

Diaspora as external economic source of human resources for the sustainable development of the home country

The competition for the economic development is becoming crueller global and any methods could be essential for it. In this situation, the immigration is a loss of economic resources for the country, but it could be turned into a valuable external source of human resources, if the country has a well developed long run strategy targeted to diaspora. The country with huge diaspora is better to build its diaspora directed strategy on creation of ownership among them toward economic development of their home country. In this case diaspora could be turned into huge pool of external human resources for the home country. It is foreign trade promotion tool for the guest and home countries as well, if the economy of the guest country has this need.

The activities of the Government of Armenia targeted on Diaspora possibly could be not considered as cautiously, continuously and strategically developed one taking into consideration more than 8 million Armenian spread all over the world. In most cases Diaspora involvements of home country development were Diaspora driven and the steps taken by the Government of Armenia could not be assessed as a proactive.

Keywords: migration, diasporas, economic development, foreign trade, foreign investments, poverty reduction, globalization, networks, sustainable development.

Introduction. The goal of this article is to suggest possible tools for how Diaspora could be involved into economic development with major stress on poverty reduction of the home country. It covers issues that could be a guide for policymakers in Armenia as Diasporas are not just a source of remittances; but themselves are external human resources for export promotion, investment generation and skills/knowledge transformer. At the same time, a diaspora could be the cheapest, best tool for the propagation of a positive image of that country abroad. Hence, if a country is better equipped to utilize its resources, it will have better results turning emigration as a benefit for the economy, which allows today's globalizing and technologically advanced world.

In the near future, one of the outcomes of global population movements is that almost all of the countries in the world will have some form of diaspora. According to a United Nation's (UN) estimate, in 2009 more than 215 million people (ca 3% of the world's population) live outside their countries of birth [22]. Several countries already compete not only for goods, services and capitals in the world market, but also for ways to channel the potentials of their diasporas in the form of brain gain. Among these countries are Ireland, China and India.

Modern literature on diasporas focuses more on the opportunities and difficulties that diasporas could have in their home countries. Among the studies a great deal of attention is given to the issue of diasporas in the context of Foreign Direct Investments (FDI), the impact of remittance in their home countries and the impact of migration in remittance countries. This study will analyze the research conducted so far on the possible potential of economic role of diasporas in their home countries as an external source of human resources.

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Theoretical approach toward a diaspora's role in the economic development: One of the UN Millennium Development Goals is poverty reduction, where global partnerships could have a vital role. Furthermore, the UNDP stresses the "intellectual, technological, entrepreneurial and financial resources of the Diaspora" in this goal, where "the onus is on developing country governments to design programs and offer incentives that enable expatriates to contribute to national efforts" [14].

Although diasporas are not a new phenomenon in the world economy, in-depth studies on the role of diasporas in the economic development of their home countries has only recently emerged. It could be also explained by the emerging of new technology, which has allowed seeing the significance of a diaspora's role in its home country's economy. Moreover, globalization has its qualitative and quantitative impacts on diaspora as well, leading that more and more countries having diasporas throughout the world and creating fields for competing not only for the new markets but also for better involvement of diasporas in the economic development process of their home countries. Even diasporas are competing for effective development of their home countries, if they feel themselves as a part of it. As Khatchik Toloyan (Professor of English at Wesleyan University and Editor of Diaspora Journal) is sure the ongoing transformation of exilic nationalism has been turned into diasporic transnationalism.

But still there is not a complete model for calculating a diaspora's impact on the development of its home country. It is in the process of modelling and perfection requiring more empirical assessments with concrete examples. Below it is assessed several researches done so far in this field.

Diasporas could impact on almost all factors of the Solow economic growth model (on relative capital intensity as vital source of skills, knowledge and know-how; on private consumption as tourists, on investments as investors or an intermediary between a foreign company and the home country; on net exports as an intermediary or trader; on the labour force could directly (for ex. when there is immigration of diasporans into their home country) and/or indirectly (for ex. when diasporans pass their skills, knowledge and know-how onto the home country's workers). Additionally, diaspora by itself could be turned into labour force for the home country. As Michele Porter's Diamond model shows, the most valuable resource for economic growth is the existence of a skilful labour force, while the diaspora is already a developed source of skilful labour forces. Effectiveness of utilization of this resource is completely dependent on the understanding and valuation of the labour force of the home country, while today's technologies and means of communications create huge potential to consider diaspora as an external labour force.

The Jewish diaspora is still the classical case study for examining diasporas with huge diaspora-related researches. These researches present that once Jews were stressing on having their own land, nowadays Jews are stressing transnationalism among which are Caryn Aviv and David Shneer. In their book *The End of the Jewish Diaspora* it presents that "The metaphor of a people longing to go home is compelling. It is also outdated." [8]. The same could be stated for other diasporas as well, where countries with the local approach toward diasporas, without considering them as an external labor source, are the losers in the world economy. The best examples could be India and China. The governments of India and China effectively utilize the potential of diaspora labour force creating sense of ownership among its compatriots, which directly promotes their willingness to participate in the economic growth of the home country.

Almost all of researches in this field show positive direct or indirect relationships between

diasporas and home country development. For example, Kathleen Newland and Erin Patrick confirm the huge impact of diaspora on home country's poverty reduction through direct foreign investment, market development, remittances, technology transfer, philanthropy, tourism, political contributions, flow of knowledge, new attitudes and cultural influence. For deep involvement of diasporas in the poverty reduction process, they suggest to build on success stories of diasporas, use their networking and play on their philanthropy [28], which is based on the classical model of a diaspora's engagement in its home country's activities. The classical model should be never ignored, but home countries should start to develop their diaspora-targeted strategies based on new approaches and development in the use of new technologies and methods.

Another economist – Bengt Henoch values five the Ts (Tourism, Telecom, Trade, Transportation and Transfer), through which a diaspora could be engaged in the poverty reduction process of the home country [5; 6].

Brett Johnson and Santiago Sedeca are sure in the following model of interaction between diasporas and home countries:

- remittances;
- collective remittances for community development;
- diaspora business and investments;
- diaspora-based investment instruments;
- knowledge transfer/reverse brain drain [7].

Despite positive aspects of a diaspora's involvement in the home country, there are several strong "negative aspects" as well such as:

- diasporas easily become a source of financing for international terrorism;
- diasporas easily manage the politics of the home country without living there (the most concerned part of a diaspora's engagement in the home country's poverty reduction process is the huge potential of political influence of people who do not fully understand the real conditions of the home country, as by living outside of that country they lack information and deal with another (host) country's values;
- diasporas think about pan-diasporas and/or the major diaspora communities' interests, forgetting about the country's interests, where the home country is the major "respondent", etc.

Above mentioned involvement ways of diasporas into home country's poverty reduction process are traditional, while globalization suggests new methods and approaches such as: diaspora as a bridge between foreign investors and/or buyers and the home country; e-networking of different groups of diasporas to turn brain drain into brain gain; institutionalization of diasporan chaotic activities for bringing into the systematic and targeted arena; diaspora as an "alive business card" for country image making in the host countries; and the creation of a sense of "ownership" among diasporas toward the development of their home countries. There are already several researchers who stand for these new methods and approaches. So there is no clear and/or scientifically approved direct link between diaspora and poverty reduction, while there is vivid huge potential to turn it into a direct link, if diaspora-home country relationships are well "managed". The latter means understanding and creation of sense of ownership among diasporan representatives toward the economic developments of their home countries, consideration of diasporas not as immigrants, but as transnational carriers rather than just registering diasporas and "accounting their possible assisting level". As Khatchik Toloyan is sure "In Diaspora as elsewhere, daily life for the vast majority of people is not as much a matter of attending meetings and performances staged by

diasporian organizations as earning a living, raising a family, enjoying entertainment, and so on.”

Hence, diasporas could be turned into strong external human resources for the economic growth model with the right strategy of government of the home country targeted at them to be involved in the home country's poverty reduction process. At the same time, the government of the home country could hinder the impact of the diaspora through its bureaucratic obstacles, jumbling in business activities, and so forth. So, the choice how to use this great potential of human resources depends on the home country's Government policy.

Diaspora and the economic development in Armenia: The number of worldwide Armenians is estimated to be between 8 to 10 million. The major host countries are Russia (with over 2,225,000 Armenians), France (with over 450,000 Armenians, while other EU countries contain at least 203,000 Armenians), Iran (with about 100,000 Armenians), USA (with approximately 1,400,000 Armenians), Syria (with about 150,000 Armenians) and Lebanon (with 234,000 Armenians) [32].

The major diaspora-connected economic sectors of Armenia are software development, infrastructure development, precision stone processing and jewelry, tourism, food processing, apparel and construction. According to Manuk Hergenyanyan and Anna Makaryan in their paper “The Role of the Diaspora in Generating Foreign Direct Investments in Armenia”, the percentage of diasporan investors among other investors was 25% «between» 1998–2004 [33]. Last 6-7 years this number became higher due to investments made in the communications infrastructure.

Thomas Samuelian, Hakob Martirosian and Aram and Tamar Hajian, in their “Diaspora Homeland Issue” paper revealed the fact that personal ties could not work as efficiently as before in Armenian Diaspora, because of the arriving new generation, which is more globalized (has globalized culture), equipped with new technologies and communication tools, demanding new approaches for identifying themselves with home country [29].

Aleksandr Gevorkyan's, Victoria Minoian's, Denise Aghanian and Lev Freinkman's major focus was on remittances, tourism and technical assistance from the Armenian diaspora. At the same time, they are also sure that there had to be developed new mechanisms to involve the diaspora in the investment process in Armenia such as the creation of development bonds, development banks and investments funds to reduce any risks for them. Moreover, they do accept that different diasporan groups (family altruists, ethnic investors and those uninvolved) require different approaches be considered for the development of strategy targeted on diaspora. As Denise Aghanian states, diaspora is a complex phenomenon in and of itself, each “niche” requiring a special approach with a unique strategy.

Yevgeny Kuznetsov and Charles Sabel arose the fact that even though the Armenian diaspora is wealthier than the Indian and Chinese diasporas, but “has failed to help move the country up global value chains” explaining it by the Armenian government interests as it was more targeted on humanitarian aid creating more negative image among diaspora on their home countries rather than assisting for the economic development [26].

The Armenian Government has organized diaspora targeted several activities as well among which are Pan-Armenian Games; Diaspora-Armenia economic conferences; Investment conferences in USA, Europe and Russia; Celebration of the 1700th anniversary of Armenia's adoption of Christianity; and Establishment of the Ministry of Diaspora. This list could be lengthened by adding special residency status followed by dual citizenship. But still these actions are not correlated with policy and untargeted.

But still, the strategy of Armenian Government could not be considered as complete and

well targeted, which explains why the Armenian diaspora was more inclined to protect the history of Armenia rather than the home country itself. One of the examples could be The Strategy of Poverty Armenia, where the role of diaspora into this processes is missed. divisions misses the factor of external source of human resource of diaspora, while the latter as an Indian case showed carries big possibilities to have positive impact of this process. Other strategies and documents if they even mentioned it, they do not proactively use this source and do not give the required finance for that as the outcomes of it will be seen with 10 years and not immediately.

The issue of cost-effectiveness for protecting the rights of the Armenian diaspora is another issue. One of the functions of the Ministry of Diaposra is better to be protecting the rights and interests of the Armenian Diaspora, which will increase their willingness to by identifying with home country. Dual citizenship has to be granted by the power of this body as it will increase its importance throughout the Armenian diaspora. But these are not satisfactory actions. At the same time, the world is changing, so approaches toward the diaspora would also be changed. So, it would be the responsibilities of this body to follow all changes and make corrections in the strategy targeted on the diaspora's involvement in the poverty reduction process of Armenia. It could be also effective continuously to assess other countries' experience as well for making improvements in the diaspora directed policy and localization of it.

Diaspora and the economic development in Ukraine. Diasporas in Ukraine engaged as individual researchers and scientific purposes institutions (Institute of Political and Ethnic Studies, IF Kuras NAS of Ukraine, International Institute of Education, Culture and Relations with the Diaspora of the National University «Lviv Polytechnic» Research Institute of the Ukrainian Diaspora at the National University «Ostrog Academy»). Subject interaction between state and diaspora regularly discussed at scientific forums aimed at developing mechanisms of cooperation with diaspora abroad, which regarded as a powerful factor in human development [13].

To generalize the factors that influence the involvement of human resources in cooperation diaspora and home country, among them are: ideological differences and alienation through the long absence of contacts; dominance in communication with representatives of diaspora financial interests from the part of Ukraine; unsatisfactory organizational and household status of Ukraine.

As world practice, goverment seek to use its diaspora as a powerful state-factor in the development and effective tool of political, economic and cultural influence in the countries, an effective means of establishing a positive image of their country in the international community. They are intended to mobilize the diaspora through the involvement and active use of human, social, financial, cultural, and political capital. Today there are many forms of such interaction (academic, social, political institutions and organizations, various associations, some ensembles, foundations, etc.), and – common small businesses, based on – «ethnic» business.

Relations with its diaspora state include a range of economic objectives, including investment, development of trade relations, and settlement of net cash transfers. In politics, many of the priority are to contribute to injections into the economy of the community. Among the various forms of cooperation between the diaspora and Ukraine in recent years also include:

- private equity business representatives diaspora;
- use of the diaspora to find foreign partners for Ukrainian companies;

- common business.

According to the experts, motivational factor for investment diaspora is not only profit but also ethnic relations, national identity is preserved, the desire to join the family of nations. Stimulating factor in the interaction of different parts of the Ukrainian nation is the fact expand the participation of scientists, public and political figures of Ukraine in those activities that were carried out well-known research centers, civil, political, governmental organizations of foreign countries, such as in international conferences, congresses, multilateral meetings on various aspects of social life and more [23].

Summary and policy recommendations: It would be effective to recall once more the major outcomes of this research:

- a diaspora has great potential to impact all four factors of economic growth of the home country: labour, capital, technology and foreign trade.
- diasporas have to be considered as external sources of labour, which is especially vital for small countries with few natural resources like Armenia.
- the process of involvement of a diaspora in its home country's economic development requires daily and persistent activities from the government of the home country.
- to increase the involvement of a diaspora in the poverty reduction process of its home country, new approaches should be used besides classical/traditional methods of involvement, such as using the diaspora as a bridge between foreign investors and/or buyers and the home country, e-networking, institutionalization, utilizing the diaspora as a "alive business card" and creating a sense of ownership.
- it is time to consider the diaspora not only from a local point of view but also from a global point of view. In other words, there is not an Armenian diaspora, but rather transnational Armenians.
- Armenian citizenship should provide benefits besides obligations, or else a new Armenian citizen has to at least be honourable. Only in this case can dual citizenship overcome the expected outcomes.
- the creation of a sense of ownership among transnational Armenians in the poverty reduction process of Armenia has to be a keystone of any action/steps/strategies and policies targeted toward the Armenian diaspora.

The main goal of the home country related to this field had to be the effective involvement of the diaspora in the home country poverty reduction process (a sub-component of the macro goal of the country – its economic growth). The target of this goal is mostly business, education, research and development and trade-related, as they have more potential to be considered as an external labour force with its two sub-components: classical and young-generation diasporans. Based on this, the diaspora directed strategy is better to be more concentrated on a combination of classical and new approaches to create a sense of ownership among diasporans toward economic growth of their home country.

The strategy, tactics and governmental steps have to be different for the older and young generations of transnational Armenians as they differ from their values, culture and approaches toward life. The distinguishing differences are proactively advertising famous Armenians who are still alive (recalling the past is good, but what about who we have now?) and assisting the best students in natural sciences to continue their studies in the world's leading institutes.

If the home country considers its diaspora as a transnational value carrier, as a part of the home country and as an external source of labour, the country could effectively utilize its potential. Or else, it would be unstructured and would utilize diaspora-driven participation but

with minimal real potential of its diaspora.

For sustainable development of Ukraine and human resources of the diaspora should follow the principle of consistency and determination, and to develop a series of measures aimed at:

- formation and support of economic information network in Ukraine and its infrastructure;
- implementation of innovative approaches in the development of joint projects, defining ways and forms of business cooperation with the Diaspora;
- improvement of legislative base of Ukraine to attract human resources community;
- formation of positive motivation of the population in the area of cooperation;
- increase in funding scientific research and development programs in this area.

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А. Оганесян, Е. Шкарупа
Дияспора как внешний источник человеческих ресурсов
для устойчивого развития страны

В статье исследованы взаимосвязи между факторами экономического развития страны и влияния на него диаспоры. Определены ключевые особенности взаимного привлечения человеческих ресурсов диаспоры для устойчивого развития страны. Предложены направления для формирования стратегии привлечения человеческого капитала и усовершенствования экономической политики страны для устойчивого развития.

Ключевые слова: миграция, диаспора, экономическое развитие, внешняя торговля, иностранные инвестиции, сокращение бедности, глобализация, сеть, устойчивое развитие.

А. Оганесян, О. Шкарупа
Діаспора як зовнішнє джерело людських ресурсів
для сталого розвитку країни

У статті досліджено взаємозв'язки між чинниками економічного розвитку країни і впливу на нього діаспори. Визначено ключові особливості взаємного залучення людських ресурсів діаспори для сталого розвитку країни. Запропоновано напрями для формування стратегії залучення людського капіталу та удосконалення економічної політики країни.

Визначено, що діаспора має величезний потенціал для впливу на всі чотири фактори економічного зростання країни: праці, капіталу, технологій і зовнішньої торгівлі. Для формування стратегії залучення людського капіталу та удосконалення економічної політики країни необхідно розглядати діаспору в якості зовнішніх джерел робочої сили, що особливо важливо для невеликих країн з обмеженими природними ресурсами. Процес залучення діаспори в економічний розвиток своєї країни, вимагає системних і постійних заходів з боку уряду країни.

Якщо узагальнити чинники, що впливають на залучення людських ресурсів у сфері співпраці діаспори та рідної країни, то серед них є основним світоглядні розбіжності і відчуження через довгу відсутність контактів. Тому, необхідним є створення почуття співпричетності серед транснаціональної частини населення в процесі скорочення бідності, що повинно бути наріжним каменем будь-якої стратегії та політики, спрямованої на вирішення проблем для сталого розвитку.

Як показує світова практика, держави прагнуть використовувати свої діаспори як потужний державотворчий чинник розвитку, дієвий інструмент політичного, економічного та культурного впливу в країнах проживання, ефективний засіб утвердження позитивного образу своєї держави у міжнародній спільноті. Вони мають на меті мобілізувати діаспору шляхом залучення та активного використання людського, соціального, фінансового, культурного, політичного капіталу.

Збільшення участі діаспори в процесі скорочення бідності в своїй країні повинні базуватись на нових підходах.

Стосунки держави зі своєю діаспорою включають цілий комплекс завдань економічного характеру, зокрема залучення інвестицій, розвиток торговельних відносин, врегулювання надходжень грошових переказів. У політиці багатьох держав пріоритетним напрямом є сприяння для вливань в економіку від діаспори. При цьому доцільно використовувати крім класичних методів участі, такі як: використання діаспори в якості мосту між іноземними інвесторами та/або покупцями і на батьківщині, інформаційні мережі, інституціоналізацію, використовуючи діаспору як «живу візитну картку» і створення почуття причетності до вирішення економічних проблем країни.

Визначено, що для сталого розвитку країн та використання людських ресурсів своєї діаспори необхідно дотримуватися принцип системності та цілеспрямованості, а також слід розробити ряд заходів, спрямованих на: формування та підтримку інформаційної економічної мережі та її інфраструктури; впровадження інноваційних підходів в розробці спільних проектів, визначенні шляхів і форм ділового співробітництва з діаспорою; удосконалення законодавчої бази по залученню людських ресурсів діаспори; формування позитивної мотивації населення у сфері співробітництва; збільшення фінансування наукових розробок і програм розвитку.

Ключові слова: міграція, діаспора, економічний розвиток, зовнішня торгівля, іноземні інвестиції, скорочення бідності, глобалізація, мережа, сталий розвиток.