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Богданова М. Централізація і переферійність в ЄС - мережевий підхід

Мета даної статті полягає у вивченні торговельних відносин між країнами на внутрішньому ринку ЄС і встановленні ступеня центральності окремих держав - членів на основі інтенсивності торговельних відносин. У статті побудовано моделі «Центр – периферія», які спостерігаються в ЄС, визначено країни, які мають відносно схожу структуру міжнародних відносин. Знайдені так звані "підструктури" – групи країн, які пов'язані між собою тісними соціально-економічними відносинами.

Ступінь центральності – одна з характеристик мережевих моделей, що визначає і надає інформацію про місцезнаходження і потенціал країни, на основі інтенсивності її торгівлі з іншими країнами. Моделі «Центр – периферія» показують стан окремих країн, як центральних або периферичних гравців в ринку. Ці відносини мають важливе значення не тільки для визначення рангу країни зі статистичної точки зору, а також для надання інформації про можливість кризових явищ в різних країнах і регіональних угрупованнях, таких як ЄС.

Дослідження проводилося на базі аналітичної методики, розробленої для аналізу соціальних мереж. Програмне забезпечення, що використовується в процесі дослідження – мережі передачі даних (UCINET). Результати представлені у вигляді матриць і графіків. Перевага аналізу полягає в тому, що він перевіряє систему як мережу, в якій кожна одиниця має свою роль, що залежить від її положення в мережі, що дозволяє знайти новий напрям в аналізі торговельних потоків.

Ключові слова: аналіз мережі, внутрішній ринок ЄС, торговельні потоки, модель «Центр - периферія», мережі передачі даних (UCINET).

Богданова М. Централизация и переферийность в ЕС - сетевой подход

Цель данной статьи заключается в изучении торговых отношений между странами на внутреннем рынке ЕС и установлении степени центральности отдельных государств-членов на основе интенсивности торговых отношений. В статье построены модели «Центр – периферия», которые наблюдаются в ЕС, определены страны, которые имеют относительно похожую структуру международных отношений. Найдены так называемые "подструктуры" – группы стран, которые связаны между собой тесными социально-экономическими отношениями.

Степень центральности – одна из характеристик сетевых моделей, определяющая и предоставляющая информацию о местоположении и потенциале страны, на основе интенсивности ее торговли с другими странами. Модели «Центр – периферия» показывают состояние отдельных стран, как центральных или периферических игроков в рынке. Эти отношения имеют важное значение не только для определения ранга страны со статистической точки зрения, а также для предоставления информации о возможности кризисных явлений в разных странах и региональных группировках, таких как ЕС.

Исследование проводилось на базе аналитической методики, разработанной для анализа социальных сетей. Программное обеспечение, используемое в процессе исследования – сети передачи данных (UCINET). Результаты представлены в виде матриц и графиков. Преимущество анализа заключается в том, что он проверяет систему как сеть, в которой каждая единица имеет свою роль, зависящая от ее положения в сети, что позволяет найти новое направление в анализе торговых потоков.

Ключевые слова: анализ сети, внутренний рынок ЕС, торговые потоки, модель «Центр – периферия», сети передачи данных (UCINET).

Bogdanova M. Centrality and peripherness in the EU – a network approach

The purpose of this article is to examine the trade between countries in the EU internal market and to establish the degree of centrality of the individual Member States on the basis of the intensity of trade relations. The second purpose is to determine “center – periphery” models observed in the EU, and to define which countries have relatively similar structure of foreign relations. The last objective - but not the least – is to find the so-called “substructures” - cliques or groups of countries, that have stronger relationships.

The degree of centrality is one of the characteristics of network models and provides information about the location and potential of a country, based on the intensity of its trade with other countries. “Center – periphery” models show the status of particular countries as central or peripheral players in a market. These relationships are important not only for determining the rank of a country from a statistical point of view, but also to provide information on possible wires for crisis across countries in a community such as the EU. The study was carried out on the base of the analytical technique developed for the social networks analysis. The software used is for Ego-Network data (UCINET). The results are presented in the form of matrices and graphics. The advantage of the analysis is that it examines the system as a network in which units have their roles depending entirely on their position in the network. This gives a new direction to the analysis and new perspective to the standard analysis of trade flows.

Keywords: network analysis, EU internal market, trade flows, models “Center – periphery”, Ego-Network data (UCINET).

The EU internal market policy is one of the most important for the development of the Union. The intention to develop fair competition, balanced trade and common commercial policy and to reduce the differences between member states is embedded still in the Treaty on European Union. [1] There were adopted until 1992 the necessary regulations to provide the removal of regulatory, technical, bureaucratic, cultural and other barriers and was ensured the free movement of labor, goods, services and capital within the EU.

The Single European Market is a reality from 1993. In order to attain success in it, the Commission has adopted and regularly updated the Internal Market strategy, which sets out a long-term strategic vision and framework for improving the functioning of the Single Market.

The trade exchange between member states has been observed both by European and the national institutions. The openness of the EU economies to each other can bring a number of long-term benefits for everyone, but at the same time it can become a conductor of the crisis in the short term. For this reason, the monitoring and the reading of the internal market signals is very important for decision makers in EU and member states and it is a key condition for making of adequate decisions related to the development.

In the present paper the trade exchange analysis is implemented by an analytic technology, which is developed firstly for social network analysis. The approach requires the data to be presented as a square array of measurements. The rows of the array are the cases, or subjects. The columns of the array are the same set of cases, or subjects. Each cell of the array describes a relationship between the actors.

The advantage of the analysis is that the system is considered as a network in which the units have their own roles, depending entirely on their position in the network. This gives a new direction to the analysis and a fresh perspective to the trade flow standard analysis.

A source of data for analysis of exports and imports of the member states (in Euros) for 2012 is EUROSTAT - EU27 Trade Since 1988 By CN8 [DS-016890]. The output matrix is a square array (27x27). The rows include export of each member state (REPORTER) to other EU countries (PARTNER). The import in the matrix is represented by the columns.

The table is similar to the first quadrant in the table Input - Output but without balance between export and import.

The analysis is performed with a Program for the analysis of Ego-Network data. [3] There are four parts of the study:

- Degree of centrality;
- Centre/Periphery Model;
- Analysis of the similarity;

**ПРОБЛЕМЫ РАЗВИТИЯ ВНЕШНЕЭКОНОМИЧЕСКИХ СВЯЗЕЙ И ПРИВЛЕЧЕНИЯ ИНОСТРАННЫХ ИНВЕСТИЦИЙ:
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- "Sub-structures".

Degree of centrality

When the network is made by single entities and the analysis includes only the links between them, the degree of centrality is the number of links incident upon a node (i.e., the number of ties that a node has).

FREEMAN'S DEGREE CENTRALITY MEASURES

Diagonal valid?		NO			
Model:		ASYMMETRIC			
Input dataset:		EU_27 (C:\Program Files (x86)\Analyt			
		1	2	3	4
		OutDegree	InDegree	NrmOutDeg	NrmInDeg
6	GERMANY	625622.563	589739.063	18.356	17.304
21	NETHERLANDS	387166.625	219334.625	11.360	6.436
11	FRANCE	260379.109	365228.031	7.640	10.716
2	BELGIUM	243187.703	220038.672	7.135	6.456
16	ITALY	207967.047	203914.750	6.102	5.983
12	UNITED KINGDOM	176236.578	269678.844	5.171	7.913
9	SPAIN	141720.891	141734.625	4.158	4.159
22	POLAND	107986.586	113206.719	3.168	3.322
5	CZECH REPUBLIC	98410.609	82886.156	2.887	2.432
1	AUSTRIA	89478.836	107281.578	2.625	3.148
25	SWEDEN	75809.492	84959.781	2.224	2.493
14	HUNGARY	61287.516	50493.895	1.798	1.482
15	IRELAND	53675.020	36290.418	1.575	1.065
27	SLOVAKIA	53145.727	45414.563	1.559	1.333
7	DENMARK	51862.988	50759.449	1.522	1.489
23	PORTUGAL	31663.416	38511.375	0.929	1.130
24	ROMANIA	31575.547	39140.359	0.926	1.148
10	FINLAND	30245.732	37365.496	0.887	1.096
26	SLOVENIA	17209.322	16422.990	0.505	0.482
17	LITHUANIA	13950.335	12996.577	0.409	0.381
3	BULGARIA	12124.220	14415.910	0.356	0.423
18	LUXEMBOURG	11835.675	17500.967	0.347	0.513
13	GREECE	11424.092	22414.762	0.335	0.658
8	ESTONIA	8184.140	11534.288	0.240	0.338
19	LATVIA	6841.424	9833.600	0.201	0.289
20	MALTA	1001.644	3880.053	0.029	0.114
4	CYPRUS	627.333	5642.339	0.018	0.166

Fig. 1. Freeman's Degree Centrality Measures

When the network consists directed links (where ties have direction), there are two measures of degree centrality - Outdegree and Indegree. The first one is the number of ties that the node directs to others. The second – respectively is the count of the number of ties directed to the node.

In the EU single market the **degree of centrality** shows which party has the strongest links (the largest number of connections and the value of the ties).

In this case the party with the strongest links is the country that has the highest values of exports and imports. The indicator is known as Freeman degree of centrality. In this case it shows the highest values for Germany, followed by Netherlands, France, Belgium, Italy and the UK. These are the countries with the most intense foreign economic ties with the others. The first column in figure 1 shows the volume of exports (OutDegree) and the second - import – (InDegree).

Centre/Periphery Model

The distribution of the countries in terms of their centrality and peripherness, is the second measure that will be examined. In this case a natural center of trade in the EU are these six countries with the highest degree of centrality in terms of network theory, i.e. these with the most intense exchange in the EU internal market. They are presented in the upper left corner of fig. 2.

re/Periphery Class Memberships:

- 1: BELGIUM GERMANY FRANCE UNITED KINGDOM ITALY NETHERLANDS
2: AUSTRIA BULGARIA CYPRUS CZECH REPUBLIC DENMARK ESTONIA SPAIN FINLAND GREECE HUNGARY IRELAND LITHUANIA I

ocked Adjacency Matrix

		2	16	11	6	21	12	1	4
		BELGIUM	ITALY	FRANCE	GERMANY	NETHERLAND	UNITED KIN	AUSTRIA	CYPRUS
2	BELGIUM		14921.180	54145.801	60512.676	43518.875	24578.578	3286.889	218.949
6	ITALY	10272.589		43087.293	48649.504	9264.341	18930.844	8623.035	559.809
1	FRANCE	32569.770	32499.213		72254.273	18554.957	29818.309	3694.037	438.480
6	GERMANY	44585.391	55989.852	104476.094		70957.227	72162.609	57871.184	665.499
1	NETHERLANDS	70374.531	22443.109	44059.320	131084.063		39993.832	6254.930	529.573
2	UNITED KINGDOM	16897.703	9420.514	24546.111	38107.465	29430.961		1813.374	542.061
1	AUSTRIA	1791.598	8692.111	5819.839	39373.984	1989.514	3588.750		101.134
4	CYPRUS	10.012	39.491	10.531	32.162	16.344	127.539	9.229	
7	DENMARK	1185.355	2175.169	2990.909	12794.653	3711.696	7728.798	547.400	71.892
0	FINLAND	1733.028	1338.369	1688.838	5240.716	3560.585	2884.900	414.402	19.273
5	CZECH REPUBLIC	2900.482	4371.896	6160.453	38233.688	3923.709	5901.530	5636.149	132.764
9	SPAIN	6447.296	17162.627	37578.336	24258.352	6940.620	14434.189	1941.495	268.464
3	GREECE	318.594	2017.516	657.384	1680.320	434.269	820.857	160.710	1300.325
4	HUNGARY	1169.972	3734.687	3731.254	20073.924	2282.531	3325.864	4666.008	60.933
5	IRELAND	13540.670	2672.971	4372.146	7285.223	3327.622	15073.113	328.840	32.081
3	BULGARIA	765.130	1763.860	824.982	2126.675	379.075	398.005	380.226	83.576
7	LITHUANIA	244.548	394.022	721.742	1794.717	1336.232	1443.483	63.823	4.681
8	LUXEMBOURG	2200.062	842.570	2342.290	3267.222	601.625	873.980	189.929	29.069
9	LATVIA	121.719	112.398	139.060	771.978	270.594	323.283	28.361	91.077
0	MALTA	12.019	147.976	215.738	317.337	43.383	107.753	6.072	1.942
8	ESTONIA	231.868	180.875	171.124	564.482	307.227	264.071	41.750	9.031
2	POLAND	2945.268	6940.958	8311.667	35860.297	6380.452	9606.875	2694.466	200.246
3	PORTUGAL	1402.124	1683.512	5359.921	5571.515	1891.658	2390.807	255.115	24.371
4	ROMANIA	789.197	5445.881	3150.784	8376.272	1282.648	1623.149	1031.087	132.792
5	SWEDEN	6360.024	3007.176	6119.801	13150.334	7039.916	10339.792	1149.882	32.608
6	SLOVENIA	238.145	2993.146	1190.418	4996.146	468.225	462.417	1961.306	31.749
7	SLOVAKIA	931.586	2923.721	3356.212	13361.114	1420.332	2475.532	4231.893	59.964

Fig. 2. Centre/Periphery Model in EU Single Market (in 2012)

**ПРОБЛЕМЫ РАЗВИТИЯ ВНЕШНЕЭКОНОМИЧЕСКИХ СВЯЗЕЙ И ПРИВЛЕЧЕНИЯ ИНОСТРАННЫХ ИНВЕСТИЦИЙ:
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The results in figure 2 clearly show that the six countries with central position have very intensive trade, which covers the bulk of their export-import balance. All others are peripheral players, i.e. the amount of their trade with the central countries is far less important.

Analysis of the similarity

An analysis of the similarity in the patterns of international economic relations is presented in Fig. 3. There are calculated correlation coefficients by columns. The results indicate that the import of Bulgaria is most similar to that of Romania - the correlation coefficient is 0.861. Greece is the second country, which has a similar structure of imports to our – the correlation coefficient is 0.815. The next country in terms of similarity is Hungary – with 0,751 coefficients etc. The biggest difference in the structure of Bulgarian import is with Estonian one (coefficient 0.079).

		CORRELATION							
		COLUMNS							
		TREATED AS MISSING							
		EU_27 (C:\Program Files (x86)\Analytic Technolog							
		EU_27-Sim (C:\Program Files (x86)\Analytic Techn							
		1	2	3	4	5	6	7	8
		AUSTRI	BELGIU	BULGAR	CYPRUS	CZECH	GERMAN	DENMAR	ESTONI
1		1.000	0.523	0.716	0.350	0.951	0.723	0.826	0.381
2	BELGIUM (and LUXBG -> 1998)	0.523	1.000	0.425	0.431	0.554	0.905	0.683	0.235
3	BULGARIA	0.716	0.425	1.000	0.664	0.679	0.352	0.551	0.079
4	CYPRUS	0.350	0.431	0.664	1.000	0.334	0.357	0.342	-0.014
5	CZECH REPUBLIC (CS->1992)	0.951	0.554	0.679	0.334	1.000	0.613	0.809	0.367
6	GERMANY (incl DD from 1991)	0.723	0.905	0.352	0.357	0.613	1.000	0.599	0.030
7	DENMARK	0.826	0.683	0.551	0.342	0.809	0.599	1.000	0.523
8	ESTONIA	0.381	0.235	0.079	-0.014	0.367	0.030	0.523	1.000
9	SPAIN	0.678	0.731	0.599	0.474	0.649	0.699	0.667	0.211
10	FINLAND	0.613	0.612	0.359	0.234	0.591	0.442	0.940	0.584
11	FRANCE	0.825	0.742	0.698	0.459	0.790	0.776	0.793	0.297
12	UNITED KINGDOM	0.836	0.857	0.643	0.454	0.821	0.908	0.865	0.350
13	GREECE	0.730	0.665	0.815	0.882	0.685	0.656	0.675	0.189
14	HUNGARY	0.960	0.529	0.751	0.335	0.982	0.608	0.783	0.315
15	IRELAND	0.182	0.363	0.111	0.339	0.189	0.290	0.308	0.055
16	ITALY	0.834	0.766	0.732	0.467	0.823	0.833	0.791	0.284
17	LITHUANIA	0.618	0.404	0.380	0.220	0.695	0.350	0.641	0.717
18	LUXEMBOURG	0.673	0.725	0.459	0.302	0.644	0.565	0.637	0.235
19	LATVIA	0.365	0.174	0.114	-0.008	0.374	0.004	0.365	0.830
20	MALTA	0.233	0.301	0.452	0.439	0.189	0.399	0.235	0.013
21	NETHERLANDS	0.808	0.900	0.556	0.398	0.771	0.731	0.805	0.338
22	POLAND	0.983	0.620	0.722	0.389	0.976	0.862	0.869	0.411
23	PORTUGAL	0.326	0.342	0.451	0.261	0.302	0.286	0.323	0.031
24	ROMANIA	0.831	0.486	0.861	0.404	0.810	0.495	0.651	0.203
25	SWEDEN	0.797	0.683	0.511	0.354	0.784	0.634	0.972	0.488
26	SLOVENIA	0.760	0.381	0.720	0.387	0.687	0.416	0.547	0.170
27	SLOVAKIA	0.703	0.288	0.530	0.171	0.906	0.338	0.483	0.152

Cronbach's Alpha = 0.970

Fig. 3. Similarity in the import structure

		CORRELATION		
		ROWS		
		TREATED AS MIS		
		EU_27 (C:\Prog		
		EU_27-Sim (C:\		
		1	2	3
		AUSTRI	BELGIU	BULGAR
1		1.000	0.690	0.648
2	BELGIUM (and LUXBG -> 1998)	0.690	1.000	0.502
3	BULGARIA	0.648	0.502	1.000
4	CYPRUS	0.014	0.059	0.422
5	CZECH REPUBLIC (CS->1992)	0.971	0.692	0.564
6	GERMANY (incl DD from 1991)	0.671	0.873	0.343
7	DENMARK	0.676	0.650	0.367
8	ESTONIA	0.033	0.028	-0.167
9	SPAIN	0.546	0.826	0.510
10	FINLAND	0.523	0.623	0.267
11	FRANCE	0.820	0.873	0.670
12	UNITED KINGDOM	0.654	0.909	0.466
13	GREECE	0.543	0.456	0.772
14	HUNGARY	0.972	0.680	0.673
15	IRELAND	0.321	0.641	0.310
16	ITALY	0.766	0.893	0.649
17	LITHUANIA	0.342	0.435	0.064
18	LUXEMBOURG	0.746	0.925	0.597
19	LATVIA	0.189	0.119	-0.083
20	MALTA	0.841	0.885	0.674
21	NETHERLANDS	0.850	0.910	0.608
22	POLAND	0.965	0.779	0.601
23	PORTUGAL	0.430	0.590	0.382
24	ROMANIA	0.893	0.729	0.845
25	SWEDEN	0.573	0.726	0.329
26	SLOVENIA	0.940	0.631	0.688
27	SLOVAKIA	0.844	0.557	0.484

Cronbach's Alpha = 0.966

Fig. 4. Similarity in the export structure

**ПРОБЛЕМЫ РАЗВИТИЯ ВНЕШНЕЭКОНОМИЧЕСКИХ СВЯЗЕЙ И ПРИВЛЕЧЕНИЯ ИНОСТРАННЫХ ИНВЕСТИЦИЙ:
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Likewise it has been calculated the similarity in the structure of export (Fig. 4). Again the closest structure to that of Bulgaria is the Romanian one, where the correlation coefficient is 0.845. This means that the contacts of Bulgaria and Romania with external partners are approximately the same. The second closest state is Greece – with a correlation coefficient of 0.772, and the third - Slovenia – with coefficient 0,688. The farthest country is again Estonia - which has even a negative correlation coefficient of - 0.167. This means that Estonia has contacts with such countries with which Bulgaria has not and vice versa.

"Sub-structures"

One of the most common interests in the structural analysts is of the "sub-structures" that may be presented in a network.

Divisions of actors into groups and sub-structures can be a very important aspect of social structure. It can be important in understanding how the network as a whole is likely to behave. The most interesting sub-structures in the network are the cliques. They are sub-set of a network in which the actors are more closely and intensely tied to one another than they are to other members of the network. The smallest "cliques" are composed of two actors – the dyad. But dyads can be "extended" to become triads and larger sub-set.

The study of EU export in 2012 indicates 8 cliques. The largest covers group 23 of 27 countries (excluding Cyprus, Ireland, Luxembourg and Malta). It is formed in the first column of fig. 5. All of other smaller cliques share some overlap with some part of the largest clique.

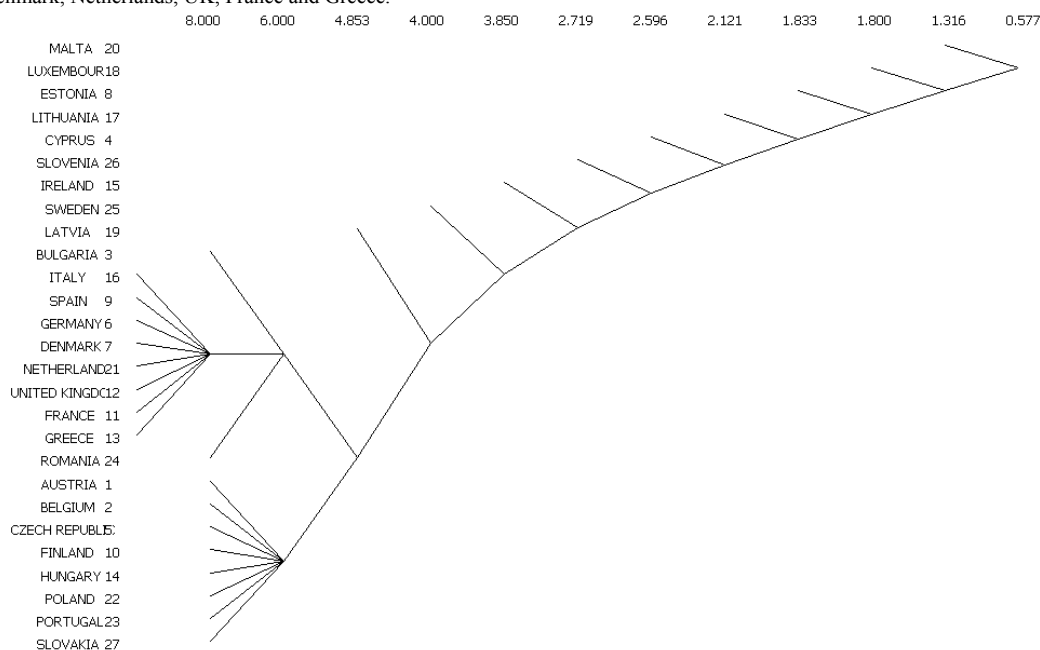
Clique Participation Scores: Prop. of clique members that each node i:

		1	2	3	4	5	6	7	8
1	AUSTRIA	1.000	1.000	1.000	1.000	0.917	0.917	1.000	1.000
2	BELGIUM	1.000	1.000	1.000	1.000	0.917	0.917	1.000	1.000
3	BULGARIA	1.000	1.000	1.000	1.000	1.000	1.000	0.947	0.947
4	CYPRUS	0.913	0.909	1.000	1.000	1.000	0.917	0.895	0.895
5	CZECH REPUBLIC	1.000	1.000	1.000	1.000	0.917	0.917	1.000	1.000
6	GERMANY	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
7	DENMARK	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
8	ESTONIA	1.000	0.955	1.000	0.952	0.917	0.917	0.947	0.895
9	SPAIN	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
10	FINLAND	1.000	1.000	1.000	1.000	0.917	0.917	1.000	1.000
11	FRANCE	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
12	UNITED KINGDOM	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
13	GREECE	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
14	HUNGARY	1.000	1.000	1.000	1.000	0.917	0.917	1.000	1.000
15	IRELAND	0.913	1.000	0.909	1.000	0.917	0.917	0.947	1.000
16	ITALY	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
17	LITHUANIA	1.000	1.000	0.955	0.952	0.833	0.917	0.947	0.947
18	LUXEMBOURG	0.783	0.818	0.773	0.810	0.667	0.750	1.000	1.000
19	LATVIA	1.000	1.000	1.000	1.000	0.917	0.917	0.947	0.947
20	MALTA	0.478	0.500	0.500	0.524	1.000	1.000	0.474	0.474
21	NETHERLANDS	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
22	POLAND	1.000	1.000	1.000	1.000	0.917	0.917	1.000	1.000
23	PORTUGAL	1.000	1.000	1.000	1.000	0.917	0.917	1.000	1.000
24	ROMANIA	1.000	1.000	1.000	1.000	1.000	1.000	0.947	0.947
25	SWEDEN	1.000	1.000	0.955	0.952	0.917	1.000	1.000	1.000
26	SLOVENIA	1.000	0.955	1.000	0.952	0.917	0.917	1.000	0.947
27	SLOVAKIA	1.000	1.000	1.000	1.000	0.917	0.917	1.000	1.000

Fig. 5. Subsets of countries, similar to others in terms of exports

The coefficients in fig. 5 show how "adjacent" each actor (row) is to each clique (column). Austria, for example, is adjacent to 91,7% of the members of clique 5 and clique 6. Bulgaria is adjacent to 94,7% of the members of clique 7 and clique 8.

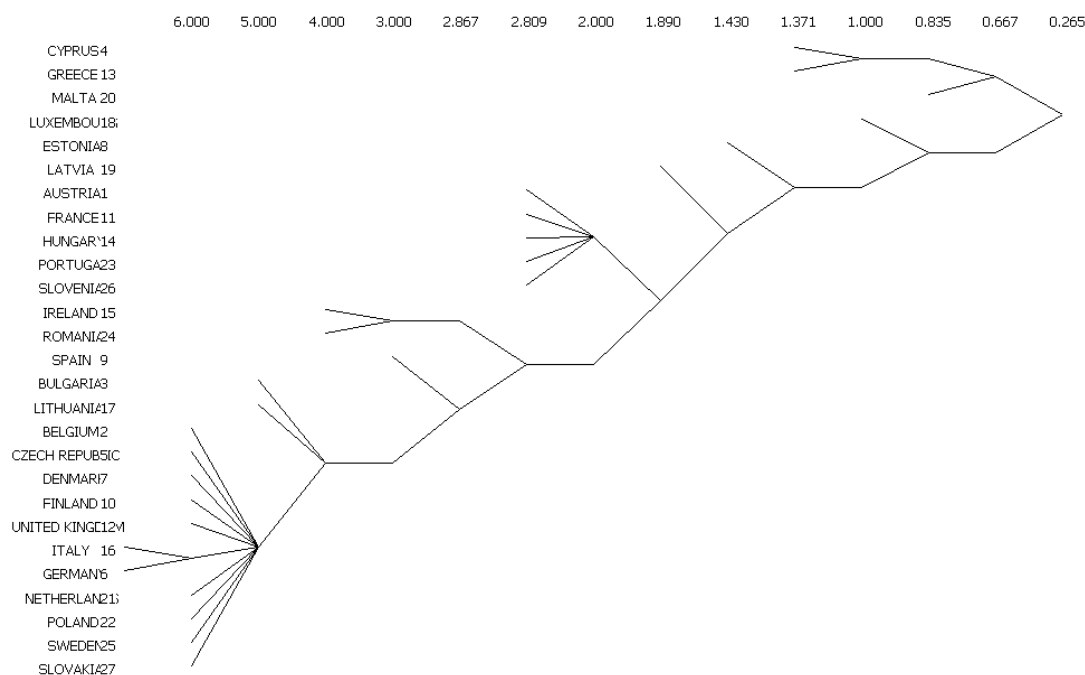
Fig. 6 shows the graphical distribution of the same subgroups. There are countries involved in all the subgroups at the left - Italy, Spain, Germany, Denmark, Netherlands, UK, France and Greece.



Фиг. 6. Subsets of countries, similar to others in terms of exports – graphical mode

For imports the situation is different. 7 cliques found. The first involved 22 of the 27 countries (excluding Cyprus, Estonia, Luxembourg, Latvia and Malta).

ПРОБЛЕМЫ РАЗВИТИЯ ВНЕШНЕЭКОНОМИЧЕСКИХ СВЯЗЕЙ И ПРИВЛЕЧЕНИЯ ИНОСТРАННЫХ ИНВЕСТИЦИЙ: РЕГИОНАЛЬНЫЙ АСПЕКТ



Фиг. 7. Subsets of countries, similar to others in terms of import – graphical mode

Can be clearly seen the participation of Italy and Germany in 6 subgroups. Bulgaria is included in four subgroups.

This report includes only a small part of the possible conclusions that are obtained as a result of the application of network analysis of imports and exports of the EU internal market. Their interpretation should be performed by a combination with other methods of analysis, which, because of limitations in the volume, cannot be done here. This is a question that the author left for future publications.

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ФОРМИРОВАНИЕ ИННОВАЦИОННО-МАРКЕТИНГОВОЙ СТРАТЕГИИ СОВРЕМЕННЫХ ТНК

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Боенко Е.Ю. Формирование инновационно-маркетинговой стратегии современных ТНК.

Выход фирм на траекторию экономического роста определяется многими факторами, среди которых ключевое место отводится маркетинговой стратегии. Данная проблема имеет особое значение для транснациональных корпораций. Поскольку глобализация является основной тенденцией современного мирового хозяйства, особо актуальным является изучение вопроса деятельности ТНК. В контексте перехода современного общества в стадию постиндустриального и формирования в развитых странах инновационной экономики, маркетинговые стратегии оказываются тесно связанными с инновационной стратегией фирмы. В статье рассматривается теоретический аспект поставленной проблемы формирования маркетингово-инновационной стратегии ТНК, ориентированной на обеспечение баланса интересов компаний, потребителей и общества. В работе проанализировано место, занимаемое транснациональными компаниями в мировой экономике, рассмотрены инструменты эффективной маркетинговой стратегии и изучены особенности формирования и применения инновационного маркетинга компании.

Ключевые слова: маркетинг, инновации, стратегия, тнк, экономических рост.

Боенко О.Ю. Формування інноваційно-маркетингової стратегії сучасних ТНК.

Вихід фірм на траєкторію економічного зростання визначається багатьма факторами, серед яких ключове місце відводиться маркетинговій стратегії. Дана проблема має особливе значення для транснаціональних корпорацій. Оскільки глобалізація є основною тенденцією сучасного світового господарства, особливо актуальним є вивчення питання діяльності ТНК. У контексті переходу сучасного суспільства в стадію постіндустріального і формування в розвинених країнах інноваційної економіки, маркетингові стратегії виявляються тісно пов'язаними з інноваційною стратегією фірми. У статті розглядається теоретичний аспект даної проблеми формування маркетингово-інноваційно-маркетингової стратегії ТНК, орієнтованої на забезпечення балансу інтересів компаній, споживачів та суспільства. У роботі проаналізовано місце, що займають транснаціональні компанії у світовій економіці, розглянуті інструменти ефективної маркетингової стратегії і вивчені особливості формування та застосування інноваційного маркетингу компанії.

Ключові слова: маркетинг, інновації, стратегія, тнк, економічних зростання.

Boenko O. Formation of innovation and marketing strategy of modern TNCs.

Firms' outputting trajectory of economic growth is determined by many factors, among which great attention should be paid to the key marketing strategy. This problem is particularly important for multinational corporations. Since globalization is a major trend of the modern world economy, particularly relevant issue is to study the activities of TNCs. Taking into account the fact that modern society is in the transition stage and the formation of post-industrial developed countries in the innovation economy, marketing strategies are closely related to the innovation strategy of the firm. The article deals with theoretical aspects of the problem of TNC marketing strategy formation – innovative and marketing oriented to balance the interests of companies, consumers and society. In this paper we analyzed the space occupied by multinational companies in the world economy, considered an effective marketing strategy tools and studied the characteristics of formation and application of company's innovative marketing.

Keywords: marketing, innovation, strategy, TNCs, economic growth.