

# Attracting foreign investments for transfer technologies in the globalization of world economy

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**Abstract**— This article describes the key feature of the modern economic space - its globalization. This, in turn, contributes to the expansion of the investment area. Unlike classical theory, which is considered to be a country of investment, the impact of the global economy is based on the fact that the opening of the economy, consolidating the commodity system, as well as the ability to use it.

**Index Terms**— Globalization, effectiveness, innovation, monitoring, investment.

## 1 INTRODUCTION

The globalization of the world economy a new stage in the interdependence of countries, regions, as well as individual economic subcreates a new external environment for companies whose characteristics are relatively universal and not associated with decompanies in specific countries and regions of the world. A wide dissemination of the latest informational technologies, relatively easy access to sources of financial resources; the declining life cycle of duktov and technologies make everything less significant entrance barriers to the markets and forced to seek new forms and ways to preserve competitive advantages of the company.

## 2 PROCEDURE FOR PAPER SUBMISSION

### 2.1 Review Stage

The development of any country can not proceed without taking into account and using, which have become a worldwide standing of advanced technologies. Scales and intensity of international knowledge sharing and technologies have grown so much that it is called technoglobalism, deepening of the international division labor, specialization and cooperation in scientific research and creation of innovations, leads to the strengthening of the role of external factors;

- transfer of nonembodied technology, where includes design estimates, paten You, licenses, trademarks, consulting and marketing services, import and leasing of technological equipment, units and components, facilitating the creation or further development of production on a new technological basis or new goods and services, raw materials, semibricks, technological "know-how", the results of You are research and development, engineering services for processing information, software, the establishment of production on a new technical other legal or to an individual;

- transfer of a security certificate from the transfer of ownership. Such approach means that investment flows from one economy to another, carrying with them not only financial assets, but also the inherent effects of ecoinvestor's nomenclature. Such effects can be: higher scientific and technical level of the country. low inflation, expanded opportunities insurance, social policy, etc. At the same time, transition process is associated with overcoming the difficultdue to the difference in economic systems, such as different legal conditions, differences in business turnover, different status infrastructures.

### 2.2 Final Stage

The choice of technology transfer method should be based on the analysis of technology itself, cooperation with its developer, investment opportunities and technical ability of the company to implement innovation technology. When choosing the transfer method, It is necessary to understand that the more complex and scaleits technology, the closer its cooperation should be between its buyer and the creator. As noted earlier, technology transfer is not ends only with the supply of equipment. The equipment itself does not generate new competence and knowledge. The present change in The company can be transfer knowledge, skills and rights to intellectual property tual property. In this context, an extremely important different forms of international scientific and technical cooperation in particular, the exchange of scientific and technical knowledge, advisory and management organizational services, and so on. One of the first special forms of international scientific and technical cooperation is a transfer technology, which allows complex of economic and social the world economy through a new quality of management both on micro, and at the macro level. Attracting foreign investment for transfer of technology can be defined as primary role for the national economy. mics and internal investment processes.

### 3 SECTIONS

We promote foreign investment, and implementation of this strategy on the basis of both coeconomic incentives, and with the support of state regulation investment flows. Technology Transfer is an important tool for innovation process, a tool of commercial technologies. He is The movement of technology using any information channels from one of its individual dual or collective media to another. Indeed, since technology is mainly information intended to achieve a goal, or knowledge on how to do something, then the transfer of pre-

is actually the dissemination of technical with the help of information channels.

personal type: from person to person, from group to group, from organization to organization.

Accepted three main forms of technology transfer:

- internal transfer, when transfer of technology from one subdividing the organization into another;
- a quasi-internal transfer; motion technology within alliances, alliances, of independent legal persons;
- external transfer, i. the process of technology in which independent developers and consumers. technologies. The essence of international transtechnology is to exchange for the scientific and technical activity between counterparties of different countries, including intrafirm exchange, that is, exchange between parent companies of TNCs and their foreign branches.

As is known, scanning and monitoring of technical nology is the basis for transfer, transfer of in innovative technologies. Scanning and monitechnology monitoring, review and analysis of information research and development are needed for awareness of the possibility of certain innovation technologies for their identification and development of an innovation development strategy organization. Process Control Issues transfer of technologies, in solving problems of skamonitoring and monitoring of new technologies Significant differences in approaches in different countries. The main reason for this is In

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different roles, which play the solving these problems.

### 4 HELPFUL HINTS

Development organization of the approach to solving the problems of scanner and monitoring, identification and evaluation of new technologies is a special functional strategy, the implementation of which The swarm should guarantee:

- an efficiently organized approach to scanning and monitoring of technological and scientific development;
- detailed knowledge of your own technological position and capabilities of the company, the main competitors;
- a good organization of R & D for innovation technology encouraging intensive information flows (both external and internal traning): own development, transmission of re R & D from scientific institutions to between companies. Attracting foreign investment, bothknown, can be carried out by creating joint productions, the main objectives of the such an enterprise are: outlook use of new market opportunities, access to the international market, distribution costs and financial risks, obtaining a share profit in the domestic market or knowledge and technology for the core business. Attracting foreign investment can also be implemented in the implementation of joint projects with foreign partners their financing. In some cases financing innovative projects the customers of the products received as a result of innovation. In the process of transfer technology, transnational corporations (TNCs) that combine production and scientific potential. One of the main features of TNCs are significant for R & D, in many respects this is due to the fact that mTNCs have easier access to financial resources. Share of R & D costs of some TNCs reach 20% of of the company's total sales. For example, suitable costs for these purposes General Motors, Ford, IBM is \$ 2-3 billion, which is research budgets of many countries. Thus, the main types of technology transfer are divided according to their economic content by Economic sciencesn 16 HIGHER SCHOOL • №1 / 2018 Non-commercial (free of charge) and commercial (reimbursable). Non-commercial types of trans- Technology firth are: scientific and technical publications (reports, conferences, catalogs, exhibitions), as well as scientific research and work in

the exchange of scientists and specialists at the end as a proof does).

## 5 END SECTIONS

Any state that seeks to create modern material foundation of a society of non

The problem of using foreign technologies. Therefore, in the world practice,

countries that are recipients of technology, which are divided into three groups:

- unable to assimilate and effectively use modern technologies;
- capable of adopting modern import technology, correctly use it for world quality products without development;
- able not only to use advanced technology, but also to refine them in such a way that pre to ascend the "primary source" in quality, price and production.

labor productivity. The experience of successful countries in the field of innovation development;

- Finland, Israel, South Korea - proves that the state should to function as the main ideologist of the personnel training their own workforce. At the same time

without a thorough study of the main trends and features of development of the world market of techno business is not successful national organizations on the world market. The most important prerequisite for development technology transfer is legal protection scientific and technical knowledge and intellectual

property. Legal protection is to educate scientists, inventors, developers new technologies. The most common tools of legal protection of technologies are:

- a patent (a document certifying a monopoly to the inventor);
- license (permission to use technical nologically applicable in the production of knowledge for a certain period of time);
- copyright (protects against copying art and literature);
- a trade mark or mark (placed on products of the firm in the form of a picture, abbreviation and etc., which is registered as a place of the company, and abroad, and it is prohibited use other firms without an official permission).

## 6 CONCLUSION

Each country seeks to limit the scope of dissemination of the latest technologies of national frameworks, realizing that the monopoly possession of such technologies creates competitive rent advantage in the world market, and employers refuse to sell technology under license until they feel threatened with sides of competitors. Thus, in order to improve the Bot on the transfer of foreign and domestic technologies: it is necessary to train entrepreneurship managers, investors to science and art management of technology transfer processes;

Conclulation:A selective way of attracting technical nologia; improvement and adaptation of technotion. Proceeding from the foregoing, that transfer of advanced management practices improves the efficiency of tion of productive and human resources. As in companies with foreign participation, both in and in national firms of the host economy contributes to the growth of competitiveness in the national producers.

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