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## **INFLUENCE OF TRANSNATIONAL CORPORATIONS ON THE NATIONAL ECONOMY OF UKRAINE**

The article defines the essence and main problems of transnational corporations (TNCs). The current state and prospects of the functioning of transnational corporations are analysed. Considerable attention is paid to the specifics of activities of TNCs in the Ukrainian market, and their important role in shaping the development strategy of the national economic system is noted. Examples of the positive and negative impact of TNCs on the economic development of Ukraine are presented. The main problems that exist in Ukraine with regard to the expansion of TNCs' activity are revealed. The ways of minimizing the negative impact of transnational corporations on the state level are proposed.

According to the official definition of the United Nations Conference on Trade and Development, the Transnational Corporations are international enterprises that bring together legal entities of any organizational and legal form of activity in two or more countries that pursue a single economic policy and overall strategy through one or more decision-making centres.

Transnational corporations very ambiguously influence on the state of the national economy. On the one hand, their activity strengthens the economy of the country and

increases the standard of living of citizens, and on the other hand, because of the predominant operation of TNCs in sectors with a rapid turnover of capital, it does not facilitate the attraction of investments for strategically important for development types of activity, which hinders the process of increasing the competitiveness of the state in various types of economic activity.

Based on calculations of the determination coefficient for this model (the coefficient is given as a polynomial of the second degree), we can conclude that 79.3% of GDP is formed as a result of the presence of foreign direct investment. This calculation factor indicates the direct dependence of the level of gross output on the level of inflow to the country of investment funds from TNCs. The process of attracting investment from various transnational corporations, on the one hand, contributes to raising the standard of living of the country's population and, on the other, puts the national producer in a difficult position (over the inability of the latter to effectively compete in the market).

Therefore, a promising direction for further scientific developments should be the search for the best ways to attract TNCs into strategically important sectors for Ukraine.