

Paradigm Fundamentals and the Practical Dilemma of Investment Behaviour of Transnational Corporations

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ABSTRACT. International investment, and the related behaviour of the main actors of the world economic landscape — transnational corporations (TNCs), is one of the fundamental concepts of economic science, the theoretical research of the essence and economic content of which has been continued by scientists for a long time. The article is devoted to a comprehensive study of the globalization paradigm of the investment behaviour of transnational corporations; the genesis of theories is consistently studied and the semantic chains of the conceptual apparatus related to the terms of capital, international investment and investment behaviour of TNCs are revealed; clarification is offered to understand the concepts of investment and international investment in modern conditions. A comprehensive comparative characterization of investment object definition models is carried out. Modern features of the investment activity of transnational corporations and its transformations under the influence of a dynamic global environment are analysed.

The authors analyse various theoretical approaches to the interpretation of the concept of «investment behavior», reveal the dilemma of essential identification of the concept of investment behaviour of transnational corporations, outline a number of criterial characteristic features of manifestations of TNC's investment behaviour. On this basis, the main types of investment behaviour of transnational companies are determined: super-expansive, expansive, liberal, conservative, mixed. The characteristic features and motives of investment behaviour inherent in each of the specified types are detailed. It is determined that the degree of reactivity of the world community and international and national regulators to manifestations of excessive expansiveness or intolerance of corporations is a factor in ensuring the positive performance of corporate investments. The authors study the dynamics and scale of transnational direct foreign investments by regions of the world, as well as the factors that most significantly affect them in view of the trends in the development of the modern global economy. It is indicated that in periods of turbulence, not only the strategy of international corporations, but also their investment behaviour is transformed in order to resist the influence of crisis factors by applying appropriate management methods. The article analyses the key contradictions between the

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investment interests of TNCs and host countries, and characterizes the behavioural component of investment strategies. The consequences of the investment behaviour of TNCs for host countries are outlined, as well as attention is paid to the key tools of combating dishonest tax practices developed by the international community. It is emphasized that the consequences of TNC's investment activities for host countries may require an immediate transformation of corporate behaviour towards investing in new facilities with an emphasis on energy efficiency, environmental protection and social responsibility. Finally, the authors outline modern ways of ensuring the opportunities for tolerant interaction between donors and recipients of investments.

KEYWORDS. Corporate capital, international investment, investment objects, investment behaviour of TNCs, tolerance of TNCs investment behaviour

Introduction

The world economic processes of recent years have significantly transformed the global economic environment, which in turn catalyses the emergence of qualitatively new parameters for the functioning and development of the subjects of international economic relations.

Observing the latest world trends of permanent crisis, global civilization changes and trends in the planet, society, information technology processes, we can state the transition of transnational capital to a qualitatively new level — its formation as a catalyst for financial singularity. This is manifested in the growth of financial instability, accelerating the institutionalization of the new economy with the formation of network (virtual) sign economy — «cyber economy with electronic nervous system», global AR and VR technology, virtualization of financial resources, tools, institutional architecture, computer algorithms uninterrupted system of investment decisions.

The turbulent state of the global economic space paradoxically continues the era of accelerated and deepening expansion for transnational corporations (TNCs), the growing importance of them in global economic processes, both constructive and destructive. It is TNCs that are becoming the dominant players in the world economy, shaping its new landscape.

Modern corporations, striving to win the wars of global leaders, increase their capabilities through consolidation and systemic synergies in the areas of big business, high mobility in investment and dramatically growing capitalization, risk redistribution, demonstrating the emergence of a new type of corporate thinking, and the adaptive transformation of the investment behaviour under the influence of both the requirements of moral principles and norms of international and national law, and the desire of progressive humanity for the sustainable development.

Significant contributions to the development of capital theory have been made by T. Veblen, Fr. von Wieser, P. Dupont, R. Cantillon, D. Keynes, F. Quesnay, P. Lemersier, R. Mandell, K. Marx, J. C. Mill, D. Ricardo, A. Smith, W. A. Turgot, I. Fischer, D. Harris, J. Hicks, J. Schumpeter, G. Schulze-

Hevernitz and other respected researchers. Problems of modern trends and patterns of international investment processes are covered in the works of such domestic and foreign scholars as L. Gitman, J. Dunning, K. Cameron, M. Casson, O. Mozgovyi, T. Orekhova, A. Peresada, A. Poruchnyk, O. Prymostka, O. Rogach, N. Stukalo, S. Heimer, V. Shevchuk and others.

An important theoretical and methodological basis for the study of behavioural components of investment strategies were the scientific works of V. Biloshapka, L. Walras, R. Vernon, R. Griffin, I. Kalenyuk, K. Katsikeas, R. Caves, L. Petrashko, S. Sidenko and etc.

Some aspects of the turbulence of global development are reflected in the works of L. Antonyuk, B. Danylyshyn, T. Kalchenko, D. Lukyanenko, Y. Panchenko, G. Pauli, A. Poruchnyk, J. Rifkin, J. Stiglitz, Kr. Felber, J. Fullerton, T. Tsygankova and other authoritative scientists of Ukraine, near and far abroad. However, the undeniably significant results of previous research in the transformational era of today require constant review, refinement and search for new scientific solutions adequate to the realities of the time.

The aim of the article was a comprehensive study of the globalization paradigm of investment behaviour of transnational corporations, identifying the scale and consequences of their activities to justify contradictions in the behaviour of TNCs, and identify the dilemma of the essential characteristics of «investment behaviour of TNCs».

Cognitive view of the essence of corporate capital, international investment and investment behaviour

An important aspect of economics is the interpretation of the concepts of «investment» and «capital», which according to many researchers are quite similar in nature. However, in the process of formation of economic theory and the corresponding evolution of theoretical preferences in understanding their nature, there were some differences.

Thus, under the influence of changes in the factors, nature and sources of socio-economic development, the logic of the study of the nature, forms of capital and its movement gradually evolved. In economics, representatives of various schools of economics associated various concepts with capital, among which, since the mid-eighteenth century, dominated: value, which brings added value (David Ricardo, Adam Smith, Karl Marx); cash value, which is reflected in the accounts of firms (John Hicks); the totality of equity and share capital of private farms; part of the wealth involved in the production process (Friedrich von Wieser, John Stuart Mill, Irving Fischer), etc.².

² *Capital*. Encyclopedia of Modern Ukraine: in 30 volumes: ed. count. I. M. Dziuba [etc.]; NAS of Ukraine, NTSh, Coordination Bureau of the Encyclopedia of Modern Ukraine NAS of Ukraine. — K., 2003–2019. [In Ukrainian].

Although the essence of capital in many years of authoritative economic research has been viewed through a multifaceted prism, but current trends and tendency in the world economic economy have led to an objective transformation of these ideas. In particular, against the background of established approaches, the point of view of T. Picketti, who calls capital the main driver of inequality, as the tendency to exceed the rate of return on capital over economic growth today threatens extreme inequality, which undermines democratic values, arouses public discontent, provokes economic and social instability³.

Such an «epic and innovative» vision (in the words of E. Hassi) is perceived by the economic scientific elite as approved (P. Krugman⁴, R. Solow; St. Pearlstein⁵; Br. Milanovich⁶), and some criticism (M. Wolf, D. Harvey, L. Summers)^{7, 8}.

Additional but obviously original adjustments in the understanding and interpretation of the essence of capital, which calls into question the stability of the existing economic system, introduces the expected "futurists" phenomenon of economic singularity, introduced by V. Vinge on the basis of extrapolation of Moore's Law. The scientific works performed by A. Panov, R. Kurzweil, A. Nazaretyan, and D. Snooks gave grounds to logically assume the completion of the next (social) evolutionary stage in the global history of the planet and the beginning of a new post-social one⁹. The study of the works of such researchers as V. Vinge, L. Suedrow, E. Berkin, S. Grossman, J. Stiglitz, and J. Huang made it possible to conclude about the approach to the financial singularity as an uninterrupted system of investment programs algorithmized by computer programs. In this context, the understanding of capital becomes fundamentally different. Despite a certain lack of consensus understanding, these definitions do not contradict, but rather complement each other, reflecting not only different connotations but also the evolutionary development of the essence of capital as an economic category.

Today, transnational capital has become not only a catalyst, but also an indicator of globalization processes, which, in turn, led to a qualitative

³ Picketti, Toma. *Capital in the XXI century* (transl. Natalia Paliy). K. : Nash Format, 2016. — 696 p. [In Ukrainian].

⁴ Paul Krugman (2014). The Piketty Panic. *The New York Times*.

⁵ Steven Pearlstein (2014). 'Capital in the Twenty-first Century' by Thomas Piketty.

⁶ Branko Milanovic (2013). The return of «patrimonial capitalism»: review of Thomas Piketty's «Capital in the 21st century», Munich Personal RePEc Archive.

⁷ Martin Wolf, 'Capital in the Twenty-First Century', by Thomas Piketty, *Financial Times*, April 15, 2014; David Harvey (2014). Taking on 'Capital' Without Marx: What Thomas Piketty misses in his critique of capitalism. In *These Times*.

⁸ Summers, L. (2014). Thomas Piketty Is Right About the Past and Wrong About the Future, *The Atlantic* (May 16, 2014).

⁹ Boldachev. A.V. (2008). *Finish the story. Political-cultural-economic singularity as an absolute crisis of civilization. An optimistic view in the future*. SPb., — 2008. [In Russian].

transformation of its functional features with a characteristic continuous cycle, high mobility, flexibility and fragility, high-level organizational level, risk redistribution, resilience synergies, consolidation in the field of inclusion of the interests of big business, growing in some places exponentially the level of capitalization against the background of territorial asymmetry and instability.

Transnational corporate capital as a permanently evolving, integrated, dominant form of capital, uses elements of centralization and transformation of corporate structures, opportunities for optimal use of internal mechanisms, transfer pricing, tax manipulation, domestic species diversification, etc. The change of transnational capital in its defining function directly correlates with the manifestations of the specifics of the functioning of the global financial market, allowing the threat of total domination of turbocapitalism.

The area of reproduction of corporate capital is large financial and industrial business structures, multinational corporations (TNCs) in real and virtual forms of their ordering or administration¹⁰, the staggering rise and dominance of which forms a fundamentally new landscape of the world economy.

The primary component of the transnational movement of capital are investments, the study of which is devoted to the work of a large number of scholars from different countries and organizations (from F. Quesnay, A. Smith, K. Marx to modern representatives of the theory of «new economy» and financial and investment globalization). Numerous studies of scientific and theoretical problems of TNC investment have been performed mainly in the framework of such theories and concepts as Marxism, market imperfection theory, internalization theory, institutional theory, neoclassical theory, evolutionary economic theory and many others (table 1).

Based on the established scientific and theoretical understanding and complementing it with the author's vision, investments will be considered a system of practical actions of entities aimed at urgent (short-term or long-term) investment of capital (funds) and other assets in various segments of public life. social or environmental results or the achievement of ambitious leadership positions by investment entities. Note that international investment in modern conditions takes the form of one of the priority areas of TNCs, becoming the predominant means of entering foreign markets.

¹⁰ Rudenko-Sudarieva L. V., Shevchenko Yu. A. Transnational corporation's behaviour in the context of global trends, challenges and threats in the world investment environment. *Security of the XXI century: national and geopolitical aspects* : Collective Monograph. Prague, Czech Republic : Nemoros s.r.o., 2020. P. 74–83

*Table 1***BASIC THEORETICAL CONCEPTS OF INTERNATIONAL INVESTMENT**

Scientific concepts	Representatives	Motives for investing
Marxism	K. Marx	The innovation industry was considered the most promising; certain stages were distinguished in international investment; the international investor acted as an autonomous entity.
The theory of market imperfection	J. Robinson, S. Hymer, E. Chamberlin	The company's decision to invest abroad is justified as a strategy to capitalize on certain opportunities that are not shared with competitors in the country.
Neoclassical theory	L. Walras, F. Wieser, J. Keynes, J. Clark, D. Menger	International investment has been a factor in increasing the well-being not only of investors themselves, but also of the national economy as a whole; the state is only indirect impact.
Evolutionary economic theory	E. Domar, J. Robinson, E. Hansen, S. Harris	The essence of the theory of international investment is to stimulate foreign investment in priority sectors of the economy.
Theory of participation in world economic and political processes	D. Lukyanenko, G. Perlmutter, A. Poruchnyk, V. Rokocha, F. Ruth, L. Rudenko-Sudarieva	International investment is the action of actors in international activities, i.e. actors in the implementation of the global management strategy.
Internalization Theory	P. Buckley, M. Casson, R.E. Caves, P. Krugman	Internalization refers to the expansion of direct operations of companies under a single management, accompanied by certain intermediaries.
The theory of financial globalization	I. Zagoruyko, Z. Lutsyshyn, O. Mozgovyi, N. Stukalo, V. Fedorov, V. Shevchuk	The development of the international movement of capital and the foundations of its existence, transnational capital, continuous growth and the comprehensive nature of their activities have become the basis for the development of financial globalization. The result of this growth is migration and accelerated movement of capital, which has gained considerable strength and has become a vital part of the economy.
Institutional theory	R. Vernon, J. Dunning, C. Kindleberger, J. Fairweather, J. Schumpeter	In the global economic space, international investment is systemic on the one hand, and diversified on the other, which is reflected in a variety of concepts.

Continuation of Table 1

Scientific concepts	Representatives	Motives for investing
The theory of the «new economy», financial and investment globalization	B. Gubsky, D. Lukyanenko, O. Mozgovyi, V. Novitsky, Y. Panchenko, Yu. Pakhomov	International investment activity is defined as a set of actions of its subjects (investors and participants) to make investments abroad and foreign investments for profit. Its investor entities are individuals, corporations, national and international financial institutions, governments, and the participating entities are individuals and legal entities that ensure the implementation of investments as executors of orders.
Scientific and technical, production and commercial cooperation to achieve strategic goals	Yu. Makogon, T. Orekhova, R. Robinson, O. Rogach, A. Filipenko, A. Shagurin, O. Shnyrkov	One of the main features of the intensification of globalization, internationalization and transnationalization of the international finance system is the constant growth of foreign direct investment (FDI), the emergence of new qualitative characteristics of their movement. FDI, which is carried out mainly by TNCs, play a special role among other forms of international capital movements. This role is facilitated by the liberalization of FDI regulation, which is taking place in most countries of the world within the general trend of increasing the transparency of policies to encourage the development of market relations.

Source: developed by the authors on the basis of ¹¹, ¹².

A study of a number of theories on international investment leads to the conclusion that the vast majority of scholars consider its essence at different levels from micro to meta-level, explaining the nature, tools, consequences and characteristics of this process. It is also important to study the subject-object disposition in international investment. In particular, the classification of investment objects made by OECD experts with the separation of American, Canadian, British, German, French, Scandinavian and Chinese models is noteworthy (table 2).

Since international investment is aimed at investing outside the country, it is logical to note that such a system redistributes resources in space and time between individual entities and objects of different countries, ensuring pragmatic

¹¹ Rudenko L. V. *Capital flow management in the modern business model of transnational corporations*: Monograph. Ed. 2nd. — K.: Kondor, 2009. — 480 p. [In Ukrainian].

¹² Shevchenko Yu. A. *Investment behaviour of TNCs in a global turbulent environment*. — Manuscript. The dissertation on competition of a scientific degree of the candidate of economic sciences on a specialty 08.00.02 — world economy and the international economic relations. — SHEE «Kyiv National Economic University named after Vadym Hetman». Kyiv, 2020. [In Ukrainian].

performance (entrepreneurial profits, social effects and personal ambitions of the management). It is obvious that in this system the key role is played by entities (governments, international organizations and regional entities, individuals, legal entities (residents; non-residents, and their associations), which are classified in the literature on various criteria and parameters¹³.

Table 2

COMPARATIVE CHARACTERISTICS OF INVESTMENT OBJECT DEFINITION MODELS

OECD classification			
Type of model / country of application	Basic regulatory acts	Features of the investment procedure	Investment objects
American model (USA, Chile)	Foreign Investment and National Security Act of 2007 (Pub. L. 110-49, 121 Stat. 246, enacted July 26, 2007)	When signing the investment agreement, indicate all differences	Contracts for management, income distribution, production
Canadian model (Canada)	The Investment Canada Act R.S.C., 1985, p. 28 (1st Supp.) last edition 21.09.2017	Study of the country's legislation; drawing up a business plan; help of experts	Enterprise; shares; bonds; credit; loans; share in capital; intellectual property rights
British model (UK, India)	Case law of the United Kingdom; EU secondary acts; Directive 2011/61/EU Of the European Parliament and of the Council of 08 June 2011 on alternative investment fund managers (AIFMD)	Research of components of investment objects in each group; Comparison of the definition of "party to the investment activity" in the case law (comparison of similar cases)	Shares in share capital; shares; concession agreements or commercial concessions by law
German model (Germany, Ukraine, Poland)	Directive of Commission 2010/43/EU 1 July 2010 on the implementation of the Directive 2009/65/EU The European Parliament and the Council on organizational requirements, conflicts of interest, business practices, risk management systems and the content of the agreement between the depositary and the management company; Codified law.	It is necessary to involve a local expert lawyer	A loan or debt is an investment provided that it is regulatory capital in the territory where the financial institution is located

¹³ Mayorova T. V. *Investment activity*: tutorial. K.: TSUL, 2010. 376 p. [In Ukrainian].

Continuation of Table 2

OECD classification			
Type of model / country of application	Basic regulatory acts	Features of the investment procedure	Investment objects
French model (France, Belgium)	Directive 2009/65/EU The European Parliament and the Council 13 July 2009 on coordination of laws, regulations and administrative provisions regarding collective investment undertakings in transferable securities (UCITS); Directive of Commission 2010/42/EU 1 July 2010 on the implementation of the Directive 2009/65/EU Commission of the European Parliament and of the Council on certain provisions concerning the merger of funds, main donor structures and notification procedures	Delimitation of investment objects; consideration of the distinctive features of investment objects.	Intellectual property rights; bonds and debt
Scandinavian model (Sweden)	Swedish Code of Statutes 1736	Registration with the permission of the Government and the Registration Office (SCRO - Bolagsverket)	Share in the share capital, creation of a branch or structural subdivision of a foreign company
Chinese model (China)	Foreign Investment Law 01.01.2020	Protection of national producers, investors, the presence of residents in projects	Innovation, technology, know-how, results of intellectual property, official information

Source: developed on the basis of ¹⁴.

Accordingly, due to the specific and quantitative number of investment entities, relations between them at the local, sectoral, national, supranational and international levels should be properly regulated and regulated within the system of international legal acts (Table 3). From the standpoint of capital movements, the main actors in international investment are recipients

¹⁴ Shevchenko Yu. A. *Investment behaviour of TNCs in a global turbulent environment*. — Manuscript. The dissertation on competition of a scientific degree of the candidate of economic sciences on a specialty 08.00.02 — world economy and the international economic relations. — SHEE «Kyiv National Economic University named after Vadym Hetman». Kyiv, 2020. [In Ukrainian].

and donors. They act as participants in bilateral relations, which result in the redistribution of capital worldwide. The main regulator of these relations is mainly the legislation of both states or supranational regulations.

Over the last decades, the main subjects of international investment, which are constantly increasing foreign direct investment in host countries, are multinational corporations (TNCs), which are groups of companies of any form of ownership, which are not only:

- a) are located and operate in different countries;
 - b) controlled by headquarters located predominantly in one particular country;
 - c) have a dynamically growing gigantic scale of international activity;
 - d) are guided by an overall strategy and coordinated policy;
 - e) implement a single business ideology with a synthesis of the philosophy of voluntarism, pragmatism and liberalism;
 - f) have a unified corporate accounting and reporting system;
- but also, g) interfere in international political, geoeconomics processes, being their new and extremely influential actors¹⁵.

The dynamic global environment transforms the investment activities of TNCs, which is reflected in their respective behaviour as a behavioural component of investment corporate strategy.

Table 3

THE MAIN SOURCES OF INVESTMENT REGULATION

Name of source and year of adoption	Subject of regulation
Agreement of the International Monetary Fund (IMF) — 22.07.1944	- determines the directions of cooperation of member states in the field of currency regulation and stability of national currencies; - control and management of currency risks, currency restrictions, as one of the components of monetary policy of member countries.
Agreement on the Establishment of the International Bank for Reconstruction and Development (IBRD) — 01.01.1945	- determining the terms of the loan; - guaranteeing and managing borrowed funds at the state level.
Washington Convention — 18.05.1965	- international cooperation for economic development and the importance of private foreign investment; - resolution of investment disputes.
Seoul Convention — 11.10.1985	- stimulating the flow of investment for productive purposes between member countries and especially in developing countries, thus complementing the activities of the IBRD, IFC and other international development financial institutions.

¹⁵ Rudenko L. V. *Capital flow management in the modern business model of transnational corporations*: Monograph. Ed. 2nd. — K.: Kondor, 2009. — 480 p. [In Ukrainian].

Continuation of Table 3

Name of source and year of adoption	Subject of regulation
Agreement establishing the European Bank for Reconstruction and Development – 29.05.1990	- assistance through private and other interested investors to establish, improve and expand productive, competitive and private business, in particular, small and medium enterprises; - attracting domestic and foreign capital, as well as experienced managers to achieve the goal; - promoting productive investment, in particular investment in services and finance and infrastructure, where necessary to support private and entrepreneurial initiative, thus helping to create a competitive climate and increase productivity, living standards and working conditions; - providing technical assistance in the preparation, financing and implementation of relevant projects, both individual and special investment programs; - stimulating and encouraging the development of capital markets; - support of sound and economically viable projects involving more than one recipient member; - promoting, in all its activities, environmentally healthy and sustainable development; - carrying out such other activities and providing such other services
Agreement on Trade-Related Investment Measures (TRIMS) – 15.04.1994	- establishment of investment regime; - the desire to promote the expansion and gradual liberalization of world trade; - simplification of foreign investments.
Agreement on establishing the World Trade Organization (WTO) – 15.04.1994	- states that the relations of the WTO members in the field of trade and economic entrepreneurship should be aimed at improving living standards, ensuring full employment and significant and continuous growth of real income and effective demand, as well as expanding production and trade in goods and services. resources in line with the goals of sustainable development, the desire to protect and preserve the environment and improve the means to achieve this in a way that is compatible with their respective needs and interests at different levels of economic development.
Agreement on The Transatlantic Trade and Investment Partnership – draft agreement (in the freezing stage)	- definition of «investment», as any type of asset that has the characteristics of the investment, such as: the period of investment, expectations of return or profit, risk reduction; - concepts such as: determination of the results of investment activities, compensation in case of losses, expropriation, transfers, senior management and the board of directors, deprivation of benefits are used.
Investment agreement between Australia and China – 20.12.2015	- definition of basic investment concepts; -establishing regulatory norms and investment regimes.

Continuation of Table 3

Name of source and year of adoption	Subject of regulation
Multilateral Investment Agreement between Canada and Hong Kong (China) — 06.09.2016	- definition of «investment»; - classification of investments; - definition of tax benefits.

Source: developed on the basis of ¹⁶.

The inclusion of a new term «behaviour» in the process of our study necessitates additional analytical assessments of the interpretation of this concept, based on deepening in behavioural research. Therefore, analysing the intention of theoretical thought from the behaviour of individuals, small and large social groups, entrepreneurs, owners, employees to organizational, entrepreneurial behaviour with the separation of investment, corporate, we found that in most sources the company's behaviour is defined as a set of reactions certain environmental factors.

However, since the 1990s, the term «investment behaviour» has been developed based on the theory of behaviourism (table 4) and the use of economic psychology and the theory of behaviourism in the study of economic processes has been emphasized. This leads to the identification of socio-communicative, socio-psychological and socio-cultural features of investment behaviour.

Scientific analysis of the basic concepts of international investment and behavioural investment theories, clarification of substantive identification, subject-object disposition, features and basic tasks of investment allowed us to argue that the investment behaviour of global corporations manifests itself primarily as a flexible socialized operational system of actions in order to obtain high positive financial and image results, as well as the need to promote sustainable development of transnational business.

Observation of the investment behaviour of more than 50 corporations made it possible to outline a number of criteria for the manifestations of investment behaviour of TNCs, which, in particular, include:

– positioning in the world (transnationalization index, number of countries of presence, ways to enter foreign markets);

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Table 4

SOME THEORETICAL APPROACHES TO THE INTERPRETATION
OF THE CONCEPT OF «INVESTMENT BEHAVIOUR»

Authors and theories	Interpretation of the essence of the concept of «investment behaviour»
Theory of perspectives (D. Kahneman, A. Tversky, T. Vashchenko)	The theory that characterizes an individual's behaviour in conditions of uncertainty describes how people choose between alternatives. Each result has a certain probability of occurrence and a value that a person determines subjectively. Values can be both positive and negative, ie the case of value is a loss to man. Investors behave like options to avoid potential losses was the highest situation when an investor, having invested money and spent some effort and time in the project, decides to continue to do for the sake of their initial investment, although its prospects have deteriorated significantly.
Theory of behaviourism (A. Schleifer, J. Watson)	Investment behaviour contains a form of psyche, as different forms of behaviour as a set of reactions of the body to environmental stimuli. That is, there is an investor-individual who shows a set of behavioural reactions that are inherent in this person, it is an organized and relatively stable system of skills. For behaviourists, predicting and controlling behaviour depends on accurately determining the external conditions that support behaviour.
Crowd effect theory (G. le Bon)	Investment behaviour is defined as collective behaviour, where people are grouped and crowd behaviour is formed, where all decisions are made collectively and not as an individual investor made decisions alone (psychological factor).
Theory of noise trade (W. de Bond, R. Taylor, H. Sheffrin, M. Statman)	Investment behaviour is irrational, based on psychological reactions, unverified data, rumours. It is especially evident on exchanges and is reflected in quotations.
J. Schumpeter	Investment behaviour is characterized by entrepreneurship, the ability to be creative, the value of profit is not the goal, the interests may partially coincide with the interests of society.
J.-B. Say	Investment behaviour is manifested by the investor as a reaction to personal interests, guided by the principle of self-interest, more focused on consumption and increase personal income.

Source: summarized on the basis of sources^{17, 18, 19, 20, 21}.

– aspiration for leadership (corruption; struggle for rating positions; rapid growth of capitalization and assets, including virtual);

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¹⁸ *Investments of the XXI century: social landmarks*. Bondar I.K. (ed.). Kyiv: N.-d. econ. inst. of Economics and European Affairs. Integr. of Ukraine, 2014. — 278 p. [In Ukrainian].

¹⁹ Miklouha O. L. Optimizing the reflection of capital investments in statistical and financial reporting. *Bulletin of NUVGP. Economy. Collection of scientific works*. Rivne. 2012. Issue 2 (46). P. 121-127. [In Ukrainian].

²⁰ Sazonets I. L., Fedorova V. A. *Investing: tutorial*. K.: Center for Educational Literature, 2011. 312 p. [In Ukrainian].

²¹ Bansal, J. (2017). Some villages are embracing the Fourth Industrial Revolution faster than cities. This is how. *World Economic Forum*. URL: <https://www.weforum.org/agenda/2017/11/the-indian-villages-embracing-the-fourth-industrial-revolution/>

- emphasis on the strategy of mergers and acquisitions (the struggle for the object of investment in any way, the rigid takeover of national enterprises, the takeover of key enterprises in the industry through bankruptcy);
- degree of consideration of public interests (demonstration of useful activity and commitment, psychological impact on consumers, neglect of human life, storytelling, manipulation of information and human consciousness, promotion of cultural values of the parent company, technology «Overton windows»);
- the amount of taxes paid (tax evasion, reduction of pre-tax financial amounts, withdrawal of capital to offshore jurisdictions).

The following criteria became the basis for distinguishing the main types of investment behaviour of TNCs: super-expansive (Microsoft, Alphabet Inc (USA); Alibaba Group (China)); expansive (Apple Inc., Amazon Inc., Facebook, Netflix (USA); Nestle (Switzerland); China Construction Bank, Xiaomi (China)); liberal (Honda (Japan); BMW (Germany); IKEA (the Netherlands); Infosys, Sun Pharma Industries (India)); conservative (Toyota, Nippon Telegraph & Tel (Japan); Windvision, Agfa-Gevault (Belgium); Tata Group (India); HCL Technologies, Gorenje Group (Slovenia)) and mixed (Samsung Electronics (South Korea); LATAM Airlines Group (Chile)). Each type of investment behaviour of TNCs is characterized by some motives and characteristics that are clearly manifested in the studied transnational corporations (table 5).

In the process of studying the nature of investment behaviour, we found that in recent years there have been corporations of the world era, which in the degree of its expansiveness surpassed all others. It is primarily about the investment activity of corporations such as Uber Technologies Inc. (USA); Airbnb (USA) and Alibaba Group (China), features of which, in our opinion, are: the rapid conquest of foreign markets, and then the world; lightning development; innovation; virtuality of capital; mostly lack of physical assets; introduction of new business models: online platforms without paper money, road maps and letters of recommendation, where instant online transactions, interactive maps and ratings of drivers, homeowners and customers. Such companies often defiantly break the law and conflict over the outcome²². Therefore, we propose to separate them into a special group with the type of investment behaviour – superexpansive. However, the future of such corporations can be quite uncertain due to excessive risk and «self-confidence».

²² Shevchenko Yu. A. *Investment behaviour of TNCs in a global turbulent environment*. — Manuscript. The dissertation on competition of a scientific degree of the candidate of economic sciences on a specialty 08.00.02 — world economy and the international economic relations. — SHEE «Kyiv National Economic University named after Vadym Hetman». Kyiv, 2020. [In Ukrainian].

Table 5

**TYPOLGY OF INVESTMENT BEHAVIOUR OF TNCs
 AND THEIR CHARACTERISTICS**

Types of investment behaviour of TNCs	Motives for investment behaviour	Signs of investment behaviour	Main criteria and examples / Capitalization rating for 2019 Fortune 500	
			TNC home countries	
			developed	developing
Superexpansive	- rapid capture of foreign markets; - obtaining maximum profits; - tax evasion.	- struggle for the object of investment in any way; - high market value; - bold innovations.	Microsoft (USA) /60; Uber Inc. (USA) / 1 (start-up); Airbnb(USA) – 3 (start-up); Alphabet (USA)/37.	Alibaba Group (China)/182.
Expansive	- obtaining a monopoly position; - control in a foreign enterprise due to rebranding and transformation of national enterprises; - conquest of strategic investment objects (infrastructure, food enterprises, chemical industry).	- increasing market capitalization through unfair competition; - psychological impact on consumers; - propaganda of cultural values of the parent company.	Apple Inc. / 11; Amazon Inc /13; Facebook (USA) /184; Netflix (USA)/ 197; Johnson&Johnson (USA) /109; Exxon Mobil (USA) / 8; General Electric (USA) / 48; Nestle (Switzerland)/76 Royal Dutch Shell (Netherlands)/3.	Arcelor Mittal (Luxembourg)/120; China Construction Bank (China)/ 31; Xiaomi (China)/ 468; «Arcelor Mittal Kryvyi Rig» /120; corporations with ASEAN.
Liberal	- need to maintain the image of the corporation; - obtaining a share in the capital through cooperation with local companies; - dissemination of market ideas and weak control by the parent company.	- openness of investment decisions; -freedom of action of management staff; use of the principle of non-interference of the state in the development of TNCs (laissez-faire).	Honda (Japan) /34; BMW (Germany) /53; IKEA (Netherlands) – not in the rating.	Isuzu Motors (Japan)/ 359; Infosys (India)/22; Sun Pharma Industries (India)/ 55.

Continuation of Table 5

Types of investment behaviour of TNCs	Motives for investment behaviour	Signs of investment behaviour	Main criteria and examples / Capitalization rating for 2019 Fortune 500	
			TNC home countries	
			developed	developing
Conservative	- development of the corporation through honest methods of economic activity, preservation of image; -receiving stable profits; - long-term activity.	- stimulating the production and accumulation of capital through moral order, taxes payment; - cautiousness of business, fear of new management methods; - observance of the principle of «continuous conduct» of business and support for the regulation of their activities by the state.	Toyota (Japan)/10; Nippon Telegraph & Tel (Japan)/ 64; Windvision (Belgium)/ not in the rating Agfa-Gevault (Belgium) / not in the rating.	Tata Group (India)/265; HCL Technologie/ not in the rating; Gorenje Group (Slovenia)/ not in the rating;
Mixed	vary depending on the host countries.	all the above features are inherent depends on the situation.	Samsung (South Korea)/ 15.	LATAM Airlines Group (Chile) not in the rating.

Source: compiled by the authors using data ^{23, 24, 25, 26, 27, 28, 29, 30}.

In particular, the main motives for superexpansive behaviour are: rapid capture of foreign markets; obtaining maximum profits; audacious tax evasion (use of various ways to reduce pre-tax financial amounts). Long-term observations of TNCs' investment behaviour confirm the fact that TNCs are constantly trying to adjust their investment behaviour taking into account

²³ Top 21 Companies in the Industrial Robotics Market. *Techavio*: web-site. URL: <https://www.technavio.com/blog/top-21-companies-in-the-industrial>.

²⁴ UN. Multinational Corporations and World Development. N.Y.: *Praeger Publishers*, 1974, 232 p.

²⁵ UNCTAD (2016). Handbook of Statistics 2016. *UN*. New York and Geneva. 2016.

²⁶ UNCTAD (2015). World Investment Report 2015: Transnational Corporations, Extractive Industries and Development. URL: <http://www.unctad.org>.

²⁷ UNCTAD (2016). World Investment Report 2016. Investor Nationality: Policy Challenges, Geneva and New York: United Nations, — 186 p.

²⁸ UNCTAD (2017). World Investment Report 2017: Investment and the Digital Economy. Geneva and New York: United Nations, — 236 p.

²⁹ UNCTAD (2018). World investment report 2018. Investor nationality: policy challenges. URL: <http://unctad.org/>

³⁰ UNCTAD (2019). World Investment Report 2019: Special Economic Zones. Geneva and New York: United Nations, — 237 p.

the parameters of investment attractiveness of host countries and regulatory measures in the global environment. This factor has become the basic argument for our additional isolation of other specific manifestations of investment behaviour, in particular, endowed with the connotations of adaptability, aggression, tolerance and latency.

Given the need for scientific interpretation of the applied connotations, we note that the concept of adaptability is studied by researchers from different positions, but its essence is to adapt to change. In some studies, adaptability is defined as «characteristics of the enterprise, the ability (property of the economic system) to self-preservation, adaptation, restructuring, transformation, adaptation in conditions of instability»³¹. Among the characteristics of the company's adaptability are the ability to adapt to constant development and rapid response to change; flexibility against the background of fragility; self-organization and self-regulation. It should be noted that modern corporations in the investment process often demonstrate the behaviour of not only active or passive survival, but also active influence on the environment.

Our study analysed the activities of more than 100 corporations, which led to the thesis that the investment behaviour of corporations often shows manifestations of latent crime associated with socially dangerous criminal acts or consequences of legal, physical, informational, material and moral nature. However, in line with our research interest, we believe that the connotation of latency in corporate investment behaviour should mean extremely dangerous economic activity hidden from state control, created by «efforts» as a human factor (strategic ideologues of TNCs — on the one hand, intimidated silent community — on the other side) and many factors of economic, political, organizational, managerial, legal and other nature, operates in parallel with the legal economy, but serves for some stakeholders as an illegitimate source of survival³². Such «criminalization» of public relations in the conditions of devaluation of moral values, sharp decline of spiritual potential of people, cynical lawlessness, catastrophic neglect of human life is realized with the participation of both government institutions and ordinary citizens on the verge of violating law and morality, abuse of power, money, secret agreements, mass media, circular guarantee, high level of corruption, etc.

As a result, TNCs accused of various offenses and crimes often take on the characteristics of a «wolf in sheep's clothing», masking and hiding their overly aggressive expansion and demonstratively changing directions, suddenly investing in environmental protection, high-tech development, health care and bacteriology. In this context, the lawsuits against the largest

³¹ Yachmenyova V. M., Osmanova Z. O. The essence of the concepts of «adaptation» and adaptability». *Bulletin of the National University «Lviv Polytechnic»*. 2010. № 684. P. 346–353. [In Ukrainian].

³² Bandurka O. M. *Millennium of crime in Ukraine*: monograph. Kharkiv: Golden Mile, 2015. 640 p. [In Ukrainian].

chemical company in the United States are significant Monsanto accusing her of making pesticides Round-up and RangerPro, which contain aggressive carcinogens that are deadly to humans. In particular, in 2018, about 5,000 lawsuits were filed against the company, the total amount of the fine for which is equal to the trade turnover of Monsanto. In 2019, another 13,400 lawsuits were filed against the company in the United States, including a 2 billion US dollars fine by a California court in just one lawsuit.

Another connotation of investment behaviour concerns the need for mutual tolerance of the donor and recipient of investments. Note that in the theory of modern scientific knowledge due to the multifaceted concept of «tolerance» there are different approaches to its understanding: sociological point of view (mercy, delicacy, commitment to others), philosophical (as a willingness to constantly and with dignity to accept a thing or event, tolerance, reconciliation), pedagogical (as a willingness to interact on the basis of consent and understanding), the political context focuses on respect for the freedom of another person, his views, opinions, behaviour³³. Resolution 5.61 of the General Conference of UNESCO of 16 November 1995 approved the Declaration of Principles of Tolerance, according to which «tolerance means respect, correct understanding and acceptance of ways of human individuality, rich diversity of cultures of our world, forms of self-expression. It is promoted by knowledge, openness, communication and freedom of thought, conscience and belief. Tolerance is harmony in diversity. This is not only a moral obligation, but also a political and legal need. Tolerance is a virtue that makes peace possible and helps to replace the culture of war with the culture of peace»³⁴, ³⁵. Tolerance, acting as a «dimension of the highest axiological order», «indulgent, tolerant attitude to something (which you do not approve of)», can sometimes be the only possible way to resolve, repay, or prevent conflict situations.

Tolerance includes not only respect for others and recognition of equality of rights, but also the rejection of coercive and oppressive domination. It is born of differences, diversity and contradictions, beyond which the need for tolerance would be unjustified³⁶. There are also fair discussions about the degree of tolerance — to what extent and in what situations tolerance should be present. Karl Popper noted that the controversy concerns the limits of tolerance — the extent to which society and its social institutions must find reasonable means of self-preservation, which to some extent replaces the

³³ Khomyakov M. B. Tolerance: a paradoxical value. *Journal of Sociology and Social Anthropology*. 2003. No. 4. T. VI. — Pp. 98—112. [In Ukrainian].

³⁴ UNESCO (1995). UNESCO Declaration of Principles on Tolerance; Declaration, International Document of 16.11.1995. URL: zakon2.rada.gov.ua [In Ukrainian].

³⁵ Declaration of Principles of Tolerance. *The Age of Tolerance: Scientific and Journalistic Bulletin*. M.: Izd-vo MGU, 2001. — 452 p. [In Russian].

³⁶ Education of tolerance. *Osvita.ua*: web-site. URL: <https://osvita.ua/school/method/technol/1117/> (Date of access: 25.12.2019). [In Ukrainian].

principle of tolerance³⁷. Based on the above, investment behaviour in the spirit of tolerance should be considered as an urgent imperative of today.

Thus, the highlighted palette of sources of transformation of investment behaviour of TNCs allowed the author's graphic interpretation of this process (Fig. 1).

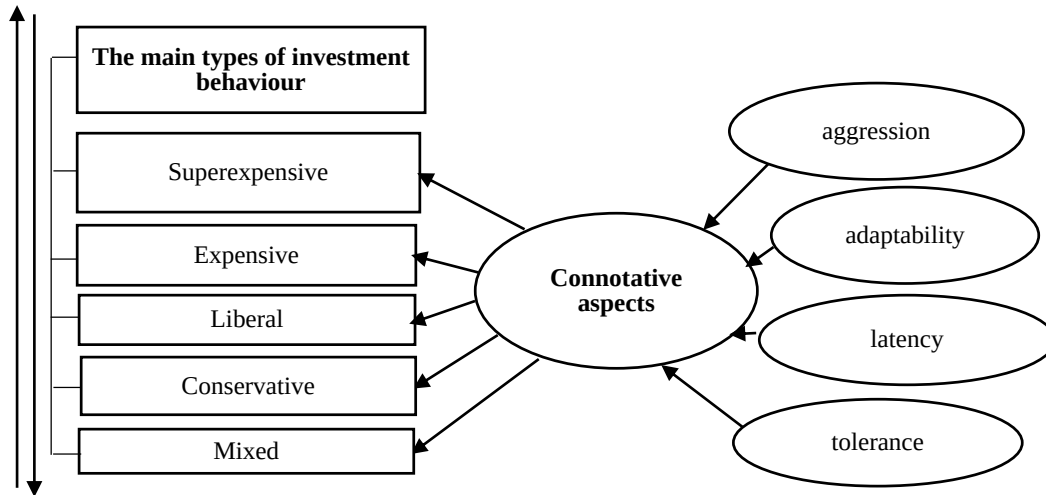


Fig. 1. Fundamentals of variability in the process of formation and transformation of investment behaviour of TNCs

Source: developed by the authors.

The desire of corporations to move to an innovative model of growth with a leading role in segments of global chains with higher added value in light of the new climate of uncertainty for the global economy lays the groundwork for a reactive transformation of their investment behaviour.

Pragmatic effectiveness of investment actions of TNCs in conditions of global turbulence

Global transformation processes, growing asymmetry of the information space, unpredictable dynamism of the environment, digitalization, financialization, networking of economic relations, the spread of innovative technologies have influenced the development of international investment of TNCs.

Characterizing the scale of investment (Fig. 2) and manifestations of investment behaviour of TNCs, it should be noted the increase in FDI flows in 2019, which contributed to the proclamation of tax reforms in Germany, Italy, the United Kingdom; reduction of corporate tax in the US from 35 to 21 %; fluctuations in oil demand, measures to liberalize and stimulate

³⁷ Popper K. *Open society and its enemies*. K., 1994. [In Ukrainian].

investment, high profitability of corporations, the availability of excessive financial resources, the policy of central banks to issue money supply at an explosive pace and direct stimulation of costs.

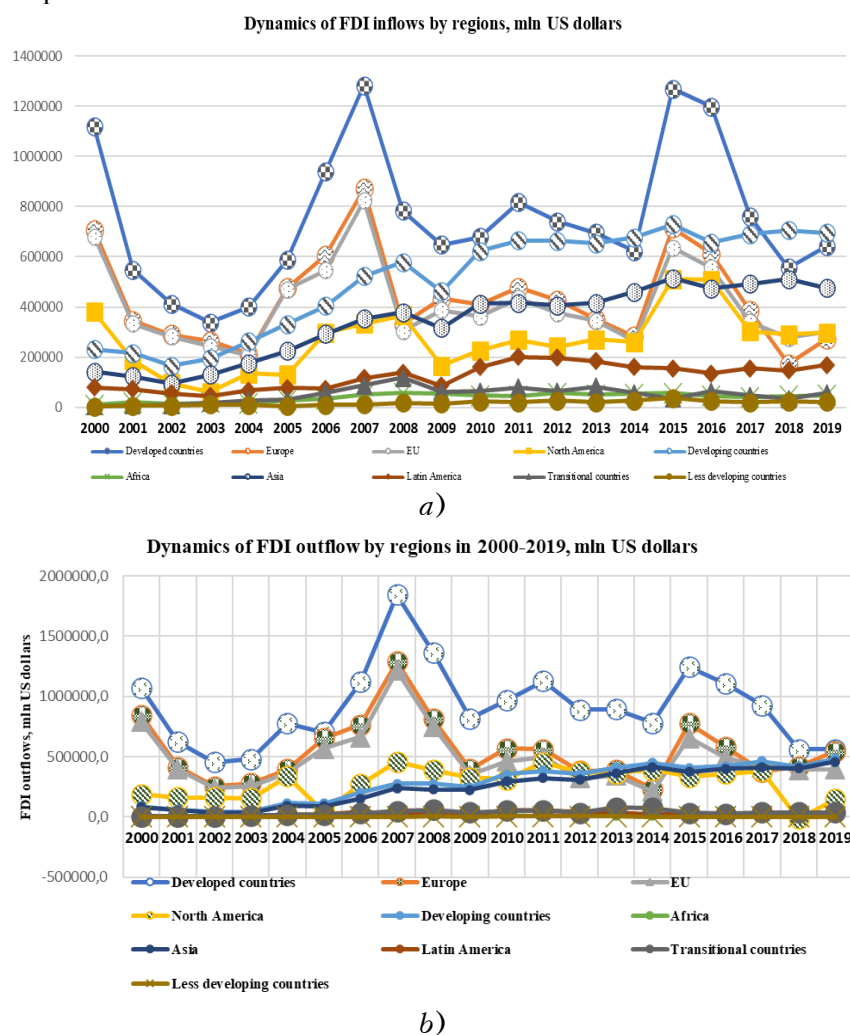
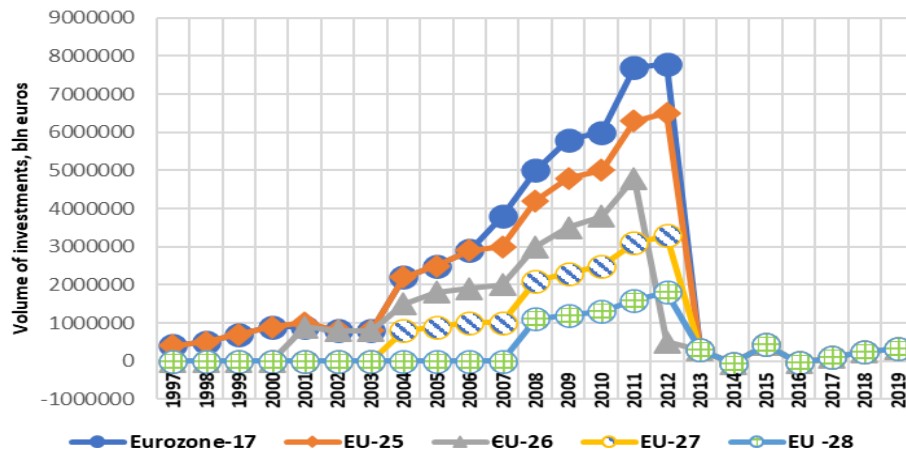


Fig. 2. The scale and dynamics of transnational FDI by region, million US dollars: a) inflow of transnational FDI, b) outflow of transnational FDI

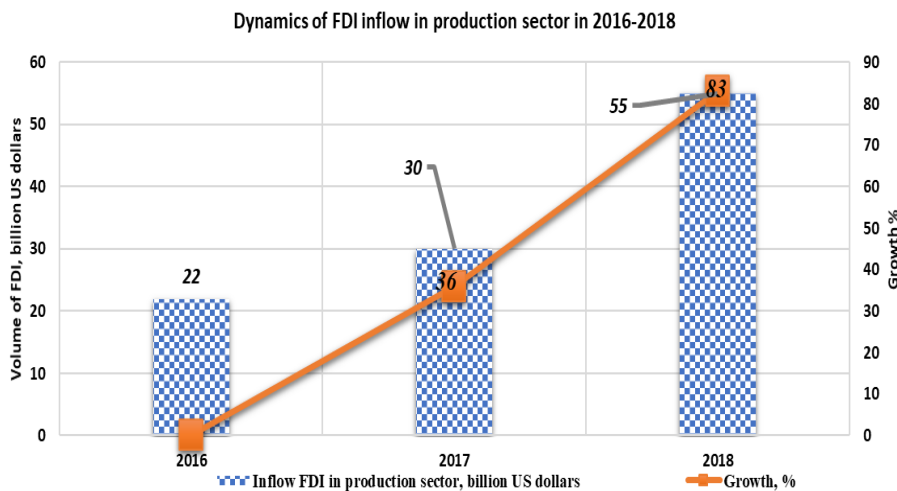
Source: compiled based on ³⁸

³⁸ Shevchenko Yu. A. *Investment behaviour of TNCs in a global turbulent environment*. — Manuscript. The dissertation on competition of a scientific degree of the candidate of economic sciences on a specialty 08.00.02 — world economy and the international economic relations. — SHEE «Kyiv National Economic University named after Vadym Hetman». Kyiv, 2020. [In Ukrainian].

Despite the constraints (the unstable situation in the Eurozone, the weakening of cooperation between the US and the EU, potential geopolitical tensions in TNC countries, radical changes in the economic policy of developing countries), the largest share of investment in regional formations was APEC and G20 49 %, respectively), the largest inflows of investment from TNCs were observed in the Asian region and developed countries, and the smallest share in 2018 had the BRICS and VRES countries – 15 and 19 %, respectively (Fig. 3).

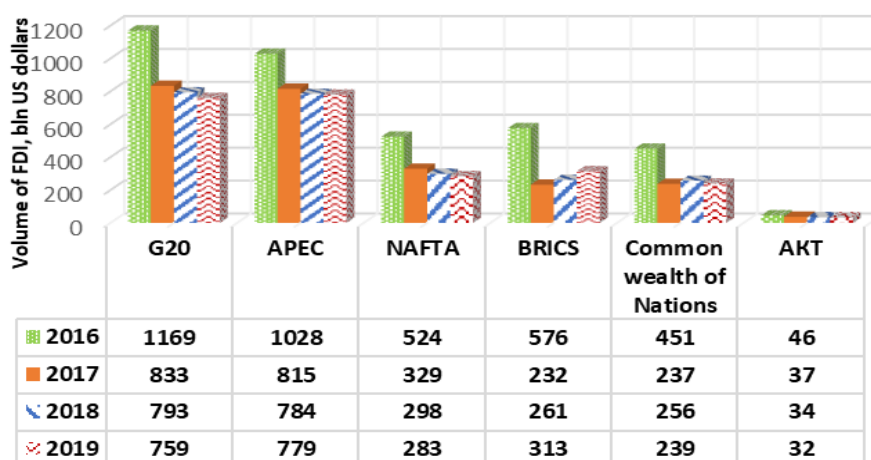


a) FDI inflows from the EU to the US, billion euros



b) FDI inflows to ASEAN countries, billion US dollars

Volume of FDI by group of countries in 2016-2019



c) inflows of FDI from the EU to certain groups of countries, billion US dollars

Fig. 3. Dynamics of foreign direct investment
by groups of countries

Source: compiled based on³⁹

The intensification of TNC investment by 2019 was mainly in the direction of breakthrough sectors against the background of the transition from real cross-border production and distribution networks to intangible global value chains. The efforts of TNCs to increase the scale of their activities to a state of monopoly contributed not only to the growth of the number of controlled units, but also the most aggressive mergers and acquisitions, change of ownership, rapid diversification or complete change of activities. Such trends are typical for the 4IR sector, in particular within the ASEAN region (table 6).

The 2020 pandemic catalysed a radical reorientation of the structural trends of international investment of TNCs towards digital-oriented sectors, artificial intelligence, space research, pharmacology, virology, bacteriology and life sciences.

³⁹ Shevchenko Yu. A. *Investment behaviour of TNCs in a global turbulent environment*. — Manuscript. The dissertation on competition of a scientific degree of the candidate of economic sciences on a specialty 08.00.02 — world economy and the international economic relations. — SHEE «Kyiv National Economic University named after Vadym Hetman». Kyiv, 2020. [In Ukrainian].

Table 6

4IR TECHNOLOGIES THAT SUPPORT TNCs WITHIN ASEAN

The name of the technology	Definition	Examples of cases in business and industry	4IR technology donors
Artificial Intelligence (AI)	modeling of human intelligence in machines in order to perform complex tasks without human intervention	-evaluation of medical data and identification of the correct diagnosis; -analysis and forecasting of customer behaviour in e-commerce; - assessment of the creditworthiness of bank customers; - Telehealth and Telemedicine.	Denso (Japan) uses AI to increase the efficiency of its plant in Thailand. Startup Advance.ai (Singapore) uses big data and AI to calculate loans for multinational companies. DocDoc (Singapore), operating in other ASEAN countries, is developing its telemedicine platform and equipment using AI.
Analysis of large amounts of data	Analysis of data volumes to identify patterns, trends and associations, especially in relation to human behaviour and interactions	- individual medicine and selection of drugs - evaluation of medicines and treatment, including analysis of electronic medical records; - tracking the quality and defects of products in production; - advertising and market orientation; - used by enterprises in the field of insurance, finance and Internet economics, to study large amounts of data; - use of forecasting tools of different types.	Samsung (Vietnam), a manufacturing plant in Vietnam, uses large amounts of data to increase production efficiency. Siemens (Germany) has a digital hub in Singapore that analyses large amounts of data. General Electric (USA) works with local Singaporean companies and agencies to work with large amounts of data.
Cloud computing technology	Deliver data sources to computers and other devices on demand through a network of remote servers hosted on the Internet	- replacement of data centres, infrastructure, platforms or software on site; - Enterprises in many industries use cloud technologies.	Alibaba (China), Amazon (USA), Google (USA) and Microsoft (USA) have data centres in ASEAN countries that supply cloud technology to local companies and TNCs. Cloud technology allows start-ups from ASEAN countries to quickly increase their market niche for Near (Singapore) and TradeGecko (Singapore).

Continuation of Table 6

The name of the technology	Definition	Examples of cases in business and industry	4IR technology donors
Autonomous robots and robots of mixed type	Autonomous robots, components and systems that can interact with each other or with a person	- robots for spraying, weeding, harvesting fruits in agriculture; — surgical robots in the field of health care; - storekeepers in the field of logistics; — unmanned autonomous vehicles; - industrial robots.	ABB (Switzerland) has a technical and service centre for robotics in Vietnam. Delphi (UK) has expanded its development of autonomous cars (without drivers) in Singapore. Dyson is setting up a production base for electric vehicles in Singapore.
Man-machine interface	Advanced components or methods by which people interact with machines, such as augmented reality (AR) and virtual reality (VR) technologies	- inventory management using augmented reality technology; - augmented reality technology simplifies the preparation of instructions for the manufacture and assembly of cars; - equipment maintenance; - design and engineering supervision in the field of production using virtual reality; - training of medical workers with the help of virtual reality.	The main suppliers of human-machine interface technologies operating in ASEAN are Bosch (Germany), Denso (Japan) and Panasonic (Japan).
Internet of Things	A network of devices that interact over the Internet to exchange data and interact with each other and with more centralized controllers.	- smart grid; - forecast service; - connection and monitoring of remote resources; - knowledge exchange in factories.	Accenture (Ireland) uses Internet of Things technology and has a Centre for Improvement in Singapore. NTT Corporation (Japan) has set up an innovation lab focused on generating information technology in Thailand.
Additive production (3D printing)	Create a 3D object from a digital 3D layout by sequentially adding material layer by layer.	- prototyping; - replacement of parts; - 3D-printed prostheses in the field of health care and modelling of human organs before performing complex surgical operations.	Materialize (Belgium), a TNC manufacturer of 3D printing layouts, has a centre for the development and research of 3D printing in Malaysia. Pirate3D (Singapore) is a startup that provides 3D printing services to a wide market.

Source: compiled by authors based on⁴⁰.

⁴⁰ Shevchenko Yu. A. *Investment behaviour of TNCs in a global turbulent environment*. — Manuscript. The dissertation on competition of a scientific degree of the candidate of economic sciences on a specialty 08.00.02 — world economy and the international economic relations. — SHEE «Kyiv National Economic University named after Vadym Hetman». Kyiv, 2020. [In Ukrainian].

In today's lockdown, it is worth focusing on the radical changes in the scale and structural trends of international investment of TNCs in 2020 due to the Covid-19 pandemic, which has become the main antidriver to growth in the XXI century with manifestations of a unique combination of declining supply and demand, catastrophic rise in unemployment, poverty, widening the gap in world income distribution, a significant drop in GDP, a decrease in the activity of reserve agreements by 33 % against aggressive manipulation of information. The growth of the expansion of pharmaceutical TNCs and information and communication companies, «home» services, which, using the introduction of quarantine restrictions, received impressive benefits, is shown. In particular, the market capitalization of the online video conferencing platform Zoom Video Communications as of mid-2020 increased to 125.0 billion US dollars, which is 99.67 billion US dollars or 494 % more than in 2019. Quotes of shares of Zoom Video Communications, Inc. in 2020 changed by +401.37 %. Zoom Video Communications, Inc. lowest price in 2020 amounted to 67.28 US dollars. The highest value of ZM shares in 2020 was 568.34 US dollars.

In times of turbulence, not only the strategy of international corporations, but also their investment behaviour is transformed in order to counter the factors of crisis factors through the use of appropriate management methods. Financial turbulence and global economic crises have significantly affected the investment mechanism of TNCs, forcing management to build a comprehensive, inclusive investment model that provides rapid capitalization, which is the most important indicator of investment attractiveness of companies. For example, according to the Macrotrends statistical database, the market capitalization of the companies of the so-called FAANG group for the period 2016–2020 does show a rapid increase (table 7).

Table 7

**MARKET CAPITALIZATION OF FAANG CORPORATIONS
 WITH EXPANSIVE BEHAVIOUR, BLN US DOLLARS**

TNC	Market capitalization at the beginning of the year, bln US dollars						Transnationalization index	
	2016	2017	2018	2019	2020	Growth rate 2016–2020, %	2019	Growth rate 2016–2019, %
Facebook	325,9	343,0	460,6	595,6	828,0	254,07	63,8	5,4
Amazon	243,9	397	712,1	926,2	1690	692,91	60,4	6,2
Apple	498,5	603,6	894,3	1313,2	2070	415,25	49,0	7,8
Netflix	36,3	62,5	123,7	142,7	233,0	641,87	51,4	2,1
Google	570,4	614,6	893,2	943,0	1130	198,11	63,2	1,1

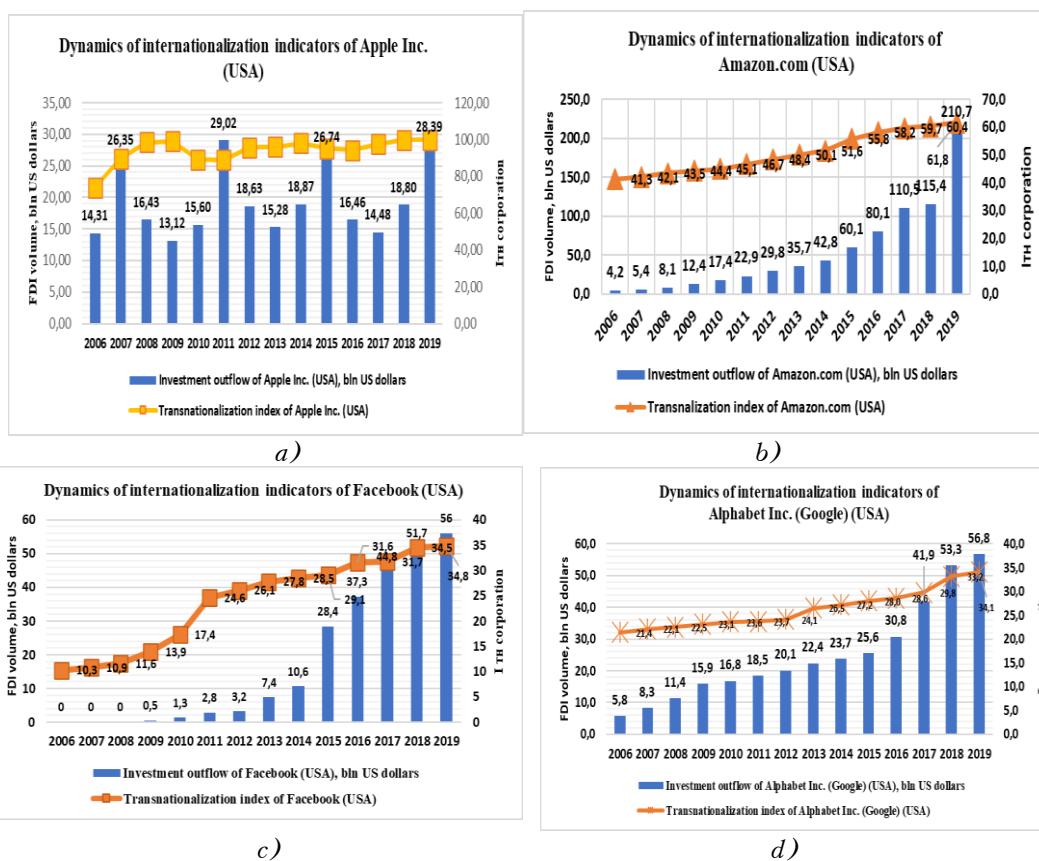
Source: compiled by authors based on ⁴¹, ⁴², ⁴³.

⁴¹ Journal Fortune 500. (2020). 100 Fastest-Growing Companies. New York, United States. URL: <https://fortune.com/100-fastest-growing-companies/2019/search/>

⁴² The Global Risks Report 2017. World Economic Forum : web-site. URL: <https://www.weforum.org/reports/the-global-risks-report-2017>

⁴³ World Investment Report 2019: Special Economic Zones. Geneva and New York: United Nations, 2019.

High-tech, expansive and superexpansive corporations are increasingly aggressive in entering global markets for innovative technologies and digital development, maximizing private hyper-benefits, neglecting the likelihood of uncontrolled development and unethical use of technology. The increase in investment in these companies over the past 14 years ranged from 111 % on Facebook to 3920 % on Netflix and 4916 % on Amazon.com, thanks to which the degree of internationalization in Amazon.com increased 1.5 times, Google — 1.7, Facebook — 3.5, Netflix — 2.6, Apple — 1.5 times, respectively (Fig. 4), while the average for the 100 largest TNCs in the world increased by only 2.2 %, and for corporations in developing, even decreased by 3 %. An additional empirical confirmation of the expansive investment behaviour of FAANG companies can be a comparative analysis of FDI and the dynamics of transnationalization indices of these TNCs, presented in Figure 4.



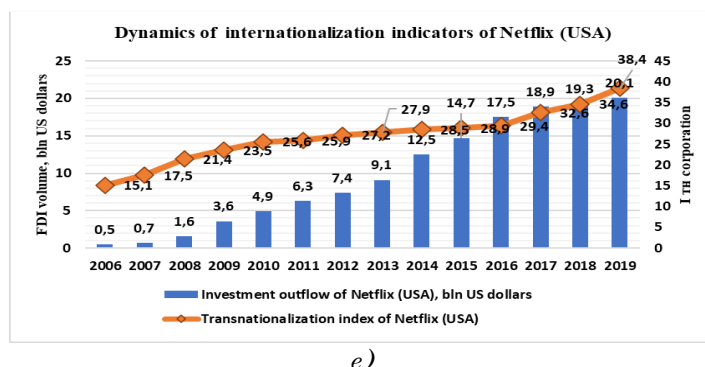


Fig. 4. Dynamics of investment volumes and the degree of internationalization of the most expansive TNCs: a) Apple Inc., b) Amazon.com., c) Alphabet Inc. (USA), d) Facebook (USA), e) Netflix (USA)

Source: compiled by the authors ⁴⁴

Conflicts of TNCs investment interests and host countries

The investment activities of TNCs for host countries have contradictory consequences, which, on the one hand, become a catalytic impetus for the formation of a positive investment image of the country and the arrival of many other corporate investment donors, and on the other, given the practice of targeted use of financial power and political influence, manipulation of consciousness, cynical lawlessness and catastrophic neglect of human life, high levels of corruption, destructive treatment of the environment, require an immediate transformation of corporate behaviour.

Scientists from different countries emphasize the urgent need to change the principles of TNCs, giving strong arguments. Unfortunately, the arguments for protecting the environment and limiting the activities of TNCs are becoming critical, where since 1988 one hundred TNCs have been responsible for 71 % of carbon dioxide emissions (almost 1 trillion tons of carbon dioxide)⁴⁵.

In line with our research interest, there is a need for a more detailed study of the problematic consequences of the activities of individual corporations in the territories of host countries. In this context, it is noteworthy that in the recent past such a beautiful country with an untouched nature as

⁴⁴ World Investment Report 2019: Special Economic Zones. Geneva and New York: United Nations, 2019.

⁴⁵ Shevchenko Yu. A. *Investment behaviour of TNCs in a global turbulent environment*. — Manuscript. The dissertation on competition of a scientific degree of the candidate of economic sciences on a specialty 08.00.02 — world economy and the international economic relations. — SHEE «Kyiv National Economic University named after Vadym Hetman». Kyiv, 2020. [In Ukrainian].

Ecuador, which has suffered devastating treatment from powerful transnational structures and the relevant political community⁴⁶. In 1968, ChevronTexaco Corp discovered oil in the Ecuadorian Amazon Valley and today exports almost half of the country's oil. The consequences of the corporation's activities are contradictory, as the pipeline has damaged the forest ecosystem without any intention of the corporation to restore the environment. Between 1971 and 1992, about 4 million gallons of toxic industrial water containing oil, heavy metals and carcinogens were dumped into the ground and rivers every day, and landfills with waste remained unclosed. Local people sued Chevron for significant environmental damage thousands of Ecuadorians fell ill and the Amazon rainforest was heavily polluted. An Ecuadorian court could have imposed a fine of up to 28 billion US dollars for damages, but Chevron said that agreements with the Ecuadorian government earlier released it from any liability. After several years of litigation, a court in Ecuador on February 15, 2011 fined Chevron 8.6 billion US dollars for polluting the country between 1972 and 1992. This set a precedent — for the first time the indigenous people managed to win a lawsuit in a large multinational company that polluted the territory of this people^{47, 48}.

In turn, an international consortium organized by Exxon Valdez called for Ecuador to become one of the world's top ten oil suppliers to the United States by building a new 300-mile pipeline worth 1.3 billion US dollars. However, his activities led to the destruction of forests in vast areas, the disappearance of parrots and jaguars, the transformation of rivers into sewers. In addition, in 1989, the Exxon Valdez oil tanker crashed in Prince William's Bay off the south coast of Alaska, spilling about 40 million litres of crude oil into the sea, killing many animals⁴⁹. Exxon spent about 2 billion US dollars on oil collection and another 1 billion US dollars on more than 38,000 civil and criminal lawsuits. Exxon reimbursed some of these funds through insurance payments and tax cuts. The court later ordered the payment of another 5 billion US dollars as a punitive measure.

Also noteworthy is the experience of active investment in the world's largest food manufacturer, the Swiss company Nestle Health Science⁵⁰.

⁴⁶ Ibid.

⁴⁷ Ibid.

⁴⁸ «Finally, the polluter is commanded to pay». *The Independent* (London). 16 February 2011. p. 2

⁴⁹ Shevchenko Yu. A. *Investment behaviour of TNCs in a global turbulent environment*. — Manuscript. The dissertation on competition of a scientific degree of the candidate of economic sciences on a specialty 08.00.02 — world economy and the international economic relations. — SHEE «Kyiv National Economic University named after Vadym Hetman». Kyiv, 2020. [In Ukrainian].

⁵⁰ Ibid.

Despite major advances in genomics, it should not be forgotten that in the 1970s and 1980s, Nestl  and other companies were severely criticized for selling experimental baby food in developing countries using aggressive sales methods, unethical behaviour and dire consequences. their use (disappearance of mothers' own milk, disease and death of thousands of newborns)⁵¹. These include high-profile scandals involving melamine-containing dry milk formulas, *Escherichia coli* cookies (US), extraction of drinking water without proper environmental permits and bottling under the Perrier, San Pellegrino and Pure Life brands (Michigan, California), water abstraction during drought and sale to locals (Toronto, California, Pakistan).

The following events, which characterize the high degree of global political influence of this corporation, are quite significant. In order to prevent future public protests against the harmful effects of certain types of its products, Nestl  has lobbied for the adoption of a number of regulations in the World Health Assembly at the World Health Organization. In particular, in 1981 the «International Code of Rules for the Sale of Breast-milk Substitutes» was adopted; in February 1982, the Nestl  Instruction on the Implementation of the International Code of Marketing of Breast-milk Substitutes of the World Health Organization. Particular attention is paid to the regulation of Nestl 's activities in developing countries (in the instructions they are referred to as «high risk countries»).

From our point of view, the situation with the observance of the law and the involvement of the Volkswagen concern in the Diesel gate international scandals deserves special attention. The Volkswagen scandal (also sometimes the Diesel Scandal, Diesel Gate) is known as the discovery of illegally installed software by the automaker to control the diesel engines of Volkswagen cars to circumvent local environmental standards. The event led to a high-profile international scandal; the group incurs billions in losses in the form of penalties and costs for the recycling of cars already sold. Many senior managers of Volkswagen AG have resigned. The reputation of not only VW and its turbodiesel engines, but also the entire automotive industry in Germany as a whole has suffered. Critics accuse the company's management of «criminal activity». The stock price of the Volkswagen Group fell by 40 % in a few days. In the process of investigation by German investigators, it turned out that the scale of the crime is much wider, it involves not only Volkswagen. According to evidence, back in the 1990s, a secret cartel agreement was reached between the major German automakers Volkswagen, Audi, Porsche, BMW and Daimler to «coordinate technology, costs, supplier

⁵¹ Ibid.

selection and emissions». In 1998, the US Environmental Protection Agency was already dealing with similar cases of other automakers. The agency's investigation against Honda and Ford ended with the payment of fines of 267 million US dollars and 7.8 million US dollars, respectively⁵². These individual examples show that when the processes of concentration (corporations) go beyond states, states lose full control over them.

A detailed empirical study of the investment behaviour of Apple, Amazon, Starbucks, Glencore, Amazon.com Inc., McDonald's Corp., Microsoft, Google, Facebook, Coca-Cola, concluded that there are, on the one hand, problems and barriers that arise in the tax sphere of host countries (procedural barriers; lack of understanding between TNCs, host governments, non-profit organizations and other institutions; lack of trust; corruption; lobbying; prohibition of business spending), on the other hand, a serious risk for tax revenues, tax sovereignty and equity for many countries due to the unprecedented expansion of corporations with an emphasis on latency or overt aggression. Malaysia, for example, has a high number of corporate tax crimes, with illegal financial flows increasing from 28.5 billion US dollars in 2001 to 36 billion US dollars in 2019.

In the course of our study on the impact of tax conditions on the behaviour of TNCs, we analysed the activities of Apple according to a similar scheme. According to the European Commission, Apple has benefited from «selective taxation» in Ireland, which has given a «significant advantage over other companies» in the European market⁵³. In fact, such a selective decision allowed Apple to pay income taxes in Europe at a rate of 1 % in 2003. By 2014, the rate had dropped to 0.005 %, while the current income tax on European sales in Ireland is 12.5 % (the rate is the lowest in Western Europe). The European Commission believes that Apple Sales International and Apple Operations Europe – subsidiaries of the corporation registered in this country – must pay the missing taxes to the European treasury for the period from 2003 to 2014 – 13 billion euros.

The EU investigation also concluded that Apple's structure in Ireland «does not correspond to economic reality». Almost all of the revenue declared by Apple's two «daughters» responsible for sales outside the United States was attributed to headquarters. The European Commission concluded that the companies existed only on paper and could not generate such profits. However, the Irish government insists that Apple pay all taxes and denies the creation of special conditions for it. The US Treasury Department believes that the European Commission's

⁵² Ibid.

⁵³ Official web-site of the WTO. URL: https://www.wto.org/english/tratoptrims_e.htm. (Date of access: Oct 11, 2019).

actions could jeopardize foreign investment, the business climate in Europe, and the «spirit of economic partnership» between the United States and the EU.

Against the background of the individual manipulations of the company we have considered, we note that in August 2018, Apple became the first modern company whose value exceeded one trillion US dollars. According to NASDAQ, the corporation fell to fourth place on this indicator, and lags behind Google by 13 billion US dollars, from Amazon by 48 billion US dollars, and from Microsoft — by 59 billion US dollars. Apple is not the only American IT company that is of interest to European authorities. In Italy, Google was accused of tax evasion between 2008 and 2013 and fined 300 million euros. In the UK, in turn, the company agreed to collect 185.4 million US dollars, and also obliged the IT giant to pay a higher tax rate in the future.

The European Commission is purposefully fighting American companies, which it accuses of tax evasion. In 2015, the Starbucks chain was ordered to pay € 30 million in taxes in the Netherlands. In January 2020, the European regulator decided that the Belgian government should collect 700 million euros in illegal tax benefits from 35 companies, including Anheuser-Busch InBev and BP⁵⁴.

According to an analysis of information sources, the European Commission has claims against another technology company — Amazon, which suspects improper use of Luxembourg's tax minimization schemes. The total amount of unpaid taxes in the Luxembourg budget is about 250 million euros. The scheme allowed the transfer of profits from a group that should be taxed in the EU (Amazon EU) to Amazon Europe Holding Technologies, which does not pay taxes in Luxembourg. Among other things, this scheme provided for the payment of royalties to another company, which significantly reduced the amount of taxable income in the first⁵⁵.

In most cases, the interaction of different principles and asymmetries between the tax regimes of several jurisdictions faced by TNCs as taxpayers makes it possible to blur the tax base and shift corporate profits from their real economic activities to more favourable jurisdictions, resulting in total annual losses % of global tax revenues.

Manoeuvres and attempts by TNCs to circumvent government regulations, laws and regulations on illegal or prohibited activities, legalize their profits in the lowest tax areas, and use manipulative tax schemes encourage local

⁵⁴ Shevchenko Yu. A. *Investment behaviour of TNCs in a global turbulent environment*. — Manuscript. The dissertation on competition of a scientific degree of the candidate of economic sciences on a specialty 08.00.02 — world economy and the international economic relations. — SHEE «Kyiv National Economic University named after Vadym Hetman». Kyiv, 2020. [In Ukrainian].

⁵⁵ Ibid.

and international regulators to unify legislation with the obvious need for more control decisions.

The international community has developed tools to combat unfair tax planning and limit international tax evasion. These are E. Kleinbard's theory of «stateless profit», the OECD Model Tax Convention, the OECD Plan «Addressing Base Erosion and Profit Shifting» (BEPS), Directives of EU – EU «Parent-Subsidiaries Directive» (90/435/EU) (section 831 TCA 1997); EU «Interest and Royalties Directive» (2003/49/EU) (section 267G-L TCA 1997); «EU Mergers Directive» (90/434/EU) (sections 630-638 TCA 1997), the Taxes Consolidation Act 1997 (TCA 1997)). They will be monitored by the Global Financial Integrity Organization and the Tax Administration Forum in accordance with the BEPS Common Framework for Monitoring and Support (Action 11 of the BEPS Action Plan «Measurement and Monitoring of BEPS»).

Many contradictions between the investment actions of TNCs (Bayer, Microsoft, ChevronTexaco Corp., British American Tobacco, Philip Morris, Japan Tobacco International Volkswagen, Nestl ) and host countries, legal and regulatory structures and the community are forcing corporations to quickly change their behaviour in response to the situation. With the growth of liberal legal measures, behaviour quickly becomes aggressively expansive. In the case of intensification of austerity measures, corporations either lose interest and leave the territory, or successfully disguise themselves, changing aggressive expansion to latent.

Often complex relationships between corporations and the host country necessitate a change in ownership (table 8). This can happen repeatedly on the initiative or at the request of either party, depending on the specific situation, such as corruption in governments. It is significant that the investment behaviour of corporations is also undergoing transformations due to changes in financial and investment strategies and the corresponding implementation of investment projects.

According to UNCTAD research in 2018, the largest financial public-private TNCs were: The Industrial & Commercial Bank of China (ICBC), China Construction Bank Corporation JSC, Agricultural Bank of China Ltd, Japan Post Holding Co Ltd, Bank of China Ltd, Bank of Communications Co Ltd, The Royal Bank of Scotland Group Plc. In turn, it is possible to identify the largest non-financial public-private TNCs in 2019, such as: Volkswagen Group, Enel SpA, Eni SpA, Deutsche Telekom AG, EDF SA, Engie, China National Offshore Oil Corp (CNOOC), Airbus Group NV, Orange SA, Nippon Telegraph & Telephone Corp. According to the data presented by us in table 7, the behaviour of TNCs is also determined by the dominants of forms of ownership of corporations.

Table 8

**EPISODES OF CHANGE IN THE FORM OF OWNERSHIP
 OF TRANSNATIONAL CORPORATIONS**

TNCs, sphere	Home country, recipients	Form of ownership and its changes	Major investment projects
Sinopec Group, oil production and chemical industry	China (113 branches); Sudan, Switzerland, Canada, USA, Angola, Nigeria, Cameroon – 1 branch each.	1983 – state property ; Chinese Petrochemical Corporation (Sinopec); 1993 – a joint venture was established China International United Petroleum and Chemicals Corporation (Unipec). 1998 – in particular Sinopec acquired from CNPC oil assets. 2000 – established the Chinese Petroleum and Chemical Corporation (Sinopec Corporation) – Public Company ; 2000 – Sinopec initially placed 16.78 billion shares on the stock exchanges. 2018 – The largest shareholder is the China Petrochemical Corporation – 68.77 %.	2001 – purchased Chinese New Star Petroleum Company. 2006 – Sinopec acquired a 75 % stake Hainan Petrochemical Co., Ltd. 2004 – signed an agreement on exploration, oil production in Gabon, and in 2005 in Sudan (together with CNPC). 2009 – bought Addax Petroleum (7,5 bln US dollars), through which in 2011 an 80 % stake in Royal Dutch Shell in Cameroon and Nigeria was acquired. 2012 – from Total for 2.45 bln US dollars, 20 wells were purchased in Nigeria. 2013 – purchase Marathon Oil (Angola) (1,52 bln US dollars). 2016 – the corporation acquired a 50 % stake in the pipeline construction company Sichuan-to-East China Natural Gas Pipeline Co., Ltd.; 2017 – purchase company Shanghai SECCO Petrochemical Company. 2011 – bought a Brazilian unit Galp Energia (5,2 bln US dollars).
Vattenfall AB, utilities and logistics services, electricity	Sweden (6 branches); Denmark, Finland, Germany, the Netherlands, the UK – 1 branch each.	1909 – private property , small business; 1910 – nationalization ; state property . 1970 – limited activities by the state; 1992 – conversion to LLC.	1990-2009 – Vattenfall significantly expanded (especially in Germany, Poland and the Netherlands), acquiring shares in Hдmeen Sдhkи (1996), HEW (1999, 25,1 % shares of the city of Hamburg), Polish heat production company EW (2000, 55 % shares), Elsam A/S (2005, 35,3 % shares) and Nuon (2009, 49 % shares, today is 100 %).

Continuation of Table 8

TNCs, sphere	Home country, recipients	Form of ownership and its changes	Major investment projects
Renaut SA, automotive industry	France (39 branches); 36 production sites, (Germany, Belgium, France, Spain, Russia, UK, Luxembourg)	1898 — establishment of a private company, private property ; 1944 — the government nationalizes the corporation, state property ; 1996 — privatization of 80 % of the company's shares. 15,01 % — Public Procurement Agency (Government of France), state property .	2009 — investment of 80 million euros for the construction of a plant in South Africa, adaptation of cars to left-hand traffic; 2017 — 660 million euros for the construction of a plant in Iran; 2018-2022 — 1 billion US dollars fund of innovations, venture capital, development, startups.
Volkswagen Group, automotive industry	Germany (124 branches); 33- PRC; 4- South Africa; 6 — Brazil; 3- Argentina; 4 — Mexico; 2 — USA; 340 subsidiaries with offices in almost 150 countries	1937 — state property, created the «Society for the preparation of the German people's car»). 1938 — construction of the first plant. 1960 — LLC was founded, public and private property , became the land of Lower Saxony (20 %). 2019 — public-private property: the main co-owners of the LLC are: Porsche Automobil Holding SE (Germany) — 50,73 %; Government of the Federal State of Lower Saxony (Germany) — 20,0 %; Qatar Investment Authority (Qatar Investment Holding, Qatar) — 17,0 %; Shares in free circulation in Germany - 9,90 %; Porsche Holding (Austria) -2,37 %.	1986 — a controlling stake in the company Seat was acquired (53 %). 1991 — company acquired Skoda. 1998 — Lamborghini was acquired by Audi. 2011 — a controlling stake in Scania AB (70.94 %) and MAN AG (55.9 %) was acquired. 2012 — Ducati Motor Holding SpA — acquired Audi AG by 1,1 bln US dollars. Porsche — 49,9 % shares belong to VAG, and Porsche SE have 50,1 % shares. 2009 — Volkswagen AG entered into an alliance with Japan's Suzuki, exchanging stakes (the Germans received a 20 % stake in Suzuki) and announcing the joint development of environmentally friendly cars. 2011 — the dissolution of the alliance was announced.

Source: developed by the authors.

Tolerant interaction of TNCs with recipient countries

It is important to note that the impact of TNC investments on host countries may require an immediate transformation of corporate behaviour

towards investing in new facilities with a focus on energy efficiency, environmental protection and social responsibility.

According to the latest trends, the effectiveness of TNCs is assessed on the basis of the degree of compliance with the goals of sustainable development, according to which in 2017 the largest 20 TNCs were identified (Siemens UK, CISCO, PHILIPS, Jonhson & Jonhson, DSM, Dassault Systemes, Derwent London, MC Cormick, Henkel, BMW Group, Nokia, Natura Cosmetics, HOLMEN, Schneider Electric, Mark&Spencer, Novozymes, POSCO, L'orñal), who are leaders in the implementation and enforcement of the concept of sustainable development. Each of these companies has adopted the concept of sustainable development for its own purpose and is trying to invest huge financial resources in the agricultural sector, such as DSM, Natura Cosmetics, MC Cormick, Syngenta AG or in the metallurgical industry, such as Schneider Electric, POSCO.

Building on the concept of sustainable development and adapting to the political will of the host country, TNCs have begun to invest in new projects, maintaining interest in traditional real sector sectors, allowing them to shift the focus of response from well-educated people, governments, the world and international regulators. aggressive expansiveness to actions of a more tolerant nature, applying a latent approach to behaviour.

The study of the scale of investment activities of TNCs and the formation and corresponding transformation of their investment behaviour gave us grounds for the following conclusions:

First, the conditions and results of the operation of global business entities in an environment of growing global instability depend on: a) their own motives and strategies (capture of a particular market sector; use of host country infrastructure; access to resources); b) from the existing preconditions in the country-potential recipient (favourable investment climate; willingness of government and community to cooperate; the presence of a well-educated human environment; low depletion of natural resources); c) the degree of reactivity of the world community and international or global regulators to a particular manifestation of excessive expansion or intolerance of corporations.

Secondly, investment flows of TNCs are directed mainly to countries with high levels of net savings, a high degree of conservation of natural resources with significant public spending on their support, with a high level of education with significant public spending on science and education; such characteristics are endowed mainly in developed countries of Europe, the United States, Canada, in interaction with which transnational corporations demonstrate predominantly liberal investment behaviour.

Third, investment cooperation with weaker third world countries have a latent aggressive nature, despite the fact that it is increasingly becoming an incentive for their socio-economic development. At the same time, the

establishment of tolerant cooperation between TNCs and host countries can be facilitated by: prevention of tax abuse, transparency of tax decisions, rules on preferential regimes; limiting distortions of tax conventions; establishing the procedure for reporting on the operations of TNCs; improving transfer pricing rules; prevention of artificial avoidance of the status of permanent representation; improving the efficiency of interstate dispute resolution in the field of international taxation, updating international tax and investment legislation.

Harmonious, balanced, conflict-free progress of all earthly civilization in the field of environment, elimination of exploitation, poverty and discrimination requires new investment behaviour based on the principles of tolerance.

Tolerance implies not only respect for others and recognition of equality of rights, but also the renunciation of coercive and dominant domination. Tolerant interaction, as a “dimension of the highest axiological order”, should be the only possible way to resolve, repay, or prevent conflicts between transnational investors and host countries. Balanced development of countries and a decent level of livelihood and social progress should be effective guidelines for the transformation of investment behaviour of TNCs (Fig. 5).

Note that in this context, the leaders of the Club of Rome in the anniversary report «Come On!: Capitalism, Short-termism, Population and the Destruction of the Planet» of 2017 focus more and more on the transformation of the economy, the ratio of needs and opportunities of society, reducing the role of man and anthropocentrism in general. They state that man must become part of the environment, biosphere and faithfully follow the laws of nature, its laws and listen to the challenges, threats that can harm all mankind. Accordingly, investment must be shifted towards an auxiliary tool for solving global problems, and corporations must be forced to act within the framework of existing international and national legislation. The guidelines of the Club of Rome draw attention to the changing worldview of corporations, emphasizing the importance of the work of A. Smith, D. Ricardo and Charles Darwin. According to Adam Smith, market relations must be based on the boundaries of market, law and morality, i.e., economic relations comply with the legal and moral norms of society. TNC global capitalism is not supported by the Club of Rome⁵⁶.

⁵⁶ Weizsaecker E., Wijkman A. Come On! Capitalism, Short-termism, Population and the Destruction of the Planet. Report to the Club of Rome. *Springer*. 2018. — 220 p.

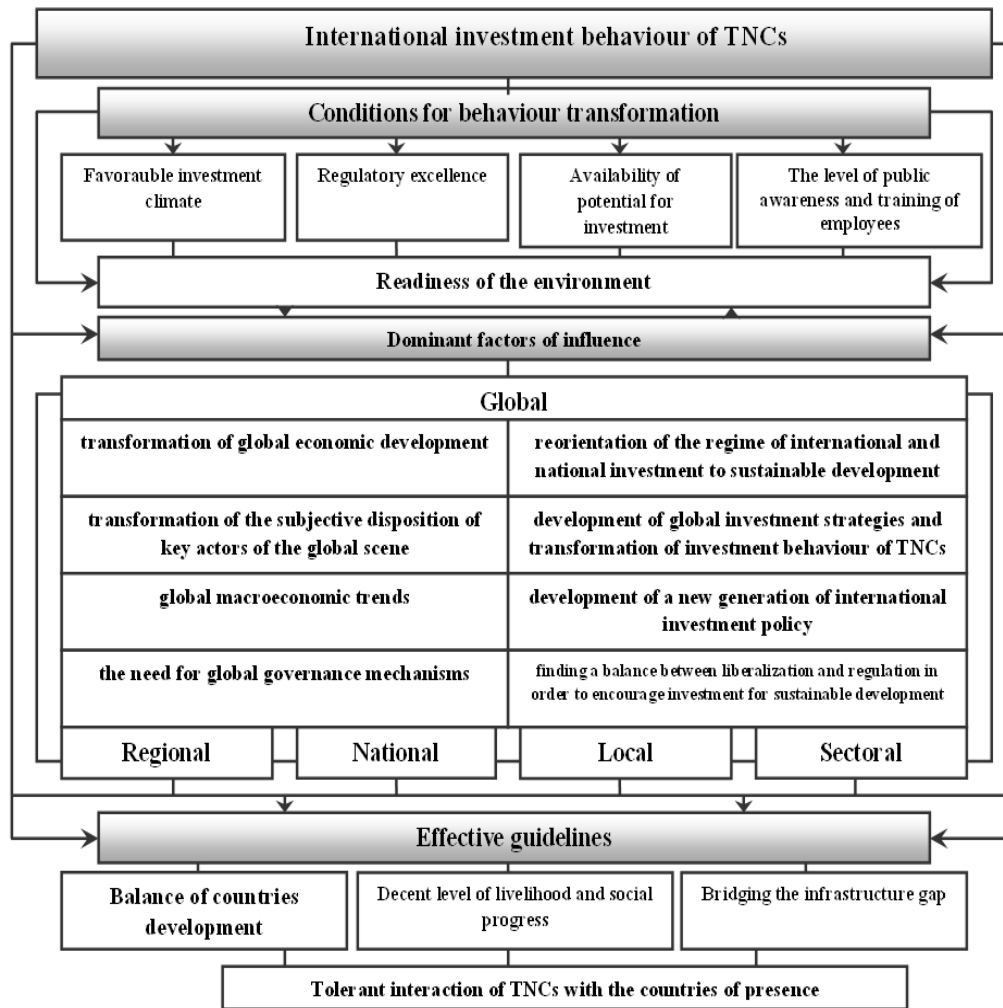


Fig. 5. Conditions, factors and results of the expected transformation of the international investment behaviour of TNCs

As a result, the interaction of TNCs and host countries will take place on the basis of a fundamental transformation of thinking and worldview, free from anthropocentrism and focused on the problems of new generations. The main basis of the new philosophy of economics will be the search for balance, equilibrium, wisdom and reconciliation of opposites with the principles of environmental awareness and sustainable development, long-term and short-

term perspective, progress which is not the main value, the paramount importance of the public good. That is, the state establishes laws and rules for markets, but not vice versa; Gender equality is formed in the context of changing the typology of functions, social justice, religious norms.

Thus, the economy of the future is based on sustainable principles, increases the public good and does not maximize private benefits, including multinational corporations. Logical thinking is transformed into a circular general judgment, that is, the economy must be circular in nature.

Critical assessment of TNCs' investment behaviour and comparative analysis of investment mechanisms of interaction of transnational corporate structures with host countries in achieving the highest cumulative effect in the interests of sustainable economic growth, identified problems of aggressive behaviour of TNCs interaction of donors and recipients of investments. Tolerant cooperation, acting as a «dimension of the highest axiological order», should be the only possible way to resolve, repay, or prevent conflicts between transnational investors and host countries. Therefore, investment behaviour in the spirit of tolerance should be considered as an urgent imperative of today.

Conclusion

As the result of the research, the discovery of a number of contradictions in the behaviour of TNCs allowed to identify the dilemma of the essential characteristics of the concept of «investment behaviour of TNCs» as a flexible socialized operational system of actions and actions with the choice of strategic alternatives in the transition to the economy, realization of the irresistible desire of corporate top management for world leadership, and on the other hand, promotion of sustainable development of transnational business and obtaining globally significant social and environmental results.

The investment behaviour of TNCs demonstrates not only the desire to continuously increase positive financial results and the irresistible desire of corporate top management to world leadership and positioning, but also the need to promote sustainable business development, globally significant social and environmental results, taking into account the interests of society. Its marker is the classification of manifestations of investment behaviour of TNCs, the main types of which are supplemented by the connotations of adaptability, aggression, latency and tolerance. Specific manifestations of investment behaviour are transformed under the influence of the parameters of investment attractiveness of host countries, instruments of international regulation and are enhanced by the desire of corporations to move to an innovative model of growth.

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