

Although the digitalization of business processes at the enterprise provides an opportunity to accelerate its activities, there are some difficulties: lack of competent specialists; difficulty in the immediate change of established business processes; the need for training and staff development; the introduction of new technologies in the production process requires considerable investment.

In turn, there are positive effects of digitalization of business processes. They include the following points: raised productivity; improved customer service; raised competitiveness of the corporation; cost reduction of business processes;

Thus, it can be concluded that world tendencies force manufacturers to introduce the latest technologies into their business processes. In some ways, such updates may slow down the usual production process, but later it will result in higher productivity and competitiveness of the business. In the realities of the digital economy for sustainable functioning of the company it is necessary to adapt its business processes to modern technologies, otherwise companies may not withstand competition and as a result completely disappear from the market.

M. Adamchik

М.Д. Адамчик

БГТУ (Минск)

Научный руководитель А.В. Конышева

THE SHARING ECONOMY AS A NEW CONSUMPTION MODEL AND ITS IMPACT ON THE GLOBAL MARKET

Шеринговая экономика как новая модель потребления и ее влияние на мировой рынок

In recent years, the sharing economy has become an important part of the global economy. This concept is based on sharing resources like cars, homes, or skills through digital platforms instead of owning them. This new way of using goods and services is changing how businesses work, how people buy things, and how economies function. Experts predict that by 2030, the sharing economy could reach a value of \$335 billion, showing how popular and powerful it has become. The goal of this research is to analyze the impact of the sharing economy on global markets, identify its advantages and risks, and assess its future prospects.

The sharing economy is a system where people share resources with each other through online platforms. This can save money, make better use of items, and offer new ways to access goods and services.

Digital platforms (like Uber, Airbnb, and BlaBlaCar) that connect people who want to share or rent items. A focus on access over ownership, meaning people rent or borrow

instead of buying. A peer-to-peer model, where users can be both customers and service providers.

The sharing economy is changing many areas of the global market. People are choosing to rent and share instead of buying new products. For example, 83 % of millennials are open to sharing items, which helps reduce waste and supports eco-friendly habits. The sharing economy creates new job opportunities, especially in freelance or gig work. A study by McKinsey suggests that by 2025, up to 60 % of jobs could be linked to these platforms. However, this raises concerns about job security since many workers do not receive benefits like healthcare or pensions, which are common in traditional jobs. Companies like Uber and Airbnb are challenging traditional businesses like taxis and hotels, forcing them to adapt to new competition. According to PwC, traditional businesses may lose up to 20 % of their market to sharing platforms. The sharing economy can help reduce pollution by promoting the shared use of resources. For example, car-sharing services can decrease the number of cars on the road, which, according to the Boston Consulting Group, could cut city CO₂ emissions by up to 20 %. On the flip side, increased usage of sharing platforms may lead to higher demand for resources, which could offset some environmental benefits.

Despite its advantages, the sharing economy faces some issues that need to be addressed for it to grow sustainably.

Lack of clear regulations: Many countries do not yet have proper rules for how sharing platforms should operate, which can lead to legal conflicts. Social inequality: Not everyone has access to digital platforms, which could widen the gap between different social groups. Privacy and security: With more people using these platforms, concerns about data privacy and user safety are growing.

As technology advances and consumer habits change, the sharing economy is expanding into new areas.

Subscription-based services and shared spaces like co-living and co-working are becoming popular. Agricultural sharing platforms allow farmers to share equipment, making farming more efficient. The green sharing economy, focusing on eco-friendly options like electric vehicle sharing, is gaining attention.

The sharing economy is not just a passing trend but a new way of doing business that could shape the future of the global economy. It has the potential to create sustainable and inclusive economic models, but this requires better regulations, ethical standards, and adaptation by both businesses and consumers. As it continues to evolve, the sharing economy will likely influence economic changes in the coming years, helping to make better use of resources and promoting sustainability.