

where boys and girls enter higher education institutions, while some young people, using material benefits, study in vocational schools.

Today, an extremely urgent task before the state authorities and local self-government is to prevent the emigration of the economically active population, which will enable the country to maintain its own labor potential.

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INTERNATIONAL TRADE IN THE WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS SYSTEM

Today international trade is one of the major driving forces of economic development. A sphere of international economic relations is formed by merchandise trade, trade in services and products of intellectual labor of all countries in the world. Today about 80% of international operation account for international relations of different types in particular economic ones. In modern terminology, “trade is a positive sum game”. What represents

international economy and how to make relations between the subjects of this sphere of activity?

International trade is trading between residents of different countries, which may be individuals and legal person, firms, TNC (a trans-national corporation), MNC (a multi-national corporation) non-profit organizations and are related to the production, distribution, exchange and consumption. International trade is a characteristic feature of the existence of the global market, which is the realm of commodity-money relations between two countries and is based on the international division of labor and other factors of production. As a result the international economy forms 4 constituent elements of the international system: a global market economy unites the economies of developed and developing countries; the national market economy is the allocation of the economy of individual states within the global economy; the world socialist economy is a structural element of the world economy (North Korea, The People's Republic of China, Socialist Republic of Vietnam, Republic of Cuba and Laos); National Socialist Economy is the economy of individual farms that are a part of the world socialist economy.

International Trade has positively influenced the economic growth of a country in the following ways:

1. International trade generates global competitiveness, domestic business and development of different industries. They tend to become very effective, being exposed to international competition and can use cutting-edge technology to increase productivity.

2. Developing countries have higher trade protectionism than developed ones

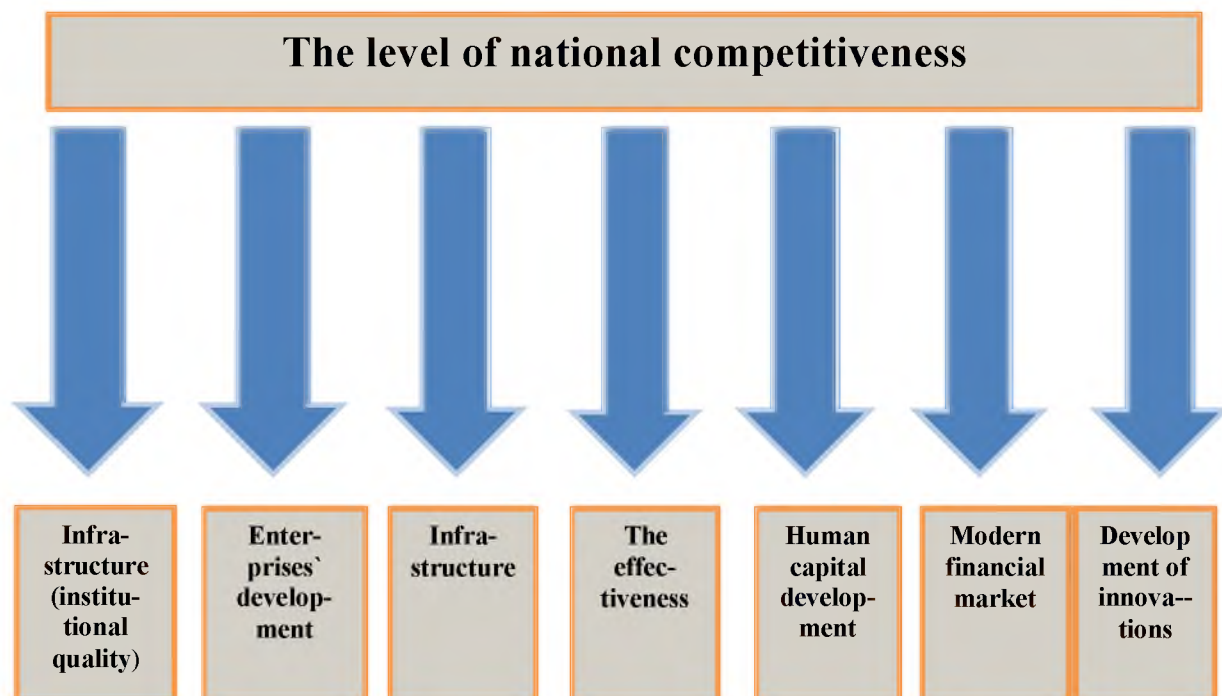
3. The labor-intensive products such as clothing, footwear, textiles, etc. are exported by developing countries to both developed and underdeveloped countries.

4. International Trade has also brought the poverty level reduction. The entire scenario has changed with the process of globalization and international trade.

International Trade gives rise to the world economy. In this case, global events affect demand and supply, and prices. Global trading gives countries and consumers a chance to be exposed to the services and goods that are not available in their own country. International trade allows developed

countries to use their resources more effectively, in particular, technology, capital and labor. As a lot of countries provide themselves with natural resources and different assets (labour, technology, land and capital) they can produce innovative products more efficiently. They have a possibility to sell products at cheaper prices than other countries. A country can obtain an item from other country if it can't produce it effectively within the national boundaries. This is one of the features of international trade. Global trading allows different countries to participate in global economy encouraging foreign investors. They invest their money in foreign companies and other assets and can become competitive participants of the international trade. As to competitiveness, for the past few decades the economic competition between countries has intensified. Almost every state aspires to become an influential and important player of international economic relations and take its rightful place at the world economic market to prevent the major risks that globalization entails. Experience of the world economic crisis has shown that the most vulnerable to external shocks are countries with low levels of national competitiveness.

Factors that can affect the level of national competitiveness are given below:



International trade leads to economic growth under conditions that political measures and economic infrastructure are adaptive enough to cope with changes in the socio-financial scenario. In order to face the cross

border competition challenges, a well-functioning, national competition regime is insufficient and also there is a problem with developing countries which are lack the resources or experience to tackle international competition challenges.

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PECULIARITIES OF INTERNET SERVICES PROMOTION

Developing and promoting such Internet projects as online services is a distinct area of marketing with a large number of features. The services can be diverse from sites that serve the maintenance of other sites to the entire entertainment or work complexes.

Service promotion is a permanent work and a number of Internet services to achieve certain positions in search engines for certain requests. After all, along with the growth and development of the service, there are many service-competitors on the market, who will try to take the first positions in search queries. In addition, the amount of information on the Internet is constantly and rapidly increasing. So, the promotion of the service should go to the new levels and use the most diverse tools such as an assessment of the effectiveness of promotion, competent registration of