

SUMMARY

Subject matter of the diploma work: Foreign trade strategy in the developed countries (for example, Germany and the US)

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Background research: Foreign economic activity has always been and remains a priority policy of any state, because it creates the basis for the formation of favorable trade and investment climate in the country. Modern processes of globalization and internationalization of the quality management changed the terms of foreign economic activity, shifting the emphasis to regional entities. The meaning of the regions as subjects of international activity has significantly increased, and local governments are increasingly involved in foreign trade activities, supporting foreign business in their territories, helping businesses in the region to develop foreign markets, creating the conditions for effective implementation of foreign trade activity. For the realization of the efficient cooperation on the world stage each region has to develop a specific strategy of market behavior, which would promote the development of multilateral international relations. However, in practice, focusing on the development of the economy and society at the regional level, the subjects of the federation do not pay due attention to the formation and establishment of foreign trade activities in the region, shifting these tasks to the federal center. Naturally, the theoretical basis, concepts and methodological approaches to the development strategy of foreign trade activities are poorly developed, as well as the implementation of foreign economic activity at different levels. Today, the formation and development of strategies for foreign economic activity should occupy an important place in the policy of the authorities. At the same time the basis of the development strategy of foreign economic activity of the region should include an innovative component. This innovative component of foreign economic activity will allow to adapt on time to the constantly changing of the international environmental factors.

The research objective: to determine the foreign economic strategy of the developed countries. Realization of this goal requires the formulation and solution of the following tasks:

- to identify the concept and content of foreign trade strategy;
- to examine problems of development and implementation of the foreign economic strategy;
- to examine the features of the external economic strategy of the developed countries;
- to define the strategy of the US foreign trade;
- to analyze the foreign economic strategy of Germany;

- to examine the problems and strengths of the foreign strategies of the studied countries.

The scientific novelty of the study is defined by its purpose and objectives, and is to develop foreign economic strategy developed countries in the world's geo-economic processes on the example of the United States and Germany.

The structure of the work:

It includes an introduction, two chapters on the three paragraphs each, conclusion, bibliography of literature used, consisting of 92 sources, including 15 foreign languages.

Main provisions for the defense:

1. The basis of the external economic strategy are long-term direction of the macroeconomics. In the current context of globalization and further internationalization of the economic life of almost all regulatory measures states acquire the external effect. The pressure of international competition determines every aspect of public policy from promoting industrial efficiency, agricultural subsidies to the education system and social services, so that questions positioning of each state depends on a set of different areas of its strategy.

2. In developed countries, focusing on the development and implementation of the globalist in form and expansionist in content foreign economic strategy aimed at strengthening its leading position in the economic, technological and political spheres. The increase of the competitiveness and maintaining of its leading position in the world economy are essential elements of the foreign economic strategy in the developed countries. Moreover, these goals are formed within national economic security.