

- Global integration: Digital technologies facilitate global integration and cooperation between companies and countries.

Digital transformation is a process that brings with it both great opportunities and significant challenges. Here are some of the most pressing challenges that can be addressed to successfully implement digital transformation: Cybersecurity: Cybersecurity threats are becoming more serious in the digital environment. Social inequality: Digital transformation may worsen social inequality, as not everyone has access to digital technologies. Regulatory challenges: New regulatory mechanisms need to be developed to control digital technologies and protect information. Ethical challenge: There is a need to develop ethical standards for the use of digital technologies, especially in the field of artificial intelligence.

Based on the above, we can conclude that digital transformation is one of the main challenges and opportunities of the modern world. It offers new solutions to eliminate global problems, creates new professions and business models, but also carries risks that require careful analysis and action from both businesses and governments.

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PROSPECTS OF THE REPUBLIC OF BELARUS IN THE CONTEXT OF MODERN TRENDS OF THE WORLD ECONOMY DEVELOPMENT

Перспективы Республики Беларусь в условиях современных тенденций развития мировой экономики

The modern world economy is in a state of transformation caused by a set of global challenges that require new approaches and solutions. Key challenges include climate change, the digital revolution, inequality, geopolitical instability, resource scarcity, pandemics and demographic changes. These prerequisites have caused the emergence of new trends in the global economy, one of the main goals of which has become sustainable development.

The Republic of Belarus actively cooperates with the two largest international organizations – the Shanghai Cooperation Organization (SCO) and the BRICS group, seeking to strengthen its position in the system of international relations. The Republic of Belarus has been participating in the SCO since 2010 in the status of a dialogue partner, since 2015 in the status of an observer, and since 2024 in the status of a full member, which gives it access to participation in the organization's events and development of multilateral cooperation in various spheres.

On November 5, 2024, President of the Republic of Belarus Alexander Lukashenko signed a letter on the readiness of our country to join the BRICS. The status of a partner country provides for participation on a permanent basis in special sessions of BRICS summits and meetings of foreign ministers, which ensures the development of trade and investment ties of the Republic of Belarus.

On this basis, the following main prospects for the Republic of Belarus in the context of current trends in the development of the world economy can be emphasized:

- integration into the Eurasian Economic Union – access to a wider market, lowering tariff barriers and creating opportunities for investment and cooperation;
- development of the digital economy – potential for creating new businesses and jobs, improving the efficiency of public services, which implies the need to develop digital infrastructure;
- strengthening interaction with international organizations – access to financing, technologies and expertise, but requires harmonization of domestic policies with international standards;
- development of science and education – creation of new technologies, increasing competitiveness in the world market, which requires investment in research and development activities and modern educational institutions.

To summarize, it can be said that the Republic of Belarus has a good potential for successful development in modern conditions, for this purpose it is necessary to implement and develop existing measures to create a favorable investment climate, improve the system of education and science, and strengthen international relations.

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THE WINDOW DISPLAY AS A PART OF BRAND MARKETING

Витрины как часть маркетинга бренда

The purpose of this article is to briefly review modern window display designs from a marketing perspective [1].

The window display, as a part of brand marketing, plays an important role in connecting the brand, product, and consumer. Through window displays, people can get the information about the brand in the first time, such as: target audience, market price, style characteristics, and new product features in the store

In Western countries, various distinctive window display models have gradually been formed, showcasing not only the products themselves but also the cultural heritage of