

SUMMARY

Subject of the thesis: Sustainable development of international business (in the case of the USA and China).

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Relevance of the research issue is as follows The internationalization's basis of the world economics is constituted by the international business. Participation in international division of labor helps all the states. International bargains provide the giant companies with the industrial powers, stability of the national currency, the inflow of the foreign capital, technological update of the industry, the supplying the market with the modern qualitative goods, creation of the new workplaces. The research of the conditions which help leading the international business is a necessary stage for preparation of the specialists of the world economics. This particular topic is an actual subject for studying as in the modern global economy the international business is a very significant sphere of the realization of the international economic relations. The appearance of new ways and instruments for leading the international business grows enormously. The given argumentation allows us to claim that the theoretical and practical significance of the studying are high.

The purpose of the work is the studying of the international business, as an event of the international economic relations, and also to make an analysis on the specialties of the leading the international business and to identify the tendencies of its development in the USA and China.

Research objectives

- To study the significant features of the formation of the international business as a special kind of entrepreneurial activity, to systemize the ways of determination the notion «international business» and clarify its basic characteristics
- To point out the most important features of international business-cooperation in the scope of modern conditions within the world's economy
- To estimate the influence of the TNCs and globalization on the national economy
- To describe the experience of business internationalization in the USA and China
- To make a comparative analysis of the TNCs business's leading strategies
- To determine the perspective ways of the development and cooperation between the USA and China in the sphere of international trade

The scientific novelty of the research is the following:

The author's opinion on the notion «the international business» was formulated. The international business is the organization's cooperation of the different forms of ownership and departments of the company which are located in various countries, the aim of which is to get the income mostly basing on the benefits of the international operations in the sphere of business relations. The detailed description of the experience of the internationalization and dynamics of its development in the USA and China is given. The complex and comparative analysis of the TNCs (ICBC и GM) strategies was held through the competitive and corporate strategies.

The structure of the research consists of the aim, goals and internal logic of the studied problem and includes the introduction, two main parts, six paragraphs, conclusion, list of references (bibliography) which has 107 sources; 64 out of those are in English and

Chinese, 10 drawings, 1 table and 14 annexes. The volume of the thesis is 90 pages of the typewritten text.

The object of this study is international business.

The subject of the research is the development of international business in the US and China.

Summary: Historical and logical emergence of international business occurred in connection with the development and expansion of the international division of labour and in connection with the formation of the world market. International business involves various business transactions between two or three or more countries. Such business relationships can occur between commercial organizations, and between government agencies. If you consider international business from the perspective of international relations in the economic sphere, it is a certain configuration of constituent entities of the interstate economic activity which is aimed at obtaining mutually beneficial cooperation. International Corporations of the XXI century become an important element in the development of the world economy, economic and political relations. Today Transnational corporations (TNC) are the active participants in the entire spectrum of international relations. In the context of globalization, transnationalization of economic processes is widespread. In the modern world manufacturing technology and high-tech products are constantly developing, as well as an e-commerce.

Speaking of China and the US, one can trace the tendency of increasing interdependence, since these two countries are not just the two largest economic centers in the world with a lot of business partners in all parts of the world, but also they are the biggest partners for each other in many areas. The deepening trade and economic cooperation between China and America extends to new spheres. Speaking of trade, China and the United States have already become the second largest trading partners of each other. All major Chinese Internet companies entered the market in the US, besides; China is the world's largest market for e-commerce. As for investment, the investment relationship between China and the United States has been transformed from the US's earlier unilateral investment in China into current bilateral investment. The experts of these two countries also suggested that China and the United States should study the practical feasibility of the bilateral trade agreement, which demonstrates the brilliant prospects of the Sino-American trade and economic cooperation. China and the United States have broad, significant common strategic interests, common aspirations in the issues of security threats faced by the entire modern world, they have a common responsibility for protecting peace, building the process of sustainable development on the planet. Therefore, the positive state of Sino-US relations not only meets the common interests of the people from China and the USA, but also it serves peace, stability and prosperity in the Asia-Pacific region and throughout the world.