

Expansion into unrelated industries occurs mainly in areas that are not directly related to the company's industry. For example, network service providers and real estate companies investing in automobile manufacturing; air conditioning manufacturers investing in mobile phone production; computer companies investing in transportation services.

The expansion of capital may have a certain degree of rationality, both from the point of view of goals and from the point of view of industrial growth. However, when capital expansion deviates from national policy goals and core value principles, arbitrarily raises the threshold of competition, and uses it to evade regulation or arbitrage, it gradually turns into disorderly economic expansion. Indiscriminate expansion of capital based on resources and licenses has become more prominent recently, while indiscriminate expansion of capital in unrelated industries has become widely used by investors.

It is worth noting that the United States deliberately suppresses its opponents through economic coercion. Thus, in the 1980s, in order to eliminate the economic threat posed by Japan and to control and exploit the latter to achieve America's strategic goal of countering the Soviet Union and dominating the world, the United States used its hegemonic financial power against Japan and entered into the Plaza Accord (1985). As a result, the yen rapidly depreciated, and Japan was forced to open its financial market and reform its financial system.

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DIGITALIZATION AS A CURRENT TREND OF THE GLOBAL ECONOMY

Цифровизация как современная тенденция мировой экономики

The modern world economy is in constant motion and development. Globalization and digitalization have become integral factors determining the direction of economic development. However, in addition to this, other changes are occurring that affect all areas of life. Today, there are several main trends that have the greatest impact on the global economy. They are associated with increased digitalization and technological progress, increased international trade and globalization, increased competition in the market, changes in consumer preferences and consumer behavior.

The first of them is the digitalization of the economy. It is the process of using digital technologies in various fields of activity, such as manufacturing, finance,

healthcare, education and public administration. This process is becoming increasingly important for business development, as it allows you to increase operational efficiency, improve the quality of products and services, and reduce costs.

One of the key areas of digitalization of the economy is electronic banking and online payments. This allows clients to conduct transactions using the Internet quickly and conveniently, which reduces the time spent on servicing at the bank and increases the level of security.

Another important area is the use of digital technologies in production. Automation of production processes and the use of robots can reduce production time and reduce errors, which in turn increases efficiency and product quality. The development of e-commerce and online trading also plays an important role in the digitalization of the economy. This allows customers to quickly and conveniently purchase goods and services via the Internet, which increases the availability of products to consumers and expands the geography of sales.

With the development of information technology, more and more companies are switching to online sales and marketing channels. This allows them to significantly reduce the cost of advertising and promotion of their goods and services. Additionally, using social media and digital platforms to attract customers allows companies to reach their audiences more effectively and increase their profits.

Examples of economic digitalization are electronic banking and online payments, the use of digital technologies in production, such as automation of production processes and the use of robots, the development of e-commerce and online trading, the implementation of digital technologies in health care, such as electronic health records and telemedicine, the development of digital logistics, including the use of drones and autonomous vehicles to deliver goods, the creation of digital platforms for information exchange and cooperation between enterprises and organizations, the development of digital education and online courses to improve the skills of workers, the use of digital technologies in financial services, such as blockchain and cryptocurrencies, the development of digital government services such as electronic voting and electronic passports, the use of artificial intelligence and data analytics to optimize business processes and improve the quality of products and services.

In general, modern trends in the development of the global economy require marketers to have a more in-depth analysis of the market and consumer behavior, as well as more innovative and effective marketing strategies. This is the only way companies can survive in the market and succeed in an environment of constant change and competition.

In conclusion, current trends in the development of the global economy indicate the need to use digital technologies in various fields of activity. Digitalization of the economy makes it possible to improve operational efficiency, improve the quality of products and services, and reduce costs. It is becoming increasingly important for the

development of business and society as a whole. Therefore, it is important to follow modern trends and use digital technologies to achieve business success and improve the quality of life of the population.

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NEGATIVE ASPECTS OF GLOBALIZATION AND THEIR IMPACT ON THE WORLD ECONOMY

Негативные аспекты глобализации и их воздействие на мировую экономику

The purpose of the research is to reveal and identify the main problems of globalization of the world economy. This topic is relevant because globalization has had a huge impact on the world economy, determining the ways of production, trade and consumption of goods and services. However, globalization is not without its problems and risks, which will be discussed below.

Globalization leads to increased economic dependence between countries, which can lead to the loss of economic sovereignty and the restriction of political freedom. Globalization promotes the transfer of production to countries with low labor costs, which can lead to social dumping, deterioration of working conditions and exploitation of workers. The monopolization of markets and the concentration of capital in the hands of large multinational companies limits the opportunities for the development and prosperity of small and medium-sized enterprises. Financial instability caused by globalization can lead to crises in the global economy and negatively affect the well-being of countries and people.

Globalization leads to income inequality. According to the World Inequality Database, the share of income attributable to the top 1% of the highest-paid workers in the United States has doubled since 1980, while the middle class has shrunk. The global income gap between the richest and poorest countries has also widened in recent decades, despite some progress in poverty reduction [1].

The negative environmental consequences of globalization – increased consumption and resource-intensive production, increased emissions and pollution, as well as international transportation of goods, make a significant contribution to climate change and threaten the environment. For example, global greenhouse gas emissions have increased by more than 60% over the past 40 years [2].

Globalization promotes the spread of cultural homogeneity and the loss of local and national traditions, which can reduce cultural diversity. Globalization creates the