більшість транснаціональних компаній Китаю входять до 500 найкращих за рейтингом Fortune Global 500 і до 100 найкращих за версією Forbes. Китайські транснаціональні корпорації використовують різні стратегії для підвищення конкурентоспроможності, особливо «злиття та поглинання», розширюючи не лише масштаби виробництва, а й сфери діяльності. Виходячи з цього, можна зробити висновок, що китайські ТНК мають значні перспективи розвитку та лідерства на світових ринках.

**Ключові слова:** транснаціональні корпорації, економіка КНР, світові ринки, вплив інновацій.

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