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## **OUTSOURCING IN INTERNATIONAL BUSINESS: CURRENT DEVELOPMENT TRENDS**

The present article analyzes the degree of development of a modern technology of formation of international connections and innovative business models, outsourcing, its main forms: information technology outsourcing, business process outsourcing, outsourcing knowledge. Based on the study and analysis of information materials it is proved that outsourcing as a special form of the international division of labour and inter-firm cooperation relations generates new business building model, a new form of the international division of labour and inter-firm cooperation which covers all areas of modern business organizations. This class of business models are modern innovation centres, multinational corporations, integrated business groups that make up the industrial base of developed countries. Large-scale outsourcing technology development has led to the emergence of outsourcing-countries (consumers of out-

sourcing services) and outsourcers countries (outsourcing service providers). The paper identifies the positions of countries and outsources outsourcing in terms of outsourcing and outsourcing in such forms as IT technologies identified in each of these, the most popular and promising types of services defined dynamics and prospects of their development. The presence of the company's long-term outsourcing strategy now becomes a necessary condition for the successful development of a competitive business and adapts to rapidly changing market conditions. At the same time for developing countries with qualified professionals who can efficiently, but at a lower cost perform on a regular basis profitable and well-paid orders, outsourcing opens up new opportunities to participate in international division of labour, changes the vector of development, turning into the world centre outsourcing service providers.