

Nevertheless, skeptics of the theory argue that the doughnut model does not take into account such aspects as the fact that without increasing GDP growth we will not eradicate global poverty. This model sets out clearly defined problems and their possible solutions, but it does not mean that they will be applicable worldwide.

The doughnut economics is the model that calls classical economics into question. The innovative model firmly keeps an optimistic tone and gives us a few paths to change our societies, to drive it toward a more mature, sustainable and resilient state. According to the author all along her work, the doughnut is not a solution in itself, but a collection of ideas to progress toward a fairer and more sustainable world.

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ARTIFICIAL INTELLIGENCE: FRIEND OR ENEMY?

Artificial intelligence (AI) is currently considered the main technology of the 21st century. Gradually, it is becoming more widespread and is already used in many areas, including business, medicine, manufacturing, science, and etc. But, like any other technology, it has its advantages and disadvantages. The purpose of the study is to assess the impact of artificial intelligence on modern society, identify potential problems and risks associated with its development and implementation.

Artificial intelligence (AI) is a technology that enables computers or systems to perform tasks that previously could only be solved by humans. As a result, routine or labor-intensive processes get automated, their accuracy and productivity are improving.

AI is a very useful tool for the economy and can help improve various aspects of people's lives. One example of the use of AI is the automation of processes in

manufacturing. Many companies around the world use robots and automated systems to improve the efficiency and productivity of their production lines.

Let's take a look at some examples of how AI is used and try to determine whether it really is a friend or foe. According to a study published in early 2022, artificial intelligence is actively used by 12% and tested by 48% of large and medium-sized companies worldwide. It is used to improve marketing research, automate manufacturing processes, and improve the quality of products and services.

For example, Amazon is essentially a trailblazer in the field of AI, using it to analyze customer behavior, collect their purchasing habits, and recommend products that may interest a particular customer. In addition, the company intends to replace recruiters with a neural network capable of finding the most suitable employee from all applicants. Thanks to this, Amazon significantly increases its efficiency, profitability and competitiveness, improves customer relationships. However, in this case, AI, gradually displacing workers, becomes their enemy [1].

It should be understood that some professions will inevitably be automated, leading to job losses for certain specialists. However, on a global scale, progress and technological development are necessary. At the same time, the development of artificial intelligence causes the emergence of a large number of new specialties related to the design and manufacture of robots, training people to work with AI, and similar fields. According to a new report from the World Economic Forum (WEF) Analytical Center, the development of technology and artificial intelligence will lead to the elimination of 85 million jobs worldwide by 2025. However, it will also lead to new opportunities - in the field of big data processing, the green economy and in the service sector. According to the report, 97 million new job openings are expected in these and other industries [2].

AI in medicine is one of the most promising applications of this technology. Its implementation allows to increase the accuracy of diagnosing diseases and treating patients, improve the quality and accessibility of medical care in general. It may also be associated with the development and manufacture of new drugs, the search for new methods of treatment.

One example of the use of artificial intelligence in medicine is the DeepGestalt algorithm developed by the scientists from the USA, Israel and Germany. It allows to identify hereditary diseases that a person may have, by determining the facial features that are natural for diseases. As disadvantages, one can single out the possibility of errors or inaccuracies, which can play a decisive role in medicine; privacy and ethics issues; insufficient flexibility compared to the human brain [3].

The introduction of AI in medicine has great potential, but we must not forget about caution and taking into account potential risks. Therefore, medical professionals must be held accountable for making the final decisions and ensuring patient safety.

A prime example of the ambiguity in the use of AI is the recent introduction by the Romanian government of a robotic advisor powered entirely by artificial intelligence. Its purpose is to help citizens: they will be able to inform the authorities in real time about their proposals and wishes, the problems of the country. This technology is the first of its kind in the world, so it has some drawbacks (such as the creation of fake accounts in an attempt to draw more attention to one's issue). But, despite this, with proper application,

the authorities will be able to see a positive or negative reaction to the implemented decisions [4].

As a result of the study, based on the analysis of the examples given, it can be concluded that AI can be both a friend and an enemy, depending on the way it is used. Artificial intelligence is a tool that can change our world for the better. In many aspects, it cannot fully replace a person, but it can help in areas such as healthcare, manufacturing, the car industry, etc. Therefore, in order to avoid negative consequences, it is necessary to use technology wisely and carefully. Strategies and policies need to be developed to manage the impact of AI on the economy and society as a whole.

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SHADOW GLOBALIZATION: INSTITUTIONAL TRENDS

The main trend of the world economy in the last few decades is the convergence of national economies: the simplification of goods, capital, labor, and information movement across borders. This trend is also called globalization. However, in addition to the movement of means of production and goods, there is also an exchange of institutions.

According to Gresham's law, ‘bad money crowds out the good’ this is also true for institutions; there is a tendency for ‘good institutions’ to be crowded out by ‘bad institutions.’ Instead of formal institutions, with certain legal frameworks, informal ones, often grossly contradicting legal norms also appear. These include the institutions of the shadow economy: economic activities that are not under the control of the states. Such