REFORM OF CORPORATE MANAGEMENT IN THE CONTEXT OF INTERNATIONAL BUSINESS

Management is an integral part of market economy development and is a unifying tool for the formation of the vector of development of socio-economic systems. Questions are becoming increasingly important research of modern concepts of international management, definition of international management mechanisms business, finding effective management strategies, drawing on international experience in conditions of instability, and also uncertainties in the development of socio-economic processes.

The peculiarities of the market transformation of enterprise management and a number of practical recommendations on improving the efficiency of their functioning at the macro-, meso- and micro- levels are investigated.

The main purpose of the research is to find out the directions of transformation of management of the firm; defining the principles that lie within the firm's foundations and beyond; systematic generalization of the main directions of adaptation of a global space firm and its interaction with other entities in the conditions of economic transformation.

The methodological basis of the work is the use of elements of system, structural-functional and comparative analysis - to study the transformation dimension development of international companies in the context of globalization and determining the impact of socio-cultural globalization on the personnel management systems of international companies; method of analysis and synthesis - to substantiate the determinants of transformation of the management system of international companies in the context of socio-cultural globalization.

The role of knowledge and information as sources of growth of efficiency of enterprise management at all levels of functioning in international business is defined. The proposed theoretical approaches to the peculiarities of the market transformation of enterprise management can form the basis of practical recommendations for establishing their effective functioning. It is proved that the increase in the efficiency of management of enterprises of international business, the way out of the systemic crisis of the economy, as a whole, depends on the rational relations between enterprises, the state and the world community. In an economy of inversion type, where recombined property is dominant, this principle is not realized. Today, the state can not establish full control over the enterprise, and the enterprise has no real economic autonomy. The gradual transition to a new model of relations between the state and the enterprise includes: creation of a mechanism of withdrawal of enterprises from outdated economic process; the creation of framework conditions that will encourage the establishment of new businesses, as well as the elimination of regulations that counteract this process; abolition of state privileges for certain industries; increase of transparency of state activity and informational content of market signals (prices) by promoting competition in separate markets and exposing market abuse; improving the organization of public corporate rights management and public control over the implementation of these actions.

The theoretical approaches to the peculiarities of the transformation of management of international business enterprises proposed in the work can form the basis of practical recommendations for establishing their effective functioning at the macro- meso- and micro-levels.