

50. Bridging the development gap between countries is a complex task that requires multi-level actions aimed at stimulating economic growth, social progress and sustainable development. Below are some specific measures that can be taken to achieve this goal.

Economic development includes investments in infrastructure, stimulating small and medium-sized businesses, diversifying the economy and attracting foreign investment. Social development finds its role in high-quality and accessible education (more and more countries are interested in the compatibilities of the diploma issued by higher education institutions). A strong institutional base depends on competent political decisions and increases interest in investing any resource within the country or abroad.

4. Creation or strengthening of existing economic blocks. An economic block is a form of cooperation between countries aimed at extracting maximum economic potential from the existing realities. It turns out to be a whole ecosystem, where each of its components is part of kitchen furniture. The blocks themselves can also be of different types.

Free trade zones. In addition to the abolition of duties, the countries coordinate the rules of origin of goods, customs clearance procedures, as well as standards and technical regulations. An example is MERCOSUR (the Common Market of South America).

Customs unions. The participants set a common customs tariff for goods from third countries. For example, the Customs Union of the Eurasian Economic Union (EAEU).

Common markets. They unite countries into a single economic space with free trade in goods, services, capital and labor. This type includes the European Union (EU).

Currency unions. They assume full economic integration, including a single currency and a single economic policy.

Thus, based on the proposed material, it can be concluded that the trends of the world economy can be represented only in the form of four main parameters. Each of them is aimed at increasing the level of economic and social growth. Thanks to the analysis of already existing economic blocks, the interrelationship in the policy of a particular state can be seen.

T. Moskalyova
Т.С. Москалева
ВГТУ (Витебск)

Научный руководитель О.Н. Жучкевич

ON THE ISSUE OF THE USE OF ELECTRIC VEHICLES IN THE SUPPLY CHAIN

К вопросу об использовании электромобилей в цепи поставок

In the context of increasing volumes of activity of entities, growth of transportation volumes and globalization of the market, the management of logistics processes in the supply chain is an objective necessity. Great importance is attached to the introduction of

innovations that provide significant competitive advantages to economic entities. One of the areas of innovative development of transport organizations is the use of electric vehicles in cargo delivery. The aim of the work is to consider the issue of using electric vehicles in the supply chain.

According to the International Energy Agency (IEA) Global Electric Vehicle Outlook 2024, non-electric vehicles (ICE) saw their highest sales in 2018, after which the growth trend reversed. Sales of electric vehicles, including hybrid vehicles, are growing annually worldwide. A significant increase in the number of electric vehicles was observed in the period 2021–2023. China is the leader in the number of electric vehicles. Thus, the share of electric vehicle sales in the China's domestic market reached 38 % in 2023. Overall, the number of electric vehicles in the world in 2023 was 37 million, while in 2010 there were only 17.4 thousand. According to the IEA, the market growth trend will continue, and in 2025, sales of battery electric vehicles will reach 16 million units, and in 2030 – 31 million units.

The use of electric vehicles provides a number of advantages over traditional vehicles with an internal combustion engine (ICE). The main advantage is their environmental friendliness, especially in the period of struggle to reduce carbon emissions into the atmosphere. ICE vehicles emit a huge amount of pollutants into the atmosphere, and given the volume of freight turnover around the world, this is becoming a serious environmental problem. According to the IEA, transport accounts for 21 % of total carbon dioxide emissions, 3/4 of which are from road transport, of which 29.4 % is from freight road transport. Aware of the current state of the environment, consumers are more loyal to suppliers who take this problem into account and seek ways to solve it. Governments of different countries, also interested in reducing the level of environmental pollution, offer various tax incentives and subsidies for the purchase and operation of electric vehicles, as well as various types of benefits for charging devices for them, thereby stimulating the purchase of electric vehicles by the population and commercial organizations.

Electric vehicles are relevant for last-mile logistics, as they consume less energy when driving in the city with stops, operate smoothly and quietly, thereby reducing not only emissions into the atmosphere, but also noise pollution. Instant planning of work or a route in rapidly changing conditions allows the availability of cloud software systems that provide centralized monitoring, control and updating, allowing you to track the current characteristics of the electric vehicle. According to Global Market Estimates, the average annual growth rate of the electric vehicle market for last-mile delivery in the period 2023–2028 will be 15.6 %.

Electric vehicles make it convenient to implement innovative solutions, one of which is autonomous trucks that operate on the basis of artificial intelligence, software, GPS and IoT systems, cameras and sensors, but this type of vehicle is not yet widespread.

The obstacle to the large-scale transition of organizations to the use of electric vehicles is the large initial costs of their purchase. However, the trend towards an annual increase in sales of electric vehicles will lead to a relative decrease in prices for this type of transport.

Thus, trends in the logistics industry require the introduction of new methods and ways of cargo delivery in order to optimize the supply chain, improve business efficiency and customer satisfaction. At the same time, a promising direction is the development and implementation of environmentally friendly types of transport, as well as information and digital technologies that facilitate its efficient use.

E. Nehlebova

Е.Ю. Нехлебова

БГЭУ (Минск)

Научный руководитель Н.А. Михайлова

THE ROLE OF ADVERTISING IN SHAPING CONSUMER BEHAVIOR AND ITS IMPACT ON GLOBAL ECONOMIC TRENDS

Роль рекламы в формировании поведения потребителей и ее влияние на глобальные экономические тенденции

Advertising has become an essential part of daily life, constantly surrounding people in different forms – from billboards to television commercials. Whether it is actively noticed or subconsciously recorded, advertising significantly affects human perception, influencing decisions, and even driving consumer behaviour. This article delves into the multifaceted influence of advertising on individuals, from its effects on visual and auditory perception to its deeper impact on consciousness, psyche, and behaviour. Through the exploration of various techniques, we aim to understand the extent of advertising's power and how it affects people's choices.

Even though many people claim to ignore advertising, it continues to affect human consciousness in subtle ways. Marketers employ tactics designed to capture attention and leave a lasting impression, whether through promotions, discounts, or emotionally charged imagery. For instance, companies often use celebrities, catchy slogans, or memorable tunes that remain lodged in people's minds for days, influencing their preferences unconsciously. The repetition of these images and messages shapes brand awareness and product recall, even when people are not actively paying attention. Moreover, advertising manipulates emotions by presenting products in attractive and desirable images. For example, a skincare commercial might show a glamorous model with flawless skin, subtly associating the product with beauty and youth. This creates a mental link between the consumer's desires and the product, influencing purchasing decisions based on subconscious associations rather than rational analysis of the product's benefits.

Psychologists often express concern about the long-term psychological effects of constant exposure to advertisements, suggesting that individuals may lose the ability to make fully conscious decisions. Marketers counter this claim by asserting that advertisements simply highlight potential options, leaving individuals free to make their