

Summary

The title of the graduation diploma work is MNC as a factor in the World Politics (on the example of «Coca-Cola»). It's made by the student of the International Relations Institute Liubov Sergeevna Savenkova. The research was carried in Pyatigorsk. The diploma graduation work consist of introductions, two parts, six paragraphs, conclusion, bibliographic list of the used literature of 82 sources. The work received approbation on issues under study investigation on the academic conference Young Science 2013.

The graduation work is devoted to the problem of role MNC as a factor in the World Politics. The project objective is to try to analyze the role and the place of "Coca-Cola" as a multinational corporation in the world political transformational process. The theoretical background of the project includes fundamental works by prominent Russian and foreign scholars: Z. Bauman, Z. Brzezinski S. Wallerstein, A Gidensa, William Grant, P. Drucker, P. Keoheyne, J. Nye, J. Messner, K. Omai, J. Rosenau, S. Hantigtona, G. Fischer, Fukuyama, E. Epstein and others.

The first part of the project is devoted to the theoretical and methodological framework to study the factors of contemporary world politics. This part contains thorough selection of terminology peculiarities, the analysis of terminology in the aspect of Transnational Corporations. The appearance of new meanings is one of the main trends in the development of Modern World. Though there is no common opinion on this question. In this part we describe all the c criteria of a company being transnational, mention about increasing role of multinational corporations in the International Relations and World Politics. Also we can't ignore the role of multinationals in Russia. In isolated USSR the government didn't mention the fact of the presence of transnational corporations in economy. That's why we face a lot of economic problems in the end of 20 th century. The rise of the multinational corporation has been its increased political prominence. The very term implies a political visibility not associated with the words "direct investment" that were used

a decade ago. Today we see the increasing role of transnationals both in the whole Russia and regions. Also, in our diploma work we speak about rising of transnational corporation in the world.

Practical application of the principles postulated in the first part is presented in the second part of the project which deals with world «political activity» of transnationals. We analyze relations of transnational corporations with states and governments on the example of «Coca-Cola». We sum up our work by giving predictions about near future of transnationals and its' possibilities.

In the XXI century politicization of activity of multinational corporation internationally amplifies. Working in host states, multinational corporations actively join local political process. Their representatives enter various national associations, consortia and so forth associations of industrialists in which they have an opportunity of exit to the heads of local authorities. Corporations make "contribution" in election and other funds of the local political parties; have the purpose obtaining the certain commercial benefits which are indirectly influencing as well a political policy of the country of residence.

«Coca-Cola» as one of the largest multinational corporations has impact and depends on the policy which is carried out by the state. In particular, its management repeatedly declared that inconsistency of a state policy in Russia, Nigeria and Romania can negatively affect sales «Coca-Cola» in these markets. Legal ambiguity is characteristic for Russia and Nigeria, and can influence company business in these countries more considerably, than in others. Thus, multinational corporation politicization, in particular the «Coca-Cola» companies, is obvious. The opinion of corporation on prospects of the market is considerably based on a political condition of the state. Though «Coca – Cola» always considered the Russian market as perspective, reductions of presence of the company in the Russian market isn't observed: benefits outweigh imperfection of the Russian economy.

Thus, we may conclude that the role of multinationals in fast-moving world is very important and increasing. The researches of multinationals and its' influence, role and possibilities can overcome a lot of problems both for governments and the whole world. Consequently, this information can be applied in practice and used as a background for any subsequent research.