

Intercultural Communication in Conditions of Internationalization of the Modern Economy

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Abstract: Two interrelated processes that have engulfed countries around the world (globalization and internationalization) and the changing political and socio-economic reality lead to profound transformations of universities, and also cause the emergence of new concepts in didactics and methodology, namely the concepts of intercultural communication, intercultural didactics and intercultural learning. Economic globalization affects education systems both directly (increasing additional investment and funding for education and science) and indirectly (the need to match the competencies, knowledge and skills acquired by students with the needs of a changing labor market). The result of globalization in the field of education is its internationalization.

1 INTRODUCTION

The term “internationalization” is multifaceted. In the scientific works of foreign and domestic researchers of the second half of the XX - early XXI centuries. This concept is considered from different points of view. First of all, the question of the relationship between the concepts of “internationalization” and “economic globalization” remains debatable: some scientists consider globalization as the final stage of internationalization, the highest stage of internationalization of economic activity (Bekmurzaeva, 2009) (therefore, it is understandable why they give the same definition to these concepts), and some - as a fundamentally new stage in the development of the world economy. However, if we look at the problem of measurement, then the assessment of globalization includes political, economic, cultural, environmental and other components, while internationalization includes only economic ones. Globalization is comprehensive and affects all aspects of life, not just the economic. We share the view of scholars that internationalization is the economic dimension of globalization. There are a great many definitions, and a wide variety of them. For example, the Nobel Prize winner, a classic of the theory of the world economy, J. Stiglitz in 2002

defined the phenomenon of globalization as “a closer integration of the countries and peoples of the world, which was caused by an unprecedented reduction in transport and communication costs and the elimination of artificial barriers to movement of goods, services, capital, knowledge and (to a lesser extent) people across borders” [16]. Some time later, in 2010, i.e., after 8 years, the authors of the MGI Globalization Index (Martens, Zivets, Raza) clarify the concept of globalization as “the intensification of cross-national interactions that ensure the creation of TNCs and the global integration of cultural, economic, political, technological and social processes at the global, supranational, national, regional and local levels”. Since we have touched upon the aspect of the relationship between the concepts of “internationalization” and “globalization”, we note that, for example, A. Dreher considers this definition to refer to the term not “globalization”, but to internationalization [14]. A similar situation (the presence of many definitions) is typical for the concept of “internationalization”. This set is caused not only by the fact that each author reveals a separate side of the essence of the concept, but also by the fact that they reflect the features of the process in the current period of time (point in time). Therefore, it is advisable to talk about approaches. For example, the essence of the spatial approach is the

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search for the most favorable territories for placing a division of an enterprise, improving the territorial structures of enterprises. Marketing is aimed at forming a strategy for the development of foreign economic relations in the context of globalization, the choice of alternative options for a development strategy. With the development of the company in the foreign market, management receives some independence. The global development of the corporation is in the area of responsibility of the headquarters, and the local manager concentrates on the development of the company within a certain region. The goal of the management approach to internationalization is to improve the management of a company in a foreign market. The concept of "internationalization" must be considered "in the broad sense of the word" and "in the narrow sense of the word". The internationalization of the economy is the process of economic convergence of the countries of the modern world, based on the deepening of ties in production, on the rapid growth of international trade and the increasing role of the external market, as well as the growth of international migration of capital and its internationalization, the expansion of international relations in the banking and insurance sectors, the internationalization of financial and stock markets, the development of international labor migration, etc. National economies are drawn into world economic processes, thus increasing the interdependence of the economies of countries, primarily developed ones (Murtazova, 2021). In the narrow sense of the word, the following main areas for studying this phenomenon can be distinguished, namely: the internationalization of economic life and the economy as a whole, the internationalization of capital and labor, the internationalization of property, education and business activity, the internationalization of scientific and technical research, the internationalization of production, the internationalization of activities companies, etc. A special place in the literature is given to the internationalization of scientific activity. Modern scientific research requires huge financial and human investments; for this, companies from different countries unite to conduct scientific and design research. In addition, there is an objective process of specialization of individual countries in certain types of scientific research. One of the forms of exchange of scientific and technical knowledge and information, the results of research conducted in different countries is the international trade in patents and licenses, which is developing extremely rapidly at the present time.

2 RESEARCH METHODS

The concept of transaction costs was first used to explain the existence of hierarchical structures opposed to the market, such as a firm or an entrepreneurial type organization. Such "islands of consciousness" had advantages (in comparison with individual entrepreneurship) in terms of saving on transaction costs, internal administrative control over the "price mechanism" (Murtazova, 2021).

According to the most general definition, transaction costs are the equivalent of friction in mechanical systems. Getting rid of the analogy with physics, any costs associated with the coordination and interaction of economic entities should be classified as transactional. In other words, these are all costs associated with the exchange and protection of entitlements. Savings in transaction costs are both external and internal factors affecting profits. Its content is determined by a variety of personal relationships that regulate entrepreneurial activity. Some authors, emphasizing the importance of the considered source of profit formation, are talking about "calculation of personality" and "transactional exchanges" (Murtazova, 2021). In psychological science, a transaction is defined as the interaction of the ego states of two individuals entering into communication (Gakaev, 2018). And in this regard, we can talk about the "market of personalities" in the economy. D. Hartwick writes the following about this: "The predominant behavior in the psychology of an individual who is aware of his connection with other individuals and dependence on them, apparently, should be considered behavior that is fundamentally different from the "purchase and sale" of the basis of market relations." This is explained, according to the author, by the fact that people intuitively prefer cooperation to rivalry (Bekmurzaeva, 2009). But cooperation, according to other authors, does not negate the relationship of "purchase and sale" (Braverman, 2019). The thing is that the equivalence occurring in this case of exchange is determined not only on the basis of cost calculation, but also on human dignity. And the substance that is obtained as a result of the synthesis of these two values is still unknown to modern science, which does not prevent people from actively working in the "market of personalities". In a market economy, the company's costs are divided into 1) transformational; 2) transactional; 3) organizational (coordination) - the costs of ensuring control and distribution of resources within an enterprise type organization, as well as the costs of minimizing opportunistic behavior within the firm. All these

organizational costs and transaction costs are interrelated concepts (an increase in some leads to a decrease in others and vice versa).

Transaction costs have a large number of characteristics, which determines the need for their scientifically based classification. The systematized distribution of transaction costs into certain types by means of classification should be considered as a necessary basic tool for building any system for managing them. Since there has not been a generally accepted classification of transaction costs, each of the researchers pays attention to the most relevant, from his point of view, elements. The analysis of various approaches to the classification of transaction costs made it possible, first of all, to divide them into internal and external (in relation to the economic entity), subjective and objective, explicit and implicit, etc. They can be measurable and non-measurable (one of the reasons for the latter lies in the inability of accounting and management control systems to display purchase and sale transactions of the type of service in question in the market of "soft" factors of entrepreneurial activity). Transaction costs should be distinguished from transformation costs. The former, unlike the latter, are not taken into account in economic calculations (their presence is the entrepreneur's problem). F. Hayek writes the following about this: to organize production, successfully interact with the market and obtain the maximum economic effect, it is not enough just to have resources and combine them in a certain way. At the same time, the entrepreneur also bears costs that are not always amenable to strict accounting and valuation. This is the transaction costs. They are associated, as a rule, with the collection of information on prices, obtaining information about consumer preferences, analyzing information about competitors, negotiating and processing transactions (Gakaev, 2020). Transaction costs have another side social.

In this case, we are talking about the benefits and losses that arise in the external (in relation to the enterprise) environment as a result of its production activities. The benefits include an increase in the comfort of life as a result of the release of new goods and services, losses - environmental pollution, depletion of natural resources.

For a long time, transaction costs were simply "not noticed". This term was first used in the construction of economic models by R. Coase (Bekmurzaeva, 2009). In addition, O. Williamson (Egorova, 2020), D. North (Braverman, 2019) wrote about the importance of transaction costs in the life of society. Their papers dealt, respectively, with the

"costs of operating an economic system", "the equivalent of friction in mechanical systems", "the costs of evaluating the useful properties of the object of exchange, and the costs of enforcing and enforcing rights". Modern authors are talking about the classification of transaction costs (Gakaev, 2018; Vladimirov, 2019). They are divided into:

- 1) real and effective transaction costs. The former are determined by the network of transactions actually taking place, and the latter by the most efficient one. The magnitude of the deviation of these types of costs shows how effectively the community uses the established institutions. The more this deviation, the worse. Individuals (entrepreneurs) use the opportunities they have to optimize their activities. The existence of such a deviation is due, on the one hand, to the refusal to comply with the norms and rules established by society, and on the other hand, to the diverse availability of information necessary for doing business;
- 2) explicit and implicit transaction costs. In other words, the former are also called "explicit", taking the form of cash payments to suppliers of transactional resources. Explicit transaction costs are deliberately hidden (for example, the cost of maintaining a criminal "roof"). Implicit costs, by analogy, are called "implicit". But they are associated with risk and nerve costs for the entrepreneur;
- 3) total and average transaction costs. They are related to each other in a certain way: the average transaction costs are determined by dividing the total by the number of transactions. But the growth of their number is not always a positive thing (although it reduces the average cost). This is explained by the lengthening of the technological chain for the production of the same product;
- 4) the costs of compliance with formalized rules and non-formalized norms. First of all, they include the costs of concluding and implementing market agreements, as well as rules, compliance with which is enforced (it does not matter that the entrepreneur himself does not agree with them). The second type includes the costs of internal psychological experiences from the violation by the entrepreneur of any ethical norms (although punishment for this is not provided for by the current law).

The theory of transaction costs draws attention to the absence of an information market and the distortion of price signals due to the high degree of

market monopolization and structural imbalances. According to some authors, all transaction costs can be derived from information costs.

3 RESULTS AND DISCUSSIONS

In the modern world, internationalization is an actual trend in world economic development, by the middle of the 90s of the twentieth century. reached an unprecedented level. As an illustration of this phenomenon, the educational literature presents a huge number of diagrams demonstrating how the parts of one of the most ordinary cars are assembled in several dozen countries (Molchanova, 2019). In the middle of the 20th century, in the context of rapidly growing trade between countries and the creation of transnational corporations, it became necessary to create new concepts that would explain the prerequisites for the transition from the simplest form of internationalization, i.e. exports to more complex and mature forms, such as licensing, opening production units in foreign markets, creating joint ventures, etc. The American economist R. Vernon was one of the founders of the theory of internationalization and modern theories of international production. But before the publication of his works, there were already attempts to explain the principles of the development of international production and trade. Such theories include the classical theories of international trade (for example, the mercantilism of T. Man and V. Petty, the theory of absolute advantages of A. Smith, the theory of comparative advantages of D. Ricardo), as well as the neoclassical theory of international capital movement developed by Swedish scientists E. Heckscher and B. Olin, developed by the followers of the theory and formed in line with the neoclassical theory of international trade. The Japanese school was close to the main conclusions of R. Vernon's theory (Egorova, 2020). Among the founders, we single out K. Kojima and T. Ozawa, who outlined the advantages of companies in the conditions of international capital mobility (the theory of “flying geese of development”). Scientists have proven that companies can contribute to the economic development of the host country, while pursuing their corporate goals. When choosing a location for locating production facilities, company management relies on two factors: location of production near end users (i.e. outside customs barriers) and access to resources to reduce production costs. J. Dunning in a series of his works (1980, 1981, 1988, 1992) published an eclectic theory of OLI-advantages,

called the “eclectic paradigm of international production”, or Dunning's eclectic paradigm (Eclectic paradigm, or OLI paradigm). Dunning's theory is based on a set of OLI-advantages, that is, an investor makes a decision on foreign direct investment based on an assessment of three components (advantages): - Ownership / property (O advantages, or specific advantages of ownership). The volume of foreign FDI is explained by the nature and set of competitive advantages of foreign investors in comparison with domestic investors (possession of a unique technology or patent, a wide range of goods and services, a good reputation, a recognizable brand); - Location / location (L advantages, or specific location advantages). The advantage is determined by the peculiarities of the markets offered to foreign investors by individual countries in comparison with other countries (significant market capacity, low transport and labor costs, cheap raw materials); - Internationalization / Internationalization (I advantages, or advantages of internationalization). Benefits from the implementation of intra-company transactions (between branches of TNCs, companies of the same holding, etc.) in comparison with the execution of such transactions between independent entities in the market (Meckling, 2020). Advantages are also determined by the degree to which a company can internationalize, i.e. control its own competitive advantages, and not transfer or offer them to foreign companies, for example, through export or licensing (i.e., benefits from own use of assets, and not from transferring third party). The term “internationalization” is multifaceted. In the scientific works of foreign and domestic researchers of the second half of the XX - early XXI centuries. This concept is considered from different points of view. First of all, the question of the relationship between the concepts of “internationalization” and “economic globalization” remains debatable: some scientists consider globalization as the final stage of internationalization, the highest stage of internationalization of economic activity (Hibbard, 2019) (therefore, it is understandable why they give the same definition to these concepts), and some - as a fundamentally new stage in the development of the world economy. However, if we look at the problem of measurement, then the assessment of globalization includes political, economic, cultural, environmental and other components, while internationalization includes only economic ones. Globalization is comprehensive and affects all aspects of life, not just the economic. We share the view of scholars that internationalization is the economic dimension of globalization.

4 CONCLUSIONS

In modern conditions, the non-participation of the state in socio-economic processes is unthinkable: stimulating economic growth, regulating employment, financing education and scientific research, social security, environmental protection. At the same time, specific directions, forms, and scales of state regulation of the economy are determined by the nature and severity of economic and social problems in a particular period of time. As a result, realizing the complexity of this phenomenon and taking into account the variety of approaches to understanding the essence of state economic policy, in relation to economics and politics, there is a need to improve the teaching and research process, the optimal combination and choice of teaching methods. Under these conditions, an extensive discussion is unfolding on methodological issues, namely: which direction of economic thought is capable of giving the most adequate and complete answer to the question posed (Egorova, 2020). Therefore, within the framework of organizing the educational process in economic disciplines, it is advisable to use a systematic approach, that is, the study of the economic phenomenon as an integral complex of interrelated elements, views and concepts. There is a need to use an adequate critical synthesis of alternative approaches in order to make the most reasonable and constructive decisions. Great help in mastering the basics of economic policy in the study of economic sciences is provided by interactive teaching methods, which allow solving educational problems on the basis of intellectual difficulty and active interaction. Thus, the full realization of the scientific and educational potential of economic science, the assimilation of a system of views on state regulation of the economy and state economic policy is impossible without the development of various methodological areas and their adequate refraction to economic reality through the education system. Economic policy takes into account economic interests, explores their interaction, considers possible consequences, and also has a direct impact on all areas of our lives. Therefore, the organization of the educational and scientific process should be aimed at a deep assimilation of the patterns and relationships of any economic phenomenon or process, including economic policy. Only such an approach lays a reliable foundation for a comprehensive understanding of the phenomenon under consideration and taking into account the existing contradictions.

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