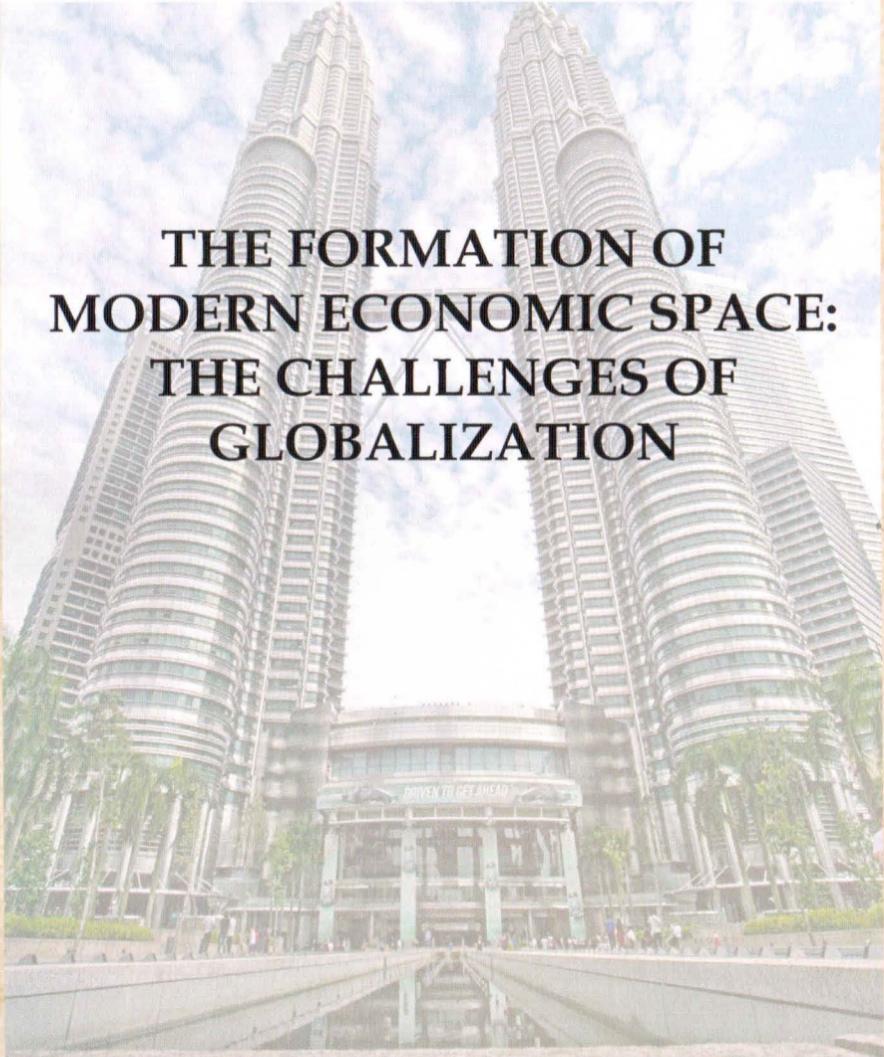




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**THE FORMATION OF
MODERN ECONOMIC SPACE:
THE CHALLENGES OF
GLOBALIZATION**

November 30, 2016. Kuala Lumpur, Malaysia



SEGi
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Group

International Scientific Conference

**THE FORMATION OF MODERN
ECONOMIC SPACE:
THE CHALLENGES
OF GLOBALIZATION**

November 30, 2016

*Proceedings of the Conference
Volume III, Part 2 "Eastern Europe"*

Kuala Lumpur, 2016

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International Scientific Conference: The Formation of
Modern Economic Space: the Challenges of Globalization: Con-
ference Proceedings, November 30, 2016. Kuala Lumpur, Vol-
ume III, Part 2 "Eastern Europe", Platinum Icon Sdn, 80 pages.

Each authors is responsible for content and formation of
his/her materials.

ISBN 978-983-9153-13-2

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American culture, characterized by a strong individualism, reduced distance toward power, medium masculinity, does not represent, for other countries, a way of success. For example, the Japanese success is guaranteed by a high masculinity, collectivism and great uncertainty control.

Within this context, the convergence between national culture and economic liberty is the one which creates positive effects in general on business environment and especially on companies. In a country with a very big distance toward power and a marked character of collectivism, the economic liberty is substantially reduced. Without an economic liberty multinational companies can not become global because they come against the cultural barriers of the hostess country.

The failure of many international businesses is laid on the lack of the cross-cultural competence in international business. It is needed to outline a model of cultural intelligence that involves abilities, knowledge and imperious attributes needed for the cultural competence of managers.

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Enterprise development strategy considering the corporate culture

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An optimal business strategy is one of the key issues which managerial staff of each enterprise should solve in market economy. At this stage of market economy development, the enterprise has taken a social entrepreneurship orientation, oriented on the combination of production with high quality service. On the other hand, continuous updating of scientific knowledge requires the improvement of production technology. Therefore, improvement of the enterprises' management strategies implementation becomes possible by the introduction of strategies based on corporate culture. This is one of the ways of business adaptation to constant market changes.

Types of strategies based on corporate culture are shown in Figure 1.

One of the proposed strategies is the one called "meet customer requirements", which is based on the subjectivity of perception and customer's respect for the obtained results, regardless of the defined norms and criterias of the final result. Indeed, the culture is a tool that exists in the mind of the customer, it transformed depending on the time and circumstances, personal attitudes, beliefs and principles of the client, his/her level of awareness and education.

Often, positive changes promote client's aspirations to new and better services, reliable cooperation. However, if the desired results are realized in cooperation with the enterprise, it means that this enterprise can count on further cooperation in the future.

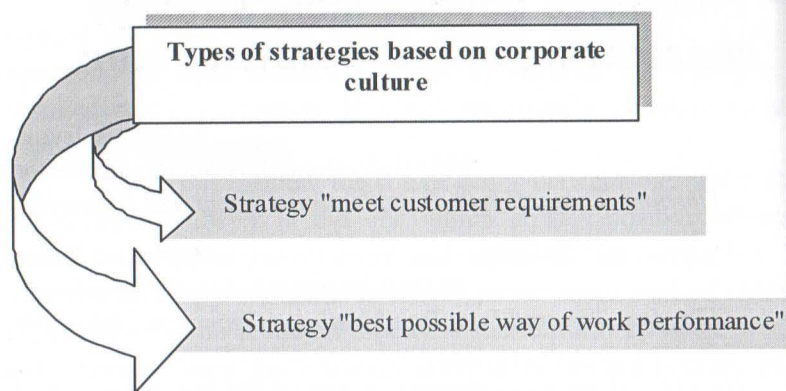


Figure 1. Types of strategies based on corporate culture

The second strategy, which reflects the “best possible way of work performance” is based on establishing qualitative results. In this case, the staff must observe fixed ethical standards established in the contract (terms, duties, responsibilities, environmental conditions etc.). Compliance of all options, in this case, must be focused on all the operations of the project, the documentation control, research development etc.

In order for one of the above presented strategies to be used in the enterprise, there is a need to do so-called organizational diagnosis of its activities. That is, to determine in which direction the enterprise is working and is going to work.

The trends in corporate culture development confirm forecast that its implementation in the Ukrainian market is possible only in the case of the growing demand that is defined by the presence of interested clients, in relation to which direct and indirect strategies of corporate culture approaches are applied. The efficiency is achieved only when the client's internal aspiration to get services of a reliable and strong enterprise is determined.

Modern methods of business - education as a tool for competence of personnel in a competitive environment

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The world is becoming increasingly global, information - more open, and society - more united thanks to the impressive pace of development of digital technology. Recent years have witnessed rapid development processes associated with changes in the means of information transfer, the development of network structures, drastic changes in technologies and capabilities to influence the audience. This demonstrates the importance of scrutiny communication problems of communication and the need to find new methods of influence to deliver the necessary information to the audience.

Observing these processes in the context of educational space, it is clear that modern students discover the world, socially active, mobile, knowledgeable and motivated. They do not accept the obsolete methods of teaching and quickly lose interest in learning. Because the format of classic lectures or practices can not meet the needs of the labor market for skilled professionals who must have not only knowledge, but also appropriate jurisdiction for solving complex problems in a real business environment. Considering the widespread online education, the opening of free access to lecture materials of scientists leading universities of the world, such as Harvard and Stanford, UC Berkeley, MIT, Cambridge and Oxford universities, creating platforms free education (Prometheus, Coursera, EdEra, Udacity etc.), Ukrainian teachers should acquire highly innovative teaching methods [1, 2].