

According to prognoses, AI-driven marketing is set to drive up to 45 % of the total global economy by 2030. It is poised to do so in several ways such as data-driven product enhancements, personalized services and influencing consumer demand.

All in all, AI marketing strategies and insights are empowering businesses to build a foundation for evolvment and future prosperity by exploring new marketing, as well as product and customer engagement opportunities.

It is crucially important to see AI as a tool and not a weapon of mass destruction in the market. It is not a replacement for human marketers, but it will enhance their capabilities. If you can come up with the right strategy that will reach your customers, it is possible to use AI to build upon and automate parts of your content creation process to reach your target audience more efficiently.

To sum up, digital innovation will continue to reshape the landscape of marketing in profound ways. From AI-driven personalization to immersive VR experiences and the evolution of social media, marketers will have a spectrum of powerful up-to-date tools at their disposal.

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MODERN TRENDS IN THE DEVELOPMENT OF THE WORLD ECONOMY

Современные тенденции развития мировой экономики

The world economy is a collection of national economies connected through international economic relations and the division of labor. It covers various sectors and industries interacting in the global market through the export and import of goods and services. This article examines the main indicators of the world economy including GDP, inflation and unemployment, which reflect its dynamics and development.

The modern world economy is developing at a tremendous pace. Rapid development is associated with the improvement of technology, with the development of integration and globalization processes, with the deepening of internationalization and division of labor, with the rapid and limitless dissemination of information flows.

The leading trend in the development of the world economy at the beginning of the 21st century is globalization, the process of transforming the world economy into a single market for goods, services, capital, labor and knowledge. Globalization is accompanied by internationalization, the process of strengthening a country's participation in the world economy. It should be noted that globalization has both positive and negative consequences.

Globalization continues to be one of the main trends shaping the global economy. The simplification of international trade, the growth of multinational corporations and the

development of communication technologies have contributed to the integration of national economies. However, in recent years there has also been a trend towards regionalization. The countries seek to strengthen economic ties within the regions by creating trade blocs and agreements.

Taking into account global environmental problems such as climate change and the depletion of natural resources, sustainable development is becoming a priority for many countries and companies. Economies are striving to move towards more sustainable models that take into account environmental, social and economic aspects. This is reflected in the growth of investments in renewable energy sources, the development of «green» technologies and the introduction of the principles of a circular economy.

Current trends in the global economy are also related to social changes. The growing inequality within and between countries is becoming increasingly evident. While some regions and segments of the population benefit from globalization and technological progress, others remain in poverty and exclusion. This leads to social unrest and requires Governments to find solutions aimed at reducing inequality and improving the quality of life of citizens.

Geopolitical tensions and conflicts also have a significant impact on the global economy. Trade wars, sanctions and political crises can disrupt supply chains, increase risks for investors and cause instability in financial markets. In the context of global interdependence, such factors can have far-reaching consequences for economic growth and development.

So, current trends in the global economy are multifaceted and interrelated. Globalization, digitalization, sustainable development, social changes and geopolitical factors are creating new challenges and opportunities for countries and companies. It is important that politicians and businesses adapt to these changes by developing strategies that take into account both economic and social aspects. This is the only way to ensure sustainable and inclusive growth that promotes the well-being of all segments of the population.

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MODERN TRENDS IN GLOBAL ECONOMIC DEVELOPMENT

Современные тенденции развития мировой экономики

The goal of this research is to analyze recent trends in global economic development, focusing on shifts in trade, digitalization, sustainability, and geopolitical influences. Over the past decade, these trends have reshaped traditional economic models, presenting both opportunities and challenges for international growth and collaboration. This paper seeks to explore these trends in detail and assess their impact on future global economic patterns.