

External economic activity of enterprises: competitive advantages, state regulation

Actividad económica exterior de las empresas: ventajas competitivas, regulación estatal

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Received: 18/03/2018 • Approved: 21/04/2018

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ABSTRACT:

In modern conditions of development of foreign economic activity plays a major role in the bypass of the economic sanctions imposed on Russia. It should be noted that the management of foreign economic activity should be considered as a significant factor of increase of efficiency of economic activities, both at the level of individual business organizations and across the country. Management of foreign economic ties of any modern state is in a sense an integral part of world economy and international economic relations.

Keywords: foreign economic activity, competition, sanctions, state regulation.

RESUMEN:

En las condiciones modernas de desarrollo de la actividad económica extranjera desempeña un papel importante en la circunvalación de las sanciones económicas impuestas a Rusia. Cabe señalar que la gestión de la actividad económica extranjera debe considerarse un factor importante de aumento de la eficiencia de las actividades económicas, tanto a nivel de organizaciones comerciales individuales como en todo el país. La gestión de los vínculos económicos exteriores de cualquier estado moderno es, en cierto sentido, una parte integral de la economía mundial y las relaciones económicas internacionales.

Palabras clave: actividad económica exterior, competencia, sanciones, regulación estatal

1. Introduction

Foreign economic activity is considered today as an important sector of the national economy has a significant impact on the economic development of the country. Currently, there is virtually no industry, which directly or indirectly would not have contacts with external markets. Quickly develop direct links and joint ventures established, a growing number of barter transactions. In these conditions the issues of efficiency of foreign

economic activity are becoming increasingly important.

For effective operation in foreign markets need a very flexible use of various marketing techniques taking into account market fluctuations and forecast of development of foreign markets, trade customs, and features of the surrounding marketing environment. It is especially important to consider the specific social and cultural environment, as the goods are indifferent to buyers in one country can be quite important to buyers in another country. In addition, when access to foreign market further have to analyze the customs regulations, exchange rates, etc.

The main motive of the exit of firms into foreign markets is the international markets. So, many of the largest firms have more than half their income from sales carried out abroad. Success or failure in foreign trade is largely related to the competitiveness and supply on the world market of goods.

Active penetration of international markets American, Japanese, Western European companies have transformed world market in the arena of heated battles, and acute rivalry. This explains the importance that the strategy of international marketing policy is to achieve competitive advantage.

2. Literature review

The work of scholars studying issues of foreign economic activity and its functional security can be attributed to the papers: D.I. Barkan, J.M. Rostovsky. The theory and practice of competitiveness devoted to the work of V.I. Mukhin, I.V. Nekrasov, V.I. Rykunova, and with regard to foreign economic activity, these issues are discussed by writers such as I.S. Alekseev, M.I. Idrisov, E.T. Rubinskaya, A.I. Tatarkin, whose works have made a significant contribution to the development of this area.

Various aspects of the organization and efficiency of foreign trade activities was studied in the works of I.N. Gerchikova, J.E. Poroshin, I.P. Faminsky, etc.

Develop ideas for strategic management are reflected in the works of such Western scholars as R. Ackoff, I. Ansoff, M. Porter, A.J. Strickland, A. Thompson, S. Hymer, D. Daning and domestic authors O.S. Vikhansky, R.A. Fatkhutdinov, A.B. Chub, etc.

In the works of Russian and foreign researchers presented a versatile analysis of the problems of development of foreign economic activity at the enterprise level, factors determining it, forms and problems of state regulation of foreign trade. Among them: I.T. Balabanov, O.V. Bodyagin, M. Porter, E.P. Puzakova, B.M. Smitienko, L.E. Strovsky, V.S. Novikov, D.V. Shkurkin, R.K. Shchenin, J. Sachs, J. Stiglitz, P. Romer, O.L. Faminsky, P. Fisher and others.

Thus, the management of foreign trade activities is given particular attention in the foreign and domestic literature. In this respect, among the foreign researchers should be called such as R. Griffin, M. Pastey, John D. Daniels, Lee Radebe, etc., among national researchers are S.E. Pivovarov, V.M. Popova, E.Yu. Trifonov and others.

However, the degree of elaboration of these issues is insufficient and does not fully meet the needs of domestic enterprises engaged in foreign trade. In this regard, it is necessary to improve methodical support of strategic management of foreign economic activity of the enterprise on the basis of domestic and foreign experience with the use of modern theories of strategic management.

3. Materials and methods

The object of study in foreign economic activity of enterprises, especially competitive advantages and government regulation of the designated areas.

Subject of research are theoretical, methodological and applied issues related to the analysis and evaluation of the implementation and management of foreign economic activity of the enterprise.

Theoretical and methodological basis of research are works of domestic and foreign

scientists, economists, experts in foreign trade, international management, enterprise management systems; practical experience of management of foreign economic activity at enterprises; methodological materials of scientific-practical conferences and seminars on the topic of research.

Basic research methods. During research following methods were applied: economic, systemic and comparative analysis.

The information base of research were the materials of Russian companies, Russian and foreign monographic literature, regulatory, legislative and reference materials describing various aspects of functioning of foreign economic activity of the enterprise. In the work reflected the results of research works carried out by the authors in different periods of scientific activity.

Scientific novelty of the results of this research is to develop and validate a number of theoretical and methodical provisions and practical recommendations on the formation of an effective management mechanism of foreign economic activity of the enterprise.

4. Discussion

4.1. Development of Competitive Advantages in Foreign Markets

Competitiveness is a set of consumer and cost characteristics of goods that determine their success in the market, i.e. the ability of the product to be exchanged for money in a wide product offering.

A competitive product is a commodity with a high value for the consumer. The competitiveness of a product depends on consumer properties, including services and prices (Burton, DeSanctis & Obel, 2006). The higher the consumer properties of the goods, the more real the possibility of its realization. Comparison of prices and benefits of the product with similar indicators for other goods gives an idea about the level of its competitiveness (Moore, 2005).

A competitive product must not only possess the ability to confront the rival, but to surpass it. High competitiveness of the goods is reflected in a greater proportion of the market comprised by this product, higher profitability of production and sales. The competitiveness of a product substantially is formed at the manufacturing stage, as critical determinants of competitiveness are high product quality and advanced technical level of production (Bobylev, Kuznetsov & Gorbachev, 2012).

So, flexible large-scale production, using the latest equipment and technologies allow to produce the goods consumers need quality in the right range, to reduce production costs.

This type of competitive struggle is of the firms operating in the field of large-scale production of goods and services. The fundamental source of power of companies who hold such competition, concluded that "large" production is usually more efficient than the manufacture of small batches of very different from each other goods – for example, the production of furniture and household appliances. Small cost-allow you to set a relatively low price compared to the prices of competitors, which becomes a source of competitive advantage for many firms (Fedko, 2004).

However, important policy and marketing – efforts to promote the product to different markets. International marketing acts as an integrating element, which not only nourishes the production of information about the requirements and market demands, but also creates the conditions for effective marketing of products of the firms.

When promoting products on the market, such as household products, manufacturers stress that they do not sell the machine and technology, there is a way to solve the problem of the buyer. In advertising the emphasis is not on technical features, and benefits received by the buyer, by purchasing this product (Talisman, Trofimov, Smirnov & Irisova, 2012).

Advertising is very important in marketing. It involves the transmission of messages the

customer or the merchant, or reseller, in which the firm seeks to explain why the buyer should buy the product. In other words, the purpose of advertising is not in itself the perception and execution of application functions, which is necessary to induce buyers to take the necessary advertiser solutions – in other words, to persuade buyers to purchase. To do this, advertising must use a variety of reinforcement techniques (Bogoviz Alexei, Vukovic Galina & Stroiteleva Tamara, 2013). Thus, a significant role in its perception and memorization is its repeatability. On the emotional state of a person the most effective advertising impact, for example through the selection of colors, music, aromas, song, demonstrations of feelings. Considerable influence advertising has on the human consciousness, that is, it demonstrates the benefits of waiting consumers.

Create a proposal which, in the opinion of the company, will be attractive to a buyer (the firm must produce what the buyer likes, not her), is one of the most important problems to be solved in the framework of the policy of achievement of competitive advantages (Leshcheva, 2003; Shkurkin et al., 2017).

Each firm is unique in its own way, and her behavior in the market is determined only to her peculiar combination of strategic ideas. Some firms go to market with traditional and well-known in the industry of goods and services. And to increase their competitiveness, it is necessary to take care of the price reduction and quality improvement, on the improvement of at least some consumer properties of the product.

Other firms are focusing on producing relatively rare or absent while in the market of goods and services. In this case, the firm should have in mind that the newer, technically superior product, the more innovation, inherent in it, the greater the commercial risk exposes himself to the firm, as it is difficult to ask people how willing they want to buy something never seen before and what is still not needed (Talisman, Trofimov, Smirnov & Irisova, 2012).

Thus, any firm entering markets, strives for success. The success depends on the ability of a firm, first, to identify the most important requirements of the market, secondly, to decide which of them it can effect their ability to satisfy better than your competitors do, and thirdly, to develop on this basis a program of action marketing program that would be able to provide her with a leading position in the market (Zhukov & Tkacheva, 2011).

4.2. Marketing in the International Arena

Global trends of globalization, rapid technical and technological upgrade of production to increase the rate of development of national markets has significantly increased competition. Maintaining successful, efficient operation, especially in a foreign territory, without the development of proper balanced marketing strategy in modern conditions is impossible.

The need to develop marketing strategies output on external markets in Western countries have long been recognized, but in Russia the need has appeared recently. Gradual integration of Russia into system of world economic relations leads to the necessity of application of strategic marketing planning for businesses internationalizing their activities (Hollensen, 2004).

Marketing in the international arena is very complex because it encompasses not only marketing but also other spheres of activity of the enterprise, including production, R&D, logistics, Finance, etc. you also need a deep understanding of the socio-economic and cultural conditions prevailing in the country in which the entity intends to carry out its activities.

Can take place the difference in distribution channels, methods of storage and transportation, legislative and legal support, customs regulations.

Therefore, the development of marketing strategy – the primary objective of the company decided on the development of new foreign markets. A significant contribution to the study of problems of international marketing and the development of questions on the exit strategies of enterprises in foreign markets made by such economists as F. Kotler, J-J. Lamben, K. Omae, M. Porter and others.

Among the scientists closer to their studies to the realities of countries in transition it is

possible to allocate G Bagiev, V. Aleksunin, S. Pivovarov, G. Vasiliev, V. Rybalkina, N. Kudenko and many others. For many companies it would be an acceptable service to large domestic market and the avoidance of a huge number of problems that occur when entering and working in foreign markets (Azoev, 2010).

However, there are many reasons that motivate a firm to internationalize its activities, the American specialist in the field of marketing F. Kotler highlights are:

- some foreign markets offer the possibility of obtaining higher income;
- need for market expansion to achieve economies of scale;
- desire to reduce dependence on one market to reduce the risk;
- requirement of the clients, leading activities abroad, and services beyond national borders.
- domestic market, the company can be attacked by global companies, possibly defending the company decides to counterattack in the opponent's territory (Voronina, Dynnikova, Ustinov, Chebotareva & Gurvich, 2001).

Among the reasons noted by such Russian scientists as G. Vasiliev, V. Aleksunin, S. Pivovarov include:

- the acquisition of a unique experience on the market of the host country that could significantly simplify access to the new markets of foreign countries;
- the possibility of extending the life cycle of the product (which is very important with the current trend towards the reduction of the life cycles);
- increase in goodwill associated with entering foreign markets (especially the markets of developed Western countries);
- the desire to get closer to consumers to reduce costs and be able to respond more flexibly to market changes.

the emergence of favorable conditions for the penetration of new foreign markets, the use of which meant the loss of significant amounts of potential profit (Minikhanov, 2010).

4.3. Factors Influencing the Efficiency of Foreign Economic Activity of the Enterprise

The concept of sustainability of foreign economic activity of an enterprise can often not be found in modern literature. However, an enterprise with a high level of economic sustainability is able to successfully overcome crisis phenomena and function in the market. Therefore, in order to stabilize and develop the enterprise's economy, it is necessary to thoroughly study methodological and theoretical approaches to the sustainability of the enterprise and the region as a whole.

It is necessary to take into account and understand that a number of production and financial indicators of the enterprise, for example, indicators of efficiency of foreign economic activity and indicators of financial stability, directly depend on the overall stability of the business entity. Only a stable foreign economic activity will be the key to financial stability and stability of the enterprise as a whole, while high performance indicators are achieved, as a rule, only if the level of stability of foreign economic activity is sufficient.

It is important to note that the sustainability of an enterprise means the ability to develop and function in an ever-changing market environment, which is determined by various and numerous factors. Since the enterprise is both an object and a subject of economic activity, which can influence in a variety of ways the dynamics of these factors, in general, two groups of factors stand out: external and internal.

Let us consider in more detail external stability factors. These factors are characterized by actions carried out at the international, federal and regional levels. This group includes:

- state regulation of foreign economic activity;
- level of participation of the Russian Federation and its economic entities in international treaties and agreements defining the conduct of foreign trade activities;
- existence of a stable demand for the enterprise's products in foreign markets;

- organization of insurance procedures for foreign economic activity of the enterprise;
- level of development of the FEA infrastructure in the region and the country;
- investment climate of the Russian Federation and its regions.

The importance of regulation of foreign economic activity at the state level is that it is the current policy and the course of the state that determines and regulates all other factors in one way or another.

For example, on the amount of funds allocated from the state and regional budgets, the development of the foreign economic activity infrastructure in the regions and the country depends on its overall level of development and, as a result, its sustainability. Also, among others, we can identify a number of other activities aimed at modernizing and improving the infrastructure of foreign trade activities:

- establishment of regional associations of organizations and enterprises that will be involved in the process of developing the infrastructure of foreign economic activity, taking into account the peculiarities and needs of the region;
- provision of methodical and reference information by local governments to the participants of foreign trade activities in the regions with the aim of more sustainable development of cooperation in foreign economic activity with other countries,

The state policy in the sphere of economic relations also stipulates the process of organization of foreign economic activity insurance of the enterprise. It is necessary to emphasize that this element is very important for entering international markets and sustainable operation of the enterprise. Today, it is impossible to present international trade without insurance, as before the enterprise, carrying out its economic activities without the necessary insurance, the following types of risks will inevitably arise:

- transport risks;
- risks of non-payments for export supplies;
- risks of non-delivery by import;
- risks associated with losses due to changes in exchange rates;
- risks associated with natural disasters and state instability, etc.

Thus, we can conclude that in modern market conditions it is extremely difficult to develop foreign economic relations of an enterprise without an established insurance system.

Another important condition for developing the sustainability of foreign economic activity is the active participation of the country and its regions in international treaties and agreements that determine the parameters and conditions for cooperation in the economic sphere.

The Russian Federation is a party to approximately 20,000 international treaties and agreements in the field of economic, political and cultural relations. Relying on the program of the Government of the Russian Federation for the long-term perspective, the following vectors of the direction of development of the foreign economic policy of our state can be singled out:

- ensuring the economic security of Russian society, as well as the rights and health of consumers;
- protection of the domestic market for goods, services and labor;
- providing the best conditions for entering foreign markets for Russian goods, services and labor;
- observance of the principle of reciprocity is a favorable balance between export and import flows, etc.

Thus, the state policy in the sphere of foreign economic activity is the most important and fundamental factor for increasing the stability and efficiency of the development of foreign economic relations in the country and its regions; other external factors are considered more as derivatives and resulting from the foreign policy of the state.

Along with the defining state policy, the necessary condition for the development of effective and stable foreign economic relations of the economic entity, of course, there will be a stable demand for goods and services of the enterprise both on the external and internal markets.

Demand for goods abroad determines the market expediency of exports, and the demand for goods on the domestic market allows the enterprise to increase its production capacity, be more financially stable, and also provides greater mobility of the company's commercial activities.

Let us turn to the study of internal factors that also directly affect the foreign economic relations of economic entities (Contractor & Lorange, 2002). To this group of factors are those factors that are directly conditioned by the success of the functioning of the enterprise. These include:

- production efficiently;
- competitiveness of this enterprise and its products in foreign markets;
- costs for production and sale of products;
- profit from foreign economic activity;
- total production for all consumers.

Speaking about internal factors of sustainability, the competitiveness of the enterprise and its products is central. The concept of "competitiveness" can be considered in two ways.

On the one hand, competitiveness is a property of an object that characterizes the degree of satisfaction of a particular demand in comparison with the best similar objects provided in a given market. On the other hand, competitiveness is the ability to withstand competition with analogous objects in a specific market. When we talk about the competitiveness of an enterprise, we primarily have in view of the competitiveness of its products, which in turn is characterized by consumer properties and price.

Competitive goods in the world markets comply with international quality standards, relies on a high level of development of scientific and technical developments of the enterprise, and also meets the requirements of commercial and technical customer service. In general, the entry of an enterprise into the international market and increase of its competitiveness is facilitated by the complex interaction of various conditions that can be combined into the following points:

- The structure and quality of factors of production, which provided the enterprise;
- The volume and structure of demand, which the company expects;
- The absence or presence of competitive related and related industries;
- Presence of free trade niches in the world market, facilitating the entrance to them and conducting business activities of the enterprise;
- Stability of economic ties within the country.

Based on the above material, let us turn to Table 1, which systematizes factors in the areas of improving foreign trade activities.

Table 1

The main directions of improvement and factors of increasing the stability of foreign economic activity.

Directions for improving foreign economic activities	Stability factors of foreign economic activity	
	External	Internal
Increase of local stability of foreign economic activity of the enterprise	Availability of stable demand from individual partners. Participation of the Russian Federation and its subjects in international agreements and projects	Enhancing competitiveness Timely provision of all contractual obligations Development and expansion of relations with foreign partners
Increase of integral stability of foreign economic activity of the enterprise	Availability of stable demand from all or major partners Participation in international agreements and projects. The investment climate	Enhancing competitiveness. Providing a combination of external and internal markets that preserve the integral stability. Increase of stability of relations with

	of the Russian Federation and its subjects	partners of external and internal markets
Increase of efficiency of foreign economic activity of the enterprise	State regulation of foreign trade activities The state of the foreign economic activity infrastructure in the region	Increase in production and export of products with a high degree of processing Decrease in the cost price Improving the quality of products Profit growth
Increase of financial stability of the enterprise	State regulation of foreign economic activities Organization of foreign economic activity insurance	Increase in the share of equity of the enterprise Increase in profit

Source: (Kushlina & Volgina, 2010).

This table shows us a combination of external and internal factors of sustainability and their relationship with the main directions of improving the company's foreign trade activities. In the next subparagraph, we will discuss in detail each of these coefficients of increasing the stability and efficiency of the enterprise.

Thus, in this subparagraph, we considered two groups of factors (external and internal) that affect the company's foreign trade activities. It is difficult to overestimate their role in ensuring financial and economic stability of an economic entity. External factors are objective, since they do not depend on the activities of a particular enterprise. The issues of creation and provision of a favorable external environment are dealt with at the state and regional levels, which in turn largely reflects the state of foreign economic activity of various enterprises. Speaking about the internal factors of enterprise sustainability, it is important to emphasize that they are a set of subjective conditions that reflect the state of a particular economic entity.

4.4. State Regulation of Foreign Economic Activity

The main methods for regulating foreign economic relations are financial, currency, credit, customs, tariff and non-tariff regulation; ensuring export control; determination of the policy in the field of certification of goods in connection with their import and export; administrative means of regulation. But recently the government has almost completely abandoned administrative methods (except for specific types of trade), as well as from export quotas. Export duties have also been abolished (Tkacheva et al., 2017).

The specific mechanism for regulating foreign economic activity is determined by the decrees of the President and Government decisions that specify the legislative provisions. They establish the procedure for licensing and quoting in foreign trade, rates of customs payments and the procedure for their collection.

The law also provides for such measures to promote exports and foreign economic activity in general, as an annual compilation of programs for the development of foreign trade activities. In the long term, it is most important to create a system to stimulate the most efficient and promising export - the export of finished products. The Government of the Russian Federation is taking measures to create favorable conditions for the access of Russian people to the markets of other states, inter alia, for this purpose in bilateral and multilateral negotiations and concluding international treaties, as well as participating in the creation and operation of international organizations and intergovernmental commissions to promote the development of trade and economic relations between Russia and foreign countries.

In the conditions of the economic crisis, one of the most important areas in improving the production efficiency of enterprises is attracting foreign investment and production

cooperation.

Regulation of foreign economic activity is ensured by the use of appropriate tools and the choice of effective methods of influence.

The methods of state regulation are divided into:

- tariff regulation;
- non-tariff regulation;
- regulation refers to economic methods of regulation, and non-tariff regulation refers to administrative methods.

The main tariff method for regulating foreign economic activity is the customs tariff (duty). The amount of duty can be determined in two ways:

- in the form of a certain value per unit of volume of goods (in euros);
- as a percentage of the customs value of the goods.
- non-tariff methods, such as licensing, quotas, are used to regulate foreign economic activity.

For export and import of certain types of goods, you need to get a license, and you have to pay for the license.

When goods and vehicles are transported across the customs border, customs payments of various types are established.

Import and export customs duties are paid in accordance with the law of the Russian Federation on the customs tariff. Values of duties are determined from the Commodity nomenclature of foreign economic activities of Commonwealth of Independent States is a classifier of all goods involved in foreign economic activity. The document is constantly updated, as the duties are increased for individual goods, for others they are reduced depending on the foreign economic policy pursued by the state. These changes are made by the relevant legislative body and are notified in advance to the participants of foreign economic activity.

Value added tax - payments are paid in accordance with the RF law on value added tax. It is paid when importing goods, when exporting it there. This tax is not a customs payment, it refers to taxes that are charged for collection by the customs authority. The money is credited to the account of the regional tax authority. Excises are accrued in accordance with the law of the Russian Federation and are levied only when goods are imported into the customs territory of the Russian Federation. The accrued money does not go to the account of the customs authority.

Customs fees are levied, for example, for the issuance of licenses by customs authorities and for the renewal of a license. The license must be taken when organizing a warehouse, processing outside the customs territory, etc. For the issuance of the qualification certificate of the customs clearance specialist and for the renewal of the validity of the passport, customs fees for customs clearance are charged - this is payment for the fact that the customs office is reviewing your documents. Payment is 0.15% of the value of the goods. This fee is collected even if the goods are not subject to excise tax, value added tax, customs fees for storage of goods, fees for customs escort of goods, payment for information and counseling.

Special, anti-dumping and countervailing duties, established in accordance with the legislation of the Russian Federation on measures to protect the economic interests of the Russian Federation.

Customs duties and other charges, and taxes are not paid if the total customs value of goods imported into the customs territory of the Russian Federation within a week and to the address of one recipient does not exceed 5,000 rubles. The customs authorities give a quarter to one-third of all revenues to the budget. Customs payments are paid by the person moving the goods. Any interested person can pay a customs payment (Valentinovich Bogoviz, Grigor'evna Vukovich & Stroiteleva, 2013). Customs payments are paid before the adoption of the declaration, or simultaneously. Payment is made to the accounts of the customs. The amount of customs payments we calculate ourselves, or a customs broker. In

exceptional cases, a delay in payment of customs payments may be granted, but it should not exceed two months. During the grace period, interest is charged at the refinancing rate. Customs payments can be paid both in rubles and in foreign currency. The foreign currency is translated at the rate of the Central Bank of the Russian Federation. Unpaid customs payments are unconditionally collected by the customs authority with the help of courts, and penalties are charged for each day of delay in payment of customs duties. The amount of overpaid payments is subject to return on demand of the person within 1 year.

A quota is the final value of the export or import of an item that can not be exceeded. Consider the action of this method on an example:

In order to protect national interests in the implementation of foreign economic activities with respect to weapons, military equipment and dual-use goods, and also in order to comply with Russia's international obligations on the non-proliferation of weapons of mass destruction, an export control system operates.

This includes weapons, military equipment, certain types of raw materials, equipment, technology, scientific and technical information and services that can be used to create weapons of mass destruction and their means of delivery. Lists of goods subjects to export control are published no later than 3 months before they come into force. These lists are constantly changing.

Dual-use goods are goods that can be used in both civilian and military spheres.

If suddenly a commodity is imported in very large quantities or under such conditions that it causes significant damage to domestic producers or a threat of such damage occurs, the government of the Russian Federation, in accordance with generally accepted norms of international law, can take protective measures to such an extent and for such a period that may be necessary to eliminate the various damage or threat of damage. For example, an increase in duties, a ban on the import of goods.

5. Conclusions

Foreign economic activity is realized both at the level of the state and at the level of individual economic entities. In the first case, foreign economic activity is aimed at establishing interstate bases for cooperation, creating legal, trade and political mechanisms that stimulate the development and enhancement of the effectiveness of foreign economic relations.

The enterprise is an economic entity that, on the basis of the use of economic resources, produces and sells goods, performs work, provides services. The external economic activity of the enterprise is the sphere of economic activity connected with international production integration and cooperation, export and import of goods and services, access to the foreign market.

The main forms of foreign economic activity of enterprises are foreign trade activities and international cooperation of production.

An important role is played by the state regulation of foreign economic activity. State regulation of foreign economic activity is the regulation of foreign trade, investment and other activities in the field of international exchange of goods, information, works, services, results of intellectual activity.

Regulation of foreign trade activity through trade policy is carried out by the state in order to ensure favorable conditions for foreign trade activity, as well as to protect its economic and political interests. The trade policy of the Russian Federation is an integral part of economic policy, it is aimed at creating favorable conditions for Russian exporters, importers, producers and consumers of goods and services. Current information on Russia's foreign economic and trade policy is provided by the Ministry of Economic Development and Trade.

The trade policy of the Russian Federation is based on the observance of universally recognized principles and norms of international law, as well as obligations arising from international treaties of the Russian Federation.

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