

international alliances. These factors can lead to unpredictable consequences for countries' economies and global markets.

Geopolitical risks can significantly affect the level of foreign investment. Investors tend to avoid investing in regions with high political instability or military conflicts. For example, conflicts in the Middle East have seen a sharp decline in foreign investment, which slows down the economic development of these countries. On the other hand, some investors may see geopolitical risks as a profit opportunity, for example, defense companies may benefit from increased military spending. Geopolitical risks also affect international trade. Sanctions imposed on rogue countries can reduce trade volumes and alter global supply chains. For example, sanctions against Russia following the annexation of Crimea in 2014 led to a significant reduction in trade between Russia and the West. In addition, changes in trade policy, such as tariff wars, can cause instability in global markets, as happened during the trade war between the U.S. and China.

Geopolitical risks can have a lasting impact on the economic growth of countries. Political instability can lead to a decline in investor and consumer confidence, which slows economic development.

For example, countries with high levels of corruption and political instability, such as Venezuela, face serious economic difficulties. At the same time, stable political regimes and good international relations promote economic growth and attract foreign investment, as demonstrated by Singapore and Switzerland.

In conclusion, we have learned from this article that geopolitical risks play a key role in shaping global markets and economic trends. We have looked at how they affect the level of foreign investment, international trade and economic growth of countries. Understanding these risks and their implications is important for all market participants. With globalization, the impact of geopolitical factors on economies will increase, requiring strategic approaches to minimize negative impacts and maximize opportunities arising from changes in international politics.

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THE IMPACT OF NEURAL NETWORKS ON INTERNATIONAL BUSINESS

Влияние нейросетей на ведение международного бизнеса

The rapid advancement of artificial intelligence, particularly in the field of neural networks, has revolutionized the way international business operates. Companies across borders are now utilizing neural networks to streamline operations, enhance decision-making, and gain competitive advantages.

Objective of the Study: The primary goal of this research is to analyze the impact of neural networks on international business by examining their potential, benefits, and practical applications in various aspects of global trade. This includes an in-depth exploration of automation, trend forecasting, optimization of operations, and improvements in strategic decision-making.

Today, international business faces constant challenges in adapting to market changes, driven by shifts in consumer demands, fluctuating economic conditions, and technological disruption. Neural networks provide companies with advanced data analysis capabilities, allowing them to anticipate trends, identify patterns, and make proactive, data-driven decisions. For instance, neural networks can automate repetitive tasks such as data entry, classification, and translation, thus reducing operational costs and improving overall efficiency. A specific example is in the automation of customs declarations for international shipping, where neural networks streamline document processing, expediting the process and reducing delays.

Another significant advantage of neural networks lies in their ability to analyze vast volumes of market data – economic indicators, social media trends, news reports, and more – to produce accurate forecasts. These forecasts assist companies in making more informed decisions related to market entry, pricing, product development, and supply chain management. For example, forecasting models built on neural networks can help businesses determine optimal production volumes and plan distribution logistics in response to predicted market demands.

Neural networks also play a pivotal role in enhancing decision-making by reducing human error. By analyzing complex datasets, neural networks support executives in forming strategic insights that drive international expansion and innovation. For instance, neural networks can optimize marketing strategies by predicting consumer demand patterns, recommending optimal pricing, and identifying ideal channels for advertising. Large corporations like Amazon, Google, and Netflix have leveraged neural networks to personalize user experiences, forecast customer preferences, and improve product recommendations. These companies use artificial intelligence not only to enhance customer satisfaction but also to boost operational efficiency.

Research Results: The study reveals that neural networks have become an essential tool for multinational corporations, contributing to the evolution of data analysis, predictive modeling, and strategic decision-making. The potential of neural networks in international business continues to expand each year, creating new opportunities for efficiency and innovation. From automating routine tasks to enabling smarter business strategies, neural networks have reshaped the landscape of international business, making it more adaptable and data-driven than ever before. The increasing adoption of neural networks is expected to further enhance the competitiveness of companies in the global marketplace as technology advances and data becomes a more integral part of decision-making processes.

In conclusion, neural networks are poised to remain a cornerstone technology in international business, offering unprecedented advantages in automation, data analytics, and strategic planning. As this technology advances, companies that adopt neural networks will continue to benefit from greater agility, lower operational costs, and enhanced decision-making capabilities.

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IMPROVEMENT OF INTERNATIONAL ROAD FREIGHT TRANSPORT IN THE DIRECTION OF TURKEY

Совершенствование международных автомобильных грузовых перевозок в направлении Турции

Transportation is an integral element of any production process. It provides a link between individual enterprises, industries, fields of activity, different regions, countries and continents. The product of transport or the transport industry is the movement of goods and passengers in time and space.

Among all types of transport, a special place belongs to the automobile, which is able to meet the needs of society in the transportation of goods and passengers with the greatest efficiency.

The advantage of automobile over other modes of transport is as follows: maneuverability, i.e. the collection and delivery of goods can be carried out without overloading to all points where the car can reach; urgency and regularity of delivery, i.e. the time of collection and delivery of goods can be assigned quite accurately; the presence or absence of packaging, i.e. packaging is often required in smaller volumes or even not required at all compared to transportation by other modes of transport.

The purpose of this work is to identify problems and implement measures to improve international road freight transport in the direction of Turkey in order to increase the efficiency, safety and cost of transportation.

The modern economy requires a highly efficient and flexible cargo transportation system, especially on an international scale. Turkey, located at the crossroads of Europe and Asia, plays an important role in international logistics.

Turkey occupies a strategically important position, being a link between Europe and Asia. This determines its importance as a transportation hub for cargo transportation. The main routes of road freight transportation towards Turkey pass through the countries of Eastern Europe and the Balkans. Key border crossings and customs checkpoints play a crucial role in optimizing logistics processes.