

UDC 339.9.012

DUGINETS Ganna, PhD in Economics, Doctoral Student
at the Department of International Economics
of KNUTE

METHODOLOGY OF RESEARCHING GLOBAL VALUE CHAINS

As a result of researches of theoretical and methodological basis of formation and consolidation of the functioning of the global value chain (GVC), it was determined that they are both operational (tactical) and strategic. The authors have come to a conclusion that terminology of the theories of GVC has changed in terms of transformation of the world economic system, but in the future it's restoration will not be characterized by certain qualitative changes. It has been proved that the main problems arise due to the underestimation of the role and importance of economic policy and growth patterns of cooperating countries. It has been substantiated that the methodology of GVC analysis should be based on shift from evaluation of the factors of participating in the value-added trade to the analysis of the strategy of entering to the GVC and further improvement of the process.

Keywords: global value chain, value-added, international production networks, vertical integration, globalization.

Дугинец А. Глобальные цепочки создания стоимости: методология исследований. В результате проведенных исследований теоретико-методологического базиса формулирования и закрепления общих особенностей функционирования глобальных цепочек создания стоимости, определено что они имеют как операционный (тактический), так и стратегический характер. Аргументировано, что терминологический аппарат теории ГЦСС существенно изменился в условиях трансформации мировой экономической системы, но в перспективе его обновление не будет характеризоваться какими-либо качественными изменениями. Доказано, что основные проблемы возникают в связи с недооценкой роли и значения экономической политики и модели роста кооперирующихся стран. Обосновано, что методология анализа ГЦСС должна базироваться на смещении акцента с оценки факторов участия в торговле с добавленной стоимостью к анализу стратегии технологического встраивания в ГЦСС и последующего совершенствования данного процесса.

Ключевые слова: глобальные цепочки создания стоимости, добавленная стоимость, международные производственные сети, вертикальная интеграция, глобализация.

Background. Statement of the problem. In recent decades, the development of international trade was characterized by the formation of new institutional forms of cooperation at the international level – global

value chain (GVC). In theory, the emergence of the term had been caused by the evolutionary transition to closer industrial and commodity-marketing cooperation between developed and developing countries. That is, the modern conceptualization of the term "value chain" had a real economic basis determined by the industrial structures' extension processes in the world economy.

The dynamics and volatility of global consumer demand (consumption) turned out to be dependent on the global economic cycles initiated by the influence of credit policy instruments. So, in 2008–2009, product distribution systems at the global and regional levels were destabilized, and the intensity of trade flows declined, while the disinflation development of world trade and the reduction in the commodity supply volume in GVCs in 2014–2015 was caused by the structural slowdown due to weak demand and lower long-term income elasticity of trade, as well as changes in the supply chain between the PRC and the United States. The main reasons for the situation at hand are the asymmetry of global commodity supply chains and unequal distribution of income, which limits the demand on a global scale. The detailed analysis of these changes on the theoretical and practical levels is a landmark shift in research methodologies of the global economy, the subject expansion of which is associated with a group of issues in rational convergence of economies and the conduct of an effective economic policy, the compatibility of which at the international level is a basic condition for maintaining the stability of the supply chain.

Thus, we can conclude that the theory and practice of GVC development today require a fundamental methodological update through conceptualizing macroeconomic imperatives of international production networks' formation and development. Their synthesis cannot rely on the old economic growth strategies of the North and the South because of the exhaustion of their capacity; the very trajectory of GVCs' market evolution requires a practice-oriented renovation of the theoretical perspective of scientific knowledge. The latter should be concentrated in the macroeconomic plane, which will be an unorthodox, but important branch of the transdisciplinary fusion in global production, which confirms the relevance of the chosen research topic.

Analysis of recent research and publications. The theoretical and methodological foundations of researching the participation of developing countries in global value chain are covered in the works [1; 3–4; 9; 11; 15–22]. The theoretical basis of the international division of labor, vertical integration and economy transnationalization, as well as the possibility of Ukraine's participation in international production and investment cooperation is covered in the papers [2; 5; 10; 13; 14]. However, there are actually no comprehensive complex studies of domestic economic agents' involvement under conditions of dynamic changes in international system configuration and global production effects.

The **aim** of the article is devoted to. Though accepting the key findings and research results of the above scientists and appreciating their scientific contribution to the empirical and theoretical development of a conceptual platform and theoretical and methodological foundations of the problem being researched, it should be noted that the depth of changes occurring in the functioning of GVCs, the interdependence of strategies for including countries in GVCs and models of their economic growth require a more thorough development of the methodology and theory of GVCs' efficient functioning. The methodological update of GVC theory is characterized by the need for additional studies and systematic research of macroeconomic factors and conditions for current and future evolution of GVCs, which form a most important problematic aspect of the empirically adequate methodological synthesis in global production in the foreseeable future.

The need to address the problem of thoroughly defining more adequate practice-oriented research of GVCs, as well as the continuing insufficiency of the existing level of this problem's scientific development, have determined the topic, the subject and the object, and the purpose and objectives of the study.

Setting objectives. The work's aim is based on a practice-oriented complex analytical study and on an empirical and theoretical analysis of the global value chains' transformation. Moreover, the scientific identification of their potential and directions for development is based on the instrumental and methodological update and the theoretical conceptualization of macroeconomic imperatives of the present and future development and synthesis of GVCs in the international production and commodity selling cooperation system.

Materials and methods. The object of research is global value chains, the activity of which depends on synchronizing the cooperating countries' macroeconomic policies that act as the providing component of their strategies for entering the international supply chains.

The subject of the research is comprised of the empirical and theoretical foundation and the development of ways and conditions for improving the configuration of global value chains, the implementation of which opens fundamentally new opportunities for world trade growth that will be based on the balanced development of international production and distribution networks, as well as generate an important macro-economic imperative of future methodological adjustments for research in this area.

The work widely uses general scientific approaches and modern research methods based on fundamental theoretical and methodological developments of domestic and foreign scientists in the field of trans-disciplinary analysis and synthesis, general systems theory, system analysis, theory of added value management and supply chain management, methodology of analysis, synthesis and optimization in the field of international

production and commodity supply cooperation. The representativeness and accuracy of the results of the study, the validity of practice-oriented analytical assessments and their scientific interpretation, the accuracy of basic conclusions and operating positions are provided by using the abovementioned methods and theories in accordance with the permitting opportunities and formalization possibilities of studied processes and phenomena on a global level.

Results. Tectonic shifts in the global factography of modern transformation of value chains create a less rarefied contemporary context, in a meaningful understanding of which the previous stages of GVCs' development appear less complex. Let us briefly justify the constructivity and correctness of these assumptions on the basis of a comparative evaluation of the evolutionary growth stages of theoretical knowledge about GVCs.

Imposing organizational complexity of value chains onto radical changes in the institutional and market environment has led to some uncertainty – confusion in the methods and relevant perspectives for studying the chains. On the other hand, the relatively short period of value chains' study objectively limits the possibilities for an instrumentally common and consistent in its aspects line of value chain research. As the scientist T. Andreeva notes, "both theoretical and empirical studies were conducted mainly since the beginning of the 1990s by the Institute of Development Studies (UK)" [1, p. 6]. Nevertheless, the starting point for the development value chain theory was the fundamental research of Professor Michael Porter of the Harvard school, who introduced them in his book "The competition" [8]. The aim of the scientist was quite reasonable – to develop a more organic concept of a firm, which would allow forming convenient theoretical optics for whole system analysis of business, allowing to identify its relationship with the environment and highlight the mechanics of competitive advantages' formation.

Another landmark study in the conceptual formation of the value chain theory are the works of Gereffi [16–18]. A more contemporary development stage of the value chain concept is the publication of R. Kaplinsky's and M. Morris's "A Manual for Value Chain Research" [20].

These studies have stimulated a large number of scientific papers, which were based on the theoretical position of M. Porter, the development and conceptualization of the same approach – presentation of a product in the form of a value chain to the consumer. The common ground of the study conducted by researchers (P. Drucker [16], R. Koch, J. Liker [6], R. Hendfield [11]) was the recognition of the role and importance of value chains as an important tool for strategic analysis in the corporate business environment.

The studies formulated and theoretically fixated the common features of value chains' functioning, which were both of operational (tactical) and strategic nature. For example, Mr. G. Gereffi differentiated value chains into

chains controlled by the buyer and by the seller, created a structural set of criteria for measuring value chains and introduced to it such parameters as structure, geography, management, and institutional environment. In terms of organizational design and management of value chains, the differentiation of chains proposed by G. Gereffi is important: it defines the boundary between two fundamentally different supply chain types, where trade and production act in turns as the focus of the company. We draw attention to the fact that this separation allows a very accurate description of value chains' operation specifics, which can be then refined in the marketing way. In other words, this differentiation gives little in terms of management, but its importance can not be overestimated for the accuracy of theoretical research, rigorous and accurate factual description of value chains.

It will be important to note that the emergence and active theoretical development of the "value chain" concept at the end of the twentieth century is not an accident. The process of world trade globalization launched in the 1980s, the simplification of communication access to the consumer, and activation of trade and investment cooperation have become the harbingers of the subsequently increasing diffusion of added value in supply chains. The term "value chain" acquired its final and most comprehensive empirical content after the inclusion of the newly industrialized countries of Asia in the global commodity exchange. A global expansion of value chains had occurred: before, they were mainly built between the machine-building clusters of the northern countries. The addition of Asia completed the evolutionary transition of value chains to global value chains (GVC). For this reason, a methodological emphasis on examining the evolution of value chains' features in the East and South-East of Asia is to be made. In these regions, different types of models for incorporating countries into GVCs were formed, while the cooperation itself in the South-North direction and its current reversal are of great practical importance to deepening our theoretical generalizations and conclusions in the framework of the selected research subject.

In the past two decades, the fragmentation of GVCs, sectoral distribution and vertical diversification formed nontrivial progress in their structural development, for the identification of which the term "international production network" emerged in the conceptual apparatus of international economics. The term reflects the complexity of the global cooperation, the effectiveness of which in the new competitive environment is provided through the cooperation of a large number of GVCs' participants, including states etc.

Nevertheless, the landmark ideological and conceptual advances in the development of GVC theories, which reinforce the dialectics of contradictions arising in the process of its further conceptualization, are of greatest importance.

Scientists E. Davydenko and M. Grichik distinguish a number of consequences of cooperation within the framework of GVCs that create problems for trade statistics and distort the real empirical assessment of trade flows [3]:

- trade balance does not reflect the really occurring imbalances in bilateral trade;
- the problem of double counting – repeated accounting of export costs at various stages of production and exchange;
- the task of accurately assessing the real exchange rate and the competitiveness of a country becomes more complicated;
- Gross export does not reflect the actual structure of national production and whether the economy possesses certain production factors.

However, these problems are largely methodological in nature and in no way discredit the model of functioning of GVCs' itself, which represent today an almost invariant format of incorporating economies into global commodity exchange. In the context of this conclusion, the scientific and applied analysis of GVCs can and should form the basis for policy-making that would maximize income from participating in GVCs.

It should be noted that the development of such a policy becomes extremely difficult, as the structural evolution of GVCs goes further and their complexity increases. The fragmentation of chains, vertical diversification and inclusion of new countries in the GVC, and the geographical turn of deliveries' axes (changing from North-South to South-South) form a mosaic of changes that complicate the process of converging trade and economic policies of countries cooperating in the framework of international production networks.

Another point that needs to be addressed: a wide range of terms is being used in theory and practice, such as value creation chain, value-added chain, global value chain, regional value chain, industrial chain, production and distribution chain, international production network, supply chain, inventory and sales cooperation, industrial cooperation, global commodity exchange system etc. Each of these concepts has a mirrored empirical image and forms a separate relevant perspective of scientific and practical evaluation of evolutionary changes in the structure and institutional dynamics of value accumulation chains.

This allows us to conclude that the terminology of the GVC theory has significantly changed in the transformation of the world economic system. Evaluation of this change in the framework of the known conceptual synthesis methods shows that from a simple concept of "supply chain", we came to a more complex semantic structure "global value chain", which has a much wider and meaningful functional niche.

From our point of view, in the near future, updating the conceptual apparatus of the GVC theory will not be characterized by any qualitative leap. New terminology profile will largely reflect the specific development

of the GVC management process and to a lesser extent the features of their institutional renewal, which has already passed its point of bifurcation in 2008–2009 and is represented by quite meaningful explications in the conceptual apparatus of the modern global manufacturing.

In practice, in fact, there is a transition from value chains to regional value chains (RVC), then to GVC, and back to RVC. Notable is the fact that RVCs were before formed mainly in the framework of the North-North axis, which was then orthogonally supplemented by "fabric" Asia – North-South line. After the crisis destabilization of trade between North and South, modern RVCs are now more actively developing on the line South-South than North-North.

Let us consider the macroeconomic aspect of GVCs' operation and its significance. Scientists Hummels D., Ishi J., Yi K.M. showed that faster growth of international trade is largely explained by vertical specialization, i.e. increasing use of imported goods for export production. They paid special attention to the fact that the reduction of trade barriers has a multiplicative character and stimulates vertical specialization [19]. That is, on the one hand, the geographical diffusion of the production cycle was accompanied by the emergence of various forms of GVC development, including the international fragmentation of production, outsourcing and vertical specialization. On the other hand, the industrial cooperation at the supranational level (integration from the bottom) itself gradually dismantled the national system of customs protection and spurred the formal integration of economies through a massive empirical "request for regionalism" [7]. Over two decades, the global mix of these processes, accompanied by a constant increase in the operating efficiency of GVC management, had led to the crisis of 2008–2009.

In the post-crisis period, GVCs were placed in conditions of extreme market volatility. The latter was supplemented by common imbalances in the economy. Macro-economic growth cycles of recession and recovery gained an uncontrollable character. They raised questions regarding the reliability of direct supply and demand planning. Irregularities related to recent natural disasters have increased the volatility of value chains. All this points to the complexity and multidimensionality of GVC development in a commodity exchange system where "the question of adapting the supply chain to the pressure of competition, volatility, lack of specialists and sustainable development are only the tip of the iceberg. In fact, there are many more factors that affect the success of the activity, and their importance is constantly increasing" [13]. In the context of the present study, these activities can be divided into two parts: inside value chains outside them – exogenous conditions and factors of their functioning. Correlating the potential of these measures has undoubted practical importance.

Fragmentation of GVCs becomes an important development trend when marketing, operational planning and new product development are at

the global level, while the production and supply are moved down to the regional level. This increases the chains' fragmentation and complicates the management and formalization of business processes, limiting the possibility of maintaining their stability everywhere. After the crisis of 2008–2009, destabilization of the GVC and the transition to the stage of value chain regionalization simplify to some extent the task of maintaining stability, although the configuration update, new technological hitch links in the RVCs, and work to satisfy the quantitatively and structurally changing domestic demand does not allow us to conclude that this is a simple task.

It can be stated regarding the functioning of the external conditions for stabilizing GVC end RVC functioning that the new geography of production and distribution chains' location, and the dependence of their development on the fundamental changes in economic policies and national growth models of specific countries (especially the South) are gaining some momentum, but it is unknown how successful the reforms in the emerging economies of Asia and the new configuration of the RVCs will be.

Theorizing the subject to enhance the practical relevance and constructiveness of conclusions, it is important to understand the formal boundaries of the external sustainability of chains, the mechanics of this process. This understanding in particular is based on the findings of G. Gereffi that efficiency (value added) of producers does not depend on participation in a GVC itself, but on the conditions of such participation [16]. Developing this finding further in a practical way, R. Kaplinsky formulated the basic institutional forms of external control over a value accumulation chain that shape the conditions for producers' participating in the VC, highlighting the legislative, executive and controlling management [4, p. 22]. The proposed regulatory competences set of the chain's external parties is, in our opinion, fairly narrow. Most of them are restrictive, and only industrial support for industrialization is aimed at stimulating the organizational, economic and technological development of the VC. This interpretation is fragmented and requires expanding the economic functions of state departments, a balanced economic policy etc. Value chains are an integral part of the reproductive circuit of the economy and have a complex institutional and market structure and configuration. Because of this, the external environment of value chain operation, forming its structure, should have more appropriate, institutionally capacious content. The narrowness of the VC external management directions proposed by R. Kaplinsky may be dictated to a certain extent, in our opinion, by the need to smooth the effects of the rough value chain globalization, since it is in the past decade that TNCs, multiplying the perimeter of the chains, use the full range of benefits of outsourcing production, exacerbating the social and economic problems in countries while maintaining the optimal level of cost in the whole supply chain.

The development of social institutions, trade unions, etc. is holding back the development of labor dumping, limiting in time the benefits of

outsourcing in GVCs and accelerating the migration of industrial capital among developing countries. All this allows the a priori conclusion that the institutional mechanics of GVCs' external management and development regulation is to get more in-depth conceptualization in the structure of theoretical research in the coming years. New papers should solve the problem not only of complete interpretation of the GVC external management directions, but also of their relevant institutional ranking. Such an analysis can bring a deeper practice-oriented development on the basis of identifying opportunities for GVCs' and external regulators' convergence, broad prospects for which are created by the regionalization of GVCs in 2010s, reinforcing the importance of regional integration blocs and agreements in their development.

It should be noted that the root cause of the genesis of GVCs as a phenomenon in world trade is the fact that both at the level of national economies, and at the supranational level, the most favorable conditions for the development of international production chains were formed. Global and national economic context acted as a multi-stage catalyst for the industrial relations' multi-level organization and going beyond individual national economies. Production and trade cooperation became only possible as a result of an agreed variety of industrial and economic policies in individual countries and regions, which allowed to differentiate their models for inclusion in GVC, differences in the nature of which became a mandatory condition for their consistent coexistence. VC having begun in the form of the "product chain" category got a conceptually broader interpretation as "global value chains" in the 2000s, the context and meaning of which evidently describes the logic of the changes that have taken place in the global community exchange system.

It is within the framework of the GVC concept that the main focus was automatically shifted onto the analysis of the main factors in organizing global industries and their interactions within chains. In turn, globalization had spurred interest in VC, encouraging scientists and practitioners to assess the various types of control, including external. Before the crisis of 2008–2009, this interest had been of a mostly formal nature and saw its revival only after the crisis, as the impossibility of preserving GVCs in their present state had been caused entirely by the dysfunction in the international and national value chain management system. Thus, the gradual evolution of GVCs, in our opinion, was due to two important factors.

Firstly, the operation of a GVC in its current form is due to the technological changes in the production fragmentation process. The role of an external factor, namely of industrial policy, is enormous, but it is not the same in every country. In follow-up studies it will be proved that the policy of industrialization in Latin America, Africa, Central and Eastern Europe, the Middle East and the former Soviet Union did not allow to create same powerful production chains as in Asia, where the strategy of import substitution was timely supplemented by export-oriented growth.

Secondly, the modern structural development of GVCs is natural and evolutionary, but not chaotic. The migration of industrial investment within GVCs was stimulated by the creation of tangible economic benefits of outsourcing to other countries, which are derived from the inter-country differences in the level of labor and capital costs. That is, the inertia of GVCs' development was constantly sustained by preserving the macro-economic polarity of cooperating countries. As the GVCs develop, this factor slowly loses its significance today. The contrast of conditions narrows, which leads to a mutation of the chain units' interaction forms, which supports less and less the old asymmetry in the distribution of value added along the North-South axis. In today's competitive environment of high-tech GVCs, the speed of progress in a value chain will be determined by the intensity of technology transfer and innovative transformation of production chains in specific countries and regions.

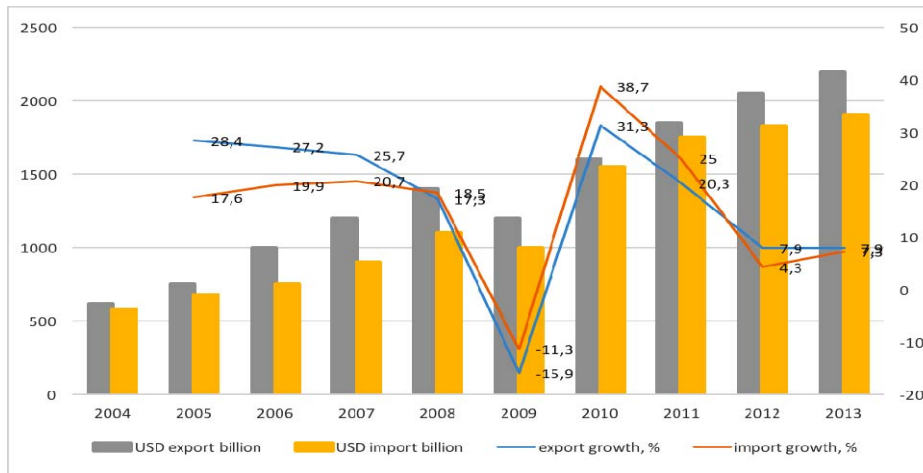
For example, within the context of the growing volume of trade on the South-South axis, the share of developing countries' imports from other countries in this group has been steadily increasing – from 35 % in 1995 to 54 % in 2010 [22]. It can thus be concluded that the technological renewal of developing countries' industrial base is carried out on the basis of capital goods' being supplied from other developing countries. This creates prerequisites for further increasing labor productivity through actively renovating the fixed capital of the industry in developing economies.

Another example is the steady increase in imports of high-tech products along the South-South axis, from 25 % in 1995 to 53 % of all high-tech product imports of developing countries in 2010 [22]. Moreover, the share of production, which requires high qualification to be manufactured, in the structure of intra-regional investment goods' imports of the South is permanently growing. At the same time, the produce itself is characterized by high technological intensity. It can thus be stated that the export volume of technologically intensive produce within the production and supply chain formed by developing economies is growing, with the produce being aimed rather at countries of the South than at wealthy countries of the North.

Evolution of global value chains enters a new, better stage of their development. Chains based on undervaluation of consumer imports from the South by the South itself through decreasing living standards in the South lose their relevance. Emerging economies hastily change the growth model, attempt to stimulate domestic consumption, which means an increase in demand for complex products and durable goods, consumer electronics, home appliances, and automobiles. In this phase, even in developing countries, though, of course, not in all and not equally, we will be able to observe at least the "median location" in GVCs as a matter of fact. Thus economies will seek to deepen their specialization in the production of intermediate goods and / or finished products, distancing themselves from the upward segments of the chain, where raw material specialization

prevails. Changing the GVC growth strategy can be observed, for example, in China, which gradually increases the share of domestic components in assembly, and will develop internal chains to a greater extent, thus expanding the capacity of the domestic market according to the growth of trade flows' regionalization in South-South cooperation.

As shown by calculations (*figure*), the ratio in the dynamics of merchandise exports and imports in China has changed dramatically after the crisis of 2008. In 2004–2008, the average annual increment of exports amounted to 19.65 % in comparison to 14.18 % for imports. Since 2008, the dynamics of import growth begin to outpace export growth: the average annual increment of China's imports in 2008–2013 amounted to 9.45 %, which is higher than the corresponding increase in exports over that period, namely 7.46 %.



Comparative analysis of export and import trade flow dynamics of China in 2004–2013*

* Calculated by the author of the study.

In the end, implementing the direct vertical integration strategy in GVCs – supplying intermediate goods and services to third countries in the chain – will be the main imperative of further value chains' regionalization. Moreover, R & D development will become an important condition for technological growth of value chains, as well as importing foreign direct investment (FDI) for the majority of developing countries.

Conclusion. To summarize, we note that GVC development today is not only an instrument of structurally convenient analysis of various processes in the economy, but also causes a series of temporary methodological inconveniences.

In the system of scientific knowledge, an inversion of GVC control apparatus can be observed; this inversion has not been previously displayed in scientific concepts, since it did not occupy a central place in the logic of empirical research. The crisis of 2008–2009 has led to the rupture of South-North chains and to their reversal to the South-South cooperation. At the same time, a critical mass of problems in achieving organizational sustainability and effectiveness of GVCs' functioning, related to the underestimation of the role and importance of the cooperating countries' economic policy and growth model, has been found. In subsequent studies, this methodological gap will be fixed.

No less significant aspect of studying GVCs is the process of their institutional and market perfecting at exactly the current stage. That is, the global practice makes actual not only the scientific and practical analysis of any (exogenous) factors and conditions that determine the development of GVCs, but also the peculiarities of managing their development. Long-term industrialization of economies, the transition from globalization to regionalization of value chains, expanding investment and trade cooperation between countries, turning the South-North GVCs in the direction of domestic markets of developing economies – all this creates a situation where the reproduction path of these countries should now be optimally integrated into the GVC. This means synthesizing new strategies of participation in GVCs due to advancing along a technological value chain.

That is, the methodology of GVC analysis should be based on shifting the focus from evaluating the factors of participating in trade with the added value to analyzing the strategy for technological integration in GVCs, and the subsequent improvement of the process. Future research will focus on the issue of differences in GVC participation strategies of individual countries having various industrial development structures and resource bases for industrializing national production infrastructure. Because of the radical nature of the shift in GVCs and their geographical turnaround require, in fact, updating the models of including countries in international production networks. Even for the developed East Asia, this task is not easy, because the VCs have to shift to new markets with different demand structure. Moreover, preserving the dynamics of its growth will be determined more by increasing the volume of production and selling the produce within the region and to a lesser extent by plain exports and capital accumulation.

REFERENCES

1. *Andreeva T. V.* Cepochka sozdaniya stoimosti produkta: formirovanie i ochenka jeffektivnosti : monografija. M. : RIOR : INFRA-M, 2013.
2. *Gladij I. J., Zvarych I. Ja.* Mizhnarodni vyrobnychi merezhi v Jevropi : monografija. Ternopil' : Ekonomichna dumka, 2011. 292 s.
3. *Davydenko E., Grichik M.* Global'nye epochki sozdaniya stoimosti: teoreticheskie i prakticheskie aspekty. Bajkal'skij vestn. 2014. S. 23–24.

4. *Kaplinski R.* Rasprostranenie polozhitel'nogo vlijanija globalizacii. Kakie vyvody mozno sdelat' na osnove analiza cepochki nakoplenija stoimosti? ; per. s angl. M. : GU VShJe, 2002.
5. *Krugman P.* Vyhod iz krizisa est'! ; per. s angl. Ju. Gol'dberga. M. : Azbuka Biznes, Azbuka Attikus, 2013.
6. *Lajker Dzh. K.* Dao Toyota: 14 principov menedzhmenta vedushhej kompanii mira ; per. s angl. M. : Al'pina Biznes Buks, 2005.
7. *Libman A. M., Hejfec B. A.* Modeli regional'noj integracii. M. : Jekonomika, 2011. S. 109–112.
8. *Porter M. Je.* Konkurencija ; per. s angl. M. : Vil'jams, 2006.
9. *Ponomarenko A. N., Muradov K. Ju.* Novaja statistika dvizhenija dobavlennoj stoimosti v mezhdunarodnoj trgovle. Jekonomich. zhurn. VShJe. 2014. № 12. S. 48.
10. *Sidenko V. R.* Novi global'ni vyklyky ta i'h vplyv na formuvannja suspil'nyh cinnostej. Ukr. socium. 2014. № 1(48). S. 7–20.
11. *Hjendfeld R. B., Jernest L.* Reorganizacija cepej postavok. Sozdanie integrirovannyh sistem formirovanija cennosti ; per. s angl. M. : Vil'jams, 2003.
12. *Cepochki* postavok novogo pokolenija. Global'nyj obzor dejatel'nosti v sfere upravlenija cepochkami postavok za 2013 g. Po rezul'tatam issledovanij Pricewaterhousecoopers. S. 3. URL : http://www.pwc.ru/en_RU/ru/performance-management/assets/global-supply-chain-survey-2013-rus.pdf.
13. *Baldwin R.* (2011). Trade and Industrialisation after Globalisation's 2nd Unbundling: How Building and Joining a Supply Chain are Different and Why It Matters. NBER Working Paper no 17716, Cambridge : National Bureau of Economic Research.
14. *Deardorff* (1995). Determinants of Bilateral Trade: Does the Gravity Work in a Neoclassical World? NBER Working Paper 5377, Natural Bureau of Economic Research, Cambridge.
15. *Drucker P.* Management Challenges for the 21st Century. New York : Harper Business, 1999. 207 p.
16. *Gereffi G.* The organization of Buyer-Driven Global Commodity Chains How US Retailers Shape Overseas production Networks. Commodity Chains and Global Capitalism. L. : Praeger, 1994.
17. *Gereffi G., Humphrey J. and T. Sturgeon* (2005). The Governance of Global Value Chain. Review of International Political Economy. Vol. 12. Is. 1. P. 78–104.
18. *Gereffi G. and Kaplinsky R.* (eds.) (2001). The Value of Value Chains. IDS Bulletin. Vol. 32. № 3.
19. *Hummels D., Ishi J., Yi K. M.* The nature and growth of vertical specialization in world trade. Journal of International Economics. 2001. Vol. 54. № 1. P. 75–96.
20. *Kaplinsky R. and Morris M.* (2001). A Manual for Value Chain Research, www.ids.ac.uk/ids/global/(accessed 2001).
21. *Lejour A., Rojas-Romagosa H., Veenendaal P.* (2012). The Origins of Value in Global Production Chains. Paper financed by DG Trade of the European Commission under the contract 'EU trade in value added' as part of implementing Framework Contract no TRADE/07/A2, The Hague: CPB Netherlands Bureau for Economic Policy Analysis.

22. *Resources G20 2014*. URL : https://www.g20.org/official_resources/library.
23. *Wallerstein I.* (1974). *The Modern World-System. Vol. I: Capitalist Agriculture and the Origins of the European World-Economy in the Sixteenth Century*. New York Academic Press.

Articles submitted to editors office of 03.10.2016.

Дугінець Г. Глобальні ланцюги створення вартості: методологія досліджень.

Постановка проблеми. *Останніми десятиліттями розвиток світової торгівлі характеризувався формуванням нових інституційних форм взаємодії на міжнародному рівні – глобальних ланцюгів створення вартості (ГЛСВ). Теорія і практика їх розвитку вимагає кардинального методологічного оновлення завдяки концептуалізації макроекономічних імперативів розвитку міжнародних виробничих мереж.*

Аналіз останніх досліджень і публікацій. *Такі аспекти вивчення ГЛСВ, як теоретичні основи та методи для аналізу участі конкретної країни у них розглянуто в працях багатьох зарубіжних та вітчизняних авторів. Проте питання щодо участі національних агентів за умов динамічних змін у міжнародній системі та наслідків глобального виробництва всебічно не вивчено.*

Метою роботи є *емпірико-теоретичний аналіз сучасної методології дослідження ГЛСВ у системі міжнародної виробничої і товарно-збутової кооперації.*

Матеріали та методи. *У роботі використано загальні наукові підходи та сучасні методи логістики дослідження, засновані на фундаментальних теоретичних і методологічних розробках вітчизняних і зарубіжних вчених у різних сферах.*

Результати дослідження. *Загальні особливості функціонування ГЛСВ в умовах розвитку світової економіки мають як оперативний (тактичний), так і стратегічний характер. Термінологічний апарат теорії ГЛСВ істотно змінився за трансформації світової економічної системи, але в перспективі не характеризуватиметься певними якісними змінами. Новий профіль термінології буде більшою мірою відображати специфіку розвитку управління ГЛСВ і меншою – особливості їх інституційного оновлення. В результаті аналізу існуючих підходів до дослідження ГЛСВ доведено, що основні проблеми виникають через: недооцінення ролі і значення економічної політики та моделі зростання країн, що кооперуються; недосконалість існуючих методик оцінки та обліку структури торгових потоків, що не фіксують та не відповідають реальному масштабу залучення ГЛСВ у міжнародну торгівлю.*

Висновки. *Розвиток ГЛСВ є інструментом зручного структурного аналізу різних процесів в економіці. Проте наявність деяких методологічних незручностей показує, що методологія оцінки структури торгових потоків не відповідає реальному масштабу функціонування ГЛСВ у міжнародній торгівлі. Вона повинна базуватися на зміщенні акценту з оцінки факторів участі у торгівлі з доданою вартістю до аналізу стратегії технологічного вбудовування у ГЛСВ, а також подальшого вдосконалення цього процесу.*

Ключові слова: *глобальні ланцюги створення вартості, додана вартість, міжнародні виробничі мережі, вертикальна інтеграція, глобалізація.*