

## Features of international company management in the face of variability in the cost of living

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International management is a critical area for any serious student of management because of globalization, the worldwide phenomenon whereby the countries of the world are becoming more interconnected and where trade barriers among nations are disappearing. Companies of all kinds are no longer limited to producing and selling their goods and services in domestic markets. In fact, companies are encouraged to explore global markets to stay competitive and are thus likely to have business activity anywhere in the world.

Globalization is being facilitated by several key factors, and companies that want to succeed in this environment must understand the key factors that are making the business world more globally connected [1].

Greater restrictions on trade and investments have accompanied these developments. For a field like International Business (IB) that has been built on an implicit assumption of ongoing globalization, de-globalization would mark a significant turn of events. What are the implications for the stock of knowledge that IB has evolved over the past decades? Assuming deglobalization is real and persistent, will we see the same structures, behaviors, and strategies as before, merely at lower levels of scale and scope? Or will significant aspects of international business be qualitatively different, requiring new theorizing and empirical exploration? I argue that the latter, a qualitative shift, would be likely in a de-globalizing environment, and that coming to terms with this shift would require a much deeper integration of politics in IB theory and research. The centrality of politics stems from its role as a key driver of (de-)globalization.

Research through analysis and presentation is to present the influencing elements, diagnose the discrepancy between them and diagnose them. And display the matrix of variables for the elements, and use statistical analysis to analyze them, Whereas, I found that some elements when finding the covariance and effective significant gave great results when they interacted with some elements and other factors when using a certain level of significance with hypotests for acceptance or rejection. The operators are in the array of elements, and you can see that from the numbers in blue.

Also, where diagnosis of management is a necessity for efficiency in companies, it does not immediately imply organizational effectiveness .

The effectiveness of corrective action, improvement strategy, or problem-solving

may be novel, but after diagnosis it has the potential to ultimately lead to organizational effectiveness.

It is recommended that whenever the diagnosis is made and you notice that there are deviations or sub-optimal performance, it is necessary to think about improvements to the strategy or adopt more appropriate solutions or options with the possibility of achieving optimal results .

Managing deficiencies in this way will eventually bring the company and its management closer to its ultimate goal of effectiveness in management. Hence, the organizational diagnosis of management in a firm is the starting point to the organization.

**Ключові слова:** international business; management; strategy.

#### **Список використаних джерел**

*1. Ahearn, R. J. (2012). Globalization, Worker Insecurity, and Policy Approaches. Congressional Research Service Report for Congress.*