

**A. Bankova**

**А.И. Банькова**

**БНТУ (Минск)**

*Научный руководитель Г.В. Прибыльская*

## **MODERN TRENDS IN THE DEVELOPMENT OF THE WORLD ECONOMY**

### **Современные тенденции развития мировой экономики**

As everyone knows, for quite a long time a developed economy functioned in countries with a high standard of living and was also realized in our state. Much attention is paid to the formation of the economy in modern conditions. People study what aspects this system depends on, the influence of external factors and conditions on this process. Beyond all of the above, the economy shows how society uses resources to meet its needs. The term «economy» was universally accepted in 1848. John Stuart Mill published his Principles of Political Economy describing economic processes, using this concept in the title.

The aim of this work is to study the main trend in the development of the world economy. The economy (as a farm) is a system of productive activity that provides society with material and spiritual goods, as well as their distribution, exchange and consumption. It is worth noting that to this day, people working in this area are looking for new ways to meet the constant growth of the needs of society, necessary for their life in conditions of limited resources.

The following will be discussed about the impact of digitalization on the economic environment. Analyzing the full history of the formation of the economy, we can conclude about the importance of the development of electronic commerce as a way to sell its goods and services via the Internet. A big breakthrough in this area was the crisis due to COVID-19. The pandemic stimulated a massive transition to remote work, as physical offices and shops were closed. This prompted corporations to introduce modern digital technologies not only for their projects, but also for collaboration. This situation has its positive and negative aspects. However, it is worth remembering that thanks to this change, companies began to increase investments in various developments. For example, such as automation and artificial intelligence. These projects help to increase the competitiveness, an efficiency of human labor and its further development. Based on this experience, it can be concluded that many companies now have high adaptability to world factors.

The development of modern trends has also been influenced by government policy. During crises, she stabilized the economy, participated in supporting business and helped create favorable conditions for investment. For example, China was actively involved in the development of infrastructure and technology, which had a good effect on economic growth. Germany also kept up in performance thanks to funding for small and medium-sized businesses. In a weak economy, government support can play a key role in establishing business as a separate entity.

As a result of the study, it can be concluded that in our time, development trends are of high importance for the current economy. It has to adapt to the constant improvement of technology, which gives more chances for sustainable growth. Research shows that the introduction of new trends into the world economy will develop in the coming years.

**V. Begunets**

**В.Д. Бегунец**

БГЭУ (Минск)

*Научный руководитель О.Л. Хаецкая*

## **ONLINE MARKETING IN A SCIENTIFIC CONTEXT: CHARACTERISTICS AND SIGNIFICANCE IN THE MODERN ECONOMY**

### **Онлайн-маркетинг в научном контексте: характерные черты и значение в современной экономике**

Online marketing: a universal tool for business and the engine of the global economy. With ubiquitous Internet access, it provides effective reach to a global audience, allowing companies from all industries (from IT to sales) to spread information about their products and attract customers. This type of marketing has a significant impact on the global economy, stimulating sales growth, innovation and competition at the international level.

The purpose of the study is to underline the features of online marketing tools and their impact on the global economy.

According to B. Khojamgulyeva [1] there are basic online marketing tools which can be highlighted and applied to meet consumer's needs. These tools are understanding the target audience, PPC campaigns, analytics, customer retention, network marketing, local marketing.

*Understanding the target audience:* Effective marketing requires knowing the target audience, and companies can do this by analyzing demographic, psychographic, and behavioral traits to create personalized offers and communication that will boost customer engagement and loyalty.

*PPC Campaigns:* By efficiently utilizing keywords and targeting strategies, as well as analyzing results, costs can be optimized.

*Analytics:* Utilizing tools like Google Analytics to monitor traffic, user behavior, and conversions provides valuable insights for refining strategies and developing new products.

*Customer Retention:* Implementing loyalty programs, offering personalized deals, and maintaining regular communication can boost customer loyalty while reducing the costs associated with acquiring new clients.

*Network Marketing:* Collaborating with bloggers and influencers to promote products through their channels can enhance trust and drive sales.