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«ҒЫЛЫМ ЖӘНЕ БІЛІМ – 2017»

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XII Халықаралық ғылыми конференциясының
БАЯНДАМАЛАР ЖИНАҒЫ

СБОРНИК МАТЕРИАЛОВ

XII Международной научной конференции
студентов и молодых ученых
«НАУКА И ОБРАЗОВАНИЕ – 2017»

PROCEEDINGS

of the XII International Scientific Conference
for students and young scholars
«SCIENCE AND EDUCATION - 2017»



14th April 2017, Astana



**ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ
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THE STATE OF ECONOMIC RELATIONS BETWEEN MONGOLIA-EU

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The 28th anniversary of the establishment of Mongolia-EU diplomatic relations will take place in 2017. Since 90's Mongolia has striven to develop an independent foreign policy. Given its geographical situation one constant challenge is to keep a good balance between Russia and China. Under its so called "Third Neighbor Policy" of Mongolia is also actively developing and deepening relations with other partners such as the EU, the US and Japan. That time relations between the Mongolia-EU have developed very positively. The term "Third Neighbor Policy" that officially became in Mongolian concept of Foreign Policy in 2011. That concept contains following provisions about "Third Neighbor Policy" are:

14.1. Maintaining friendly relations with the Russian Federation, People's Republic of China shall be priority directions of Mongolia's foreign policy activity. It shall not adopt the line of either country but shall maintain in principle a balanced relationship with both of them and shall promote all-round neighborly cooperation.

14.2. The second direction of Mongolia's foreign policy activity shall be developing friendly relations with highly developed countries of the West and East such as the United States of America, Japan, EU, India, The Republic of Korea and Turkey aimed to "Third Neighbor Policy"¹. In addition, Mongolia's National Security Concept contains point that **3.1.1.5.** Pursuant to a "Third neighbor Policy", bilateral and multilateral cooperation with highly developed democracies in political, economic, cultural and humanitarian affairs shall be undertaken.

Economic and Trade relations

Mongolia-EU cooperation started with the entry into force of the Trade and Cooperation Agreement in 1993. It was initially concluded for a period of five years and is now tacitly renewed every year. The two parties accorded each other's exports most-favored nation treatment and engaged themselves to examine appropriate measures to foster trade and economic relations. In 1994 when the EU started implementing the TACIS (Technical Assistance to the Commonwealth of Independent States), ALA, GSP+ program, and since then the EU and Mongolia have implemented three long-term program and projects that directed Governance, democracy, human rights and support for economic and institutional reforms, Trade and regional integration, Renewable energy, sustainable consumption and production, Economic Diversification, Employment Creation. In 2005-(*still today*) practically all Mongolian exports are granted tariff-free access to the EU under the reformed Generalized System of Preferences (GSP+). The Partnership and Cooperation Agreement (PCA) between Mongolia and the EU, including its Member States, was signed in April 2013.

The next big milestone in the Mongolia-EU relations was the decision taken in 2006 for Mongolia to join the Asia-Europe Meeting (ASEM) process. Participation in ASEM brings Mongolia into the Asia-Europe political and economic cooperation framework and thus further strengthens their relationship. As well as the 11th Asia-Europe Meeting (ASEM11) Summit was held, 15-16 July 2016, in Ulaanbaatar, Mongolia. ASEM 11 brought together Heads of State and Government from 53 ASEM partners — 30 European and 21 Asian countries, as well as the ASEAN Secretariat and the European Union — under the overarching theme of "*20 Years of ASEM: Partnership for the Future through Connectivity*". The Leaders expressed their "*strong resolve to work together to energize ASEM, promote further connectivity, mutually beneficial partnership and cooperation between Asia and Europe*"[ASEM declaration]. That was the new step of to develop future bilateral relations between EU and Mongolia.

Brief introduction about the above mentioned long-term programs:

- 2002- 2006 TACIS National Indicative Program for Mongolia – €15million
- 2007 – 2013 DCI (Development Cooperation Instrument) Country Strategy Paper – €29 million
- 2014 – 2020 Multi Indicative Program - €65 million.

What is MIP (Multi Indicative Program)

With this ongoing Program, the EU aims to assist Mongolia towards further establishing its democratic system and promoting sustainable development and economic diversification in order for the country to fulfill its ambition of becoming a middle income country (MIC) by 2021 while successively adapting to relevant European norms and standards. In the light of the mineral wealth of the country and its economic overdependence on the mining sector, the EU focuses its assistance on 2 focal sectors:

1. Improved governance of revenues for inclusive and sustainable growth
2. Support for better employment opportunities, by creating skilled jobs and decent work outside the mining sector.

(From this MIP, a new project "Support to Employment Creation in Mongolia" has been already mobilized and is under implementation with the Ministry of Labor and Social Protection and the Ministry of Food, Agriculture and Light Industry).

Main expected results to be achieved with regards **to improved economic, social and**

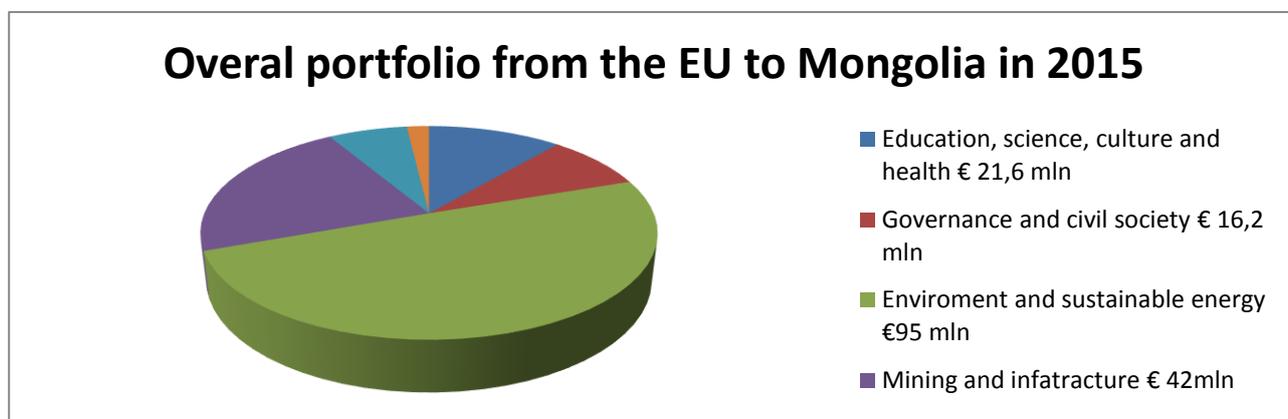
environmental governance:

- Designed and implemented capacity building strategies at both national and local level.
- Elaborated and implemented policies and regulations according to international standards in strategic sectors.

Main expected results to be achieved with regards to **enhancing employment** are:

- National Employment Policy in place specifically addressing issues relating to employment creation in the non-mining sector
- Value chains in rural areas are supported
- Core constraints for SME (Small and Medium Enterprises) development addressed, including enhancing access to finance for SMEs.

According in 2015, overall grants and loans from the EU and its Member states for ongoing development cooperation in Mongolia exceeded € 190 million. The following figure indicates distribution of portfolio. [Figure #1, Report of EU-Mongolia relations by 2015]



In addition in 2015, the total trade value between the Mongolia-EU reached €403 million, of which Mongolia's exports to the EU were € 84 million and EU exports to Mongolia € 319 million². The main exports from Mongolia to EU are raw materials and textiles (especially hair of cashmere goats), EU exports to Mongolia consisted mainly of machinery, chemicals and food products. In 2015 the EU ranks the third biggest trading partner with 9% of total trade and it expressed that EU is the main investor that after the two neighbor countries of Mongolia.

Conclusion

Mongolia already agreed EU as a Third neighbor from the point of above mentioned concepts and economical practices. However Mongolian researchers, scientists has explain that policy through different meanings, we can see it describes Mongolia makes policy for protect national security, ensuring the independence, to achieve new economy level, to prevent to be satellite state through the "third neighbor policy".

The EU is one of Mongolia's main trading partner and investor. Mongolia therefore hopes that the Union and its Member States will continue to be engaged in the successful development of Mongolia and committed to furthering Mongolia-EU trade. As well as the Central Asian state expects the PCA will facilitate cooperation in agriculture, the environment, the rule of law, governance, human rights, trade, investment, urban planning, education, culture, science, technology and global and regional issues. The signature of Mongolia on the EU-Mongolia PCA is proof for the EU that the Central Asian state is interested in engaging with other countries, other than simply China and Russia.

The agriculture and food sectors are hugely important to the economy as well as the social make-up and ecology of Mongolia. From this point EU activities directed to more agricultural economy and sustainable energy. We can observe in the future cooperation will be trade and investment; development assistance including poverty reduction; sustainable growth and development; good governance; increasing employment prospects outside of Ulaanbaatar; as well as regional and global issues.

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F. TROMPENAARS AND CH. HAMPDEN-TURNER CULTURE CONCEPT IN INTERNATIONAL BUSINESS

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One of the components of any national culture is business culture (culture of doing business). The existence of different national business cultures determines the need for research of features of doing international business with different cultures. Many scholars of the second half of the XX century tried to highlight different aspects of business cultures. As a result, there are several approaches to classification of national business cultures in the Literature: – culture concepts.

F. Trompenaars and Ch. Hampden-Turner cultural dimensions (1986-1994) have been widely recognized. F. Trompenaars was studying the profiles of more than 15,000 managers from 28 countries for 10 years. The situation of each country for each dimension is determined by analyzing responses at least 500 managers. The results were published in 1994.

This model of differences in national cultures has seven dimensions. There are five orientations covering the ways in which human beings deal with each other, one which deals with time, and one which deals with the environment.

Fons Trompenaars and Charles Hampden-Turner offers to classify national business cultures by the following dimensions:

- Universalism / particularism (general / specific).
- Achievement / ascription (which reached / who you are).
- Individualism / communitarianism (individual / group).
- Emotional / neutral (expression of emotions / hidden emotions).
- Specific / diffuse (high context / low context) [1, p. 139-141].

We'll look at each dimension in detail below.

Universalism / particularism (general / specific). According to the degree of willingness to comply with laws or to find a basis for their violation, F. Trompenaars divided national cultures on universal and particular (tab. 1). In cultures where there are universal truths high law-abiding is traditional. Universalism means that the basic ideas and traditions can be applied everywhere without modifications. Particularism provides that circumstances dictate how to use tradition [2, p. 82].

Universalist appreciate abstract public expectations, for example, laws or other unwritten but well-established rules. Particularist value relationships with specific people, and relationships with