цим компаніям, які обрали даний регіон для своєї діяльності) [82]. Також, варто відмітити і такі БНП: Samsung, Mercedes, Bayer, Volvo, EY, Unilever, Apple, Huawei, PWC, Sony, Intel та ін. [8].

Відповідно провідними галузями агломерації виступають біотехнології, інформаційні технології та послуги, а також виробництво текстилю та тканин.

Бангалор є лідером у галузі біотехнологій в Індії. Також, регіон IT-столиця Індії, і його часто називають Кремнієвою долиною Індії. У ньому розміщено кілька лідерів у галузі технологій та послуг, таких як Goldman Sachs, Bosch, Hitachi, IBM, Cisco, HP, а також такі індійські гіганти: Tata, Infosys та Wipro. У місті зосереджено 40 % IT-індустрії країни, а 55 % ВВП міста забезпечується саме цією сферою.

Присутність великої кількості програмних компаній та IT-фахівців породила унікальну культуру наставництва та мережевих зв'язків у місті, що робить його найбільшим центром запуску технологій в Індії. За останні три роки Бангалор залучив найвищий обсяг стартових інвестицій із середньорічним рівнем 4 мільярди доларів [9].

Також агломерація у 2019 р. третя у світі за кількістю створених стартапів у сфері IT, 57 % усіх стартапів Індії створені саме у Бангалорі. 3,9 млн осіб працюють у сфері IT, генеруючи щорічний прибуток у розмірі 180 млрд дол. США [10].

Отже, у зв'язку з нерівномірністю розміщення ПІІ, які здійснюють БНП, окремі світові агломерації залучають інвестицій на суму більшу ніж окремі країни. Одним із яскравих прикладів такого розподілу виступає місто Бангалор, яке поступово стає світовим IT-центром, у якому прагнуть працювати компанії-лідери у галузі технологій. Наразі місто, яке розпочало розбудову агломерації у 1990-х, спеціалізується виключно на сфері послуг, яка розвинута там настільки, що свою діяльність там ведуть близько 18 000 БНП.

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## ORGANIZATIONAL AND ECONOMIC MECHANISM OF GLOBAL VALUE CHAIN

The process of economy globalization as is well known has been actively affecting the development of the world and national economies in practically all directions in recent decades. This process consists of both positive and negative trends, among which, in particular, the trend of the growth of the transnational corporate structures expansion of seeking to control the entire multifaceted value creation process (from mining to production and delivery of final products to the consumer).

In this state of affairs, the notion of a "value chain" appeared in economic science, which is the whole complex of various types of production and economic activity that ensures the complete product cycle of a complete product: development – production – delivery to the end consumer –disposal after consume.


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The analysis of the "chain" of increment in value makes it possible to explain the phenomena associated with inequality in the distribution of income between developing and developed countries in the process of developing the transnationalization of production at the present stage of the globalization of economic relations.

Economic activity in almost all countries depends on the universal exchange of goods and services. In many countries, along with a decrease in the share of incomes, there is an increase in the share of trade in the gross domestic product.

It should be noted that the structure and direction of commodity flows in world markets are determined, according to the theory of Heckscher-Olin factors, the scarcity or excess of production factors that a country is endowed with, which is determined by the ratio of costs for the production of export and import goods. The well-known hypothesis of R. Vernon explains the modern global trends in the production of high-tech products.

To show the place of various functions in the GVC, the “Smiling Curve” graph is often used, which was proposed by the founder of Acer, Mr. Stan Shih. Curve illustrates the possibilities of moving along the chain to links with higher added value. It shows how the value added is distributed at different stages of the production cycle, starting from the development stage and ending with the after-sales service of the product.

In Figure 1 it can be seen that the greatest amount of value added falls at the stage most remote from the production process - research and development (R&D) and after-sales services. Thus, a firm that carries out R&D within the GVC, as a rule, receives a greater volume of economic rent. At the same time, firms engaged in extraction and primary processing of resources, as a rule, receive the smallest share in the GVC. The thickness of the “smile” reflects the number of firms that can perform this function within the GVC. Thus, the most profitable segments of the GVC are occupied by the smallest number of firms.

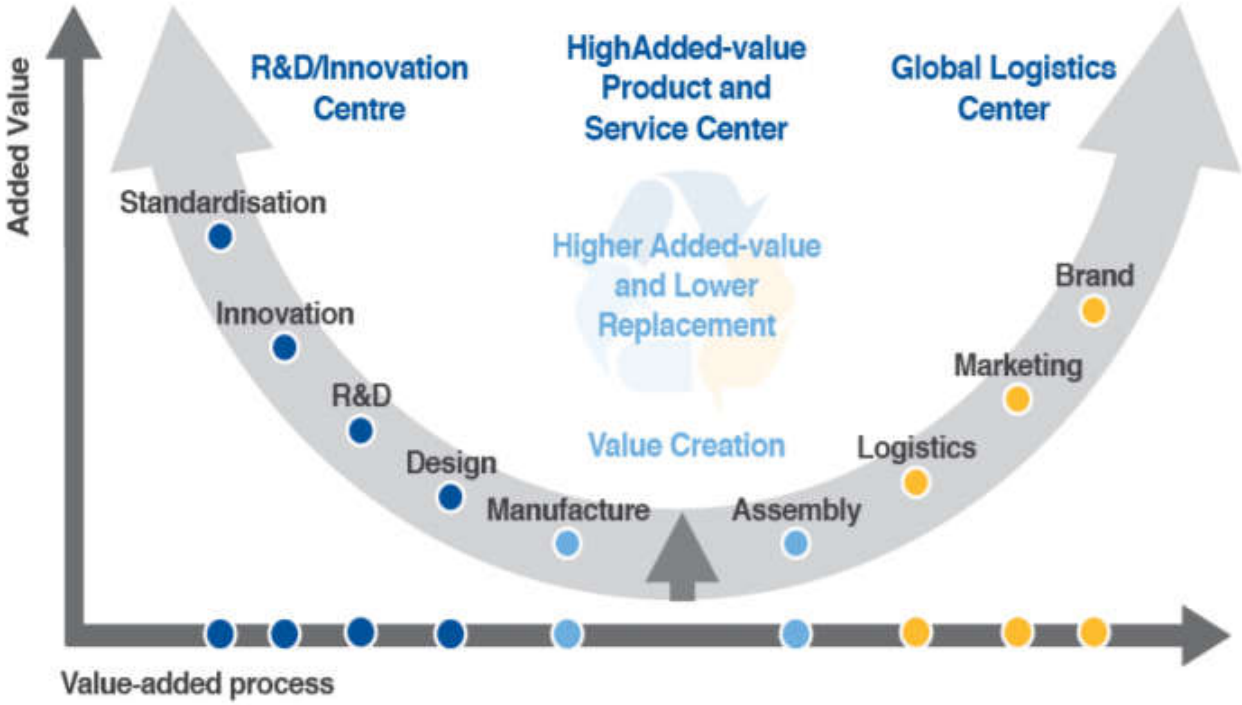


**Figure 1. The smiling curve. Value distribution along the global value chain**

Inside a separate GVC, two types of links can be distinguished:

- forward linkages;
- backward linkages.

Forward linkages are most often formed within the framework of the export-oriented model of development of countries (regions) that extract export raw materials, services with low added value and import finished products with high added value from previously exported raw materials. Forward GVCs are typical for industries with process production (chemical, oil and coal mining and metallurgy), they are characterized by a low localization of processing, related and providing industries in the region. Therefore, in countries where the forward linkages predominate, they are raw exporters, producers of components and components for creating complex products with high added value.

Backward links are formed around the production and export of high-tech innovative end products and services, while commodities and services by these countries (regions), on the contrary, are imported. The centers of formation of the descending GVCs are large universities, research institutes (research institutes), and modern experimental and engineering centers. In contrast to the forward linkages, the creation of

backward linkages is accompanied by high localization in the country (region) of processing, related and providing industries.

In his book “On Competition”, Michael Porter articulates the concept of the value-added chain as follows: “Each firm provides a set of activities related to the design, production, sale, distribution and support of its products. The chain of value calculating of a firm and the way it carries out certain activities are reflected in the history of the firm, its strategy, its approaches to the application of the strategy, and also directly in the very economic activity that underlies it.”

According to M. Porter, the value chain is also called a value added chain, because the company’s attention is focused on adding value to its products or services on each segment of the chain. Competitive advantage will be enjoyed by those companies that control the costs of their value chain is better, as well as those who differentiate their products by improving their quality, customer service level, product range, product uniqueness at the market, and so on.

M. Porter focuses his attention on the importance of effective links between operations in the value-added chain: “Two types of relationships can give a competitive advantage: optimization and coordination. Communications are often based on trade-offs to achieve a common end result ... The firm should optimize such links reflecting its strategy in order to achieve a competitive advantage ...”.

Under the optimization, M. Porter understands “creating the best” by using any organizational methods or planning methods that a company can apply in its value chain. The main idea, therefore, is the following: to be competitive, a company can and should use data, models and modeling systems to optimize and coordinate its value chain.

This approach is acceptable to minimize total costs. But a competitive advantage based on product differentiation also requires quantitative analysis to determine the cost of differentiation. If this happens, modeling systems can help the company establish cost-effective plans that support a high level of customer service, quality and other differentiating factors.

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