

Local Marketing: This approach targets customers in specific geographic areas through geotargeting, local SEO, and advertising in regional media, fostering community connections and increasing brand loyalty.

Based on the information described above, the advantages of these tools are global reach, the ability to enter international markets without significant investments, effective targeting of marketing efforts to specific consumer groups, high measurability of results using analytical tools, lower financial investments compared to traditional methods, creating new jobs through the development of digital professions where qualified specialists are needed.

To draw the bottom line, the digital marketing provides the market with many opportunities for growth due to its globalization. A high level of competition stimulates companies to come up with innovative ideas and encourages the blue-sky thinking contributing to the growth of individual companies and the current economy as a whole. In a rapidly changing digital landscape, companies that actively implement new business models and use Internet marketing resources have every chance of success and sustainable growth.

Reference

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THE CONCEPT OF THE «GOLDEN BILLION» IN INTERNATIONAL RELATIONS

Концепция «золотого миллиарда» в международных отношениях

The concept of the «golden billion» is one of the key topics in the field of international relations and global economics. It describes the idea that only a small portion of the world's population (approximately one billion people) has access to high living standards and resources, while the remaining billions live in poverty and have limited access to basic goods. In this paper, we will explore the historical roots of this concept, its influence on international relations and possible future scenarios.

The idea of the golden billion originated in the post-war period when it became clear that the world population was growing while resources were distributed unevenly. In 1970s, as global economic issues began to intensify, scholars and politicians started

discussing the problem of inequality. The concept of the golden billion became a symbol of this inequality, indicating that only a small group of countries (primarily the developed countries of the West) enjoyed the main benefits of globalization.

The concept of the golden billion influences the economic policies of countries, especially in the context of international trade and investment. Developing countries often face barriers to accessing the markets of developed nations, exacerbating inequality. Policymakers in developed nations making decisions tend to consider the interests of their populations, which leads to an increasing economic divide.

Issues related to climate change, food security and migration are also closely linked to the concept of the golden billion. Developing countries with significant portion of the population resides often become victims of these global challenges, despite their minimal contribution to the problems. This creates tension in international relations and necessitates the search for compromises.

One possible way to address the issue of inequality is to transition to a model of sustainable development. This involves a more equitable distribution of resources and technologies, as well as supporting developing countries in their quest for economic growth. International organizations, such as the UN, play a crucial role in this process by promoting sustainable development goals.

To overcome the concept of the golden billion, it is essential to develop new forms of international cooperation. This includes not only economic aid but also the exchange of knowledge and technologies, as well as creating conditions for fair trade.

The concept of the golden billion remains a pertinent topic in international relations, raising important questions about the fair distribution of resources and the responsibility of developed countries towards developing ones. To achieve a more just world, it is necessary to reconsider existing models of interaction and develop new approaches to cooperation that take into account the interests of all countries, rather than just a small group of privileged ones.

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GEOPOLITICAL RISKS AND THEIR IMPACT ON GLOBAL MARKETS

Геополитические риски и их воздействие на мировые рынки

Geopolitical risks are becoming an important factor affecting the economic development of countries and the functioning of world markets. Conflicts, political instability, sanctions and changes in international relations can have a significant impact on investment, trade and economic growth. Geopolitical risks include a wide range of factors such as military conflicts, political instability, economic sanctions and changes in