

Complex methodology of the model elaboration of the quantified transnationalization process assessment

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ABSTRACT. In the article there are studied the theoretical fundamentals of transnationalization, the peculiarities of its development based on the studying of the world theory and practices; suggested a systematic approach of the methodical background as for determination of the economic category of «transnationalization» and its author's definition; developed a complex methodology of the model building of the quantified transnationalization process assessment based on the seven-milestone algorithm of the formation of key indicators; systematized and carried out synthesis of the empiric investigations concerning the state, development of the available tendencies, comparative analysis of the transnationalization level within the separate TNC's groups.

KEY WORDS: transnationalization, world transnationalization, individual index of transnationalization, world transnationalization index, mathematical model, quantified assessment model.

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