

chains, prompting business to rethink their strategies and adopt them to the current situations. Nowadays companies are prioritizing resilience, diversification and localization of supply chains in order to mitigate risks connected with geopolitical tensions and global disruptions. Companies are adopting advanced technologies to enhance supply chain visibility and efficiency.

Geopolitical tensions, such as trade wars and conflicts, are reshaping global economic dynamics. Countries are increasingly pursuing protectionist policies, impacting international trade and investment patterns. This fragmentation can lead to the emergence of regional trade blocks and altered economic alliances. Tariffs and trade barriers can hinder economic growth, also as traditional markets become more volatile, businesses have an opportunity to explore their effect in emerging economies.

Demographic changes, including youth bulges in developing nations and aging populations in developed countries, has an impact on economic trends. Economic opportunities are driving migration and there is a growing need for skilled workers in all spheres of business.

In conclusion, it is needed to be said that the modern global economy is characterized by dynamic changes driven by technology, geopolitical factors, globalization and demographic shifts. Understanding these trends is crucial for policymakers and business leaders to navigate the complexities of this evolving process. Embracing innovation, fostering resilience and prioritizing sustainability will be essential for future economic growth.

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THE IMPACT OF THE KEY RATE ON ECONOMIC DEVELOPMENT

Влияние ключевой ставки на развитие экономики

In the modern global economy, the key rate is one of the important factors in price formation and monetary policy development. It forms and sets trends in the development of national economies and prices in the global and regional markets [1]. The purpose of the study is to understand how various assets and businesses behave when the key rate changes, as well as how the country's economy will develop in the future and what tools can be used for more accurate analysis. Publicly available data were studied and analyzed, on the basis of which conclusions can be drawn, including a comparison of how the key rate was regulated in other countries over the past 50 years and what this led to.

In the 1970s, the US faced a difficult economic situation. Inflation broke records and remained at a high level for 10 years. And such a situation required decisive and radical changes. Analyzing the graphs of the key rate and inflation rates, it is important to note

that from 1970 to 1981, inflation remained at an extremely high level, starting from 4 % and ending at 16 % [7], and thanks to the tough monetary policy of Paul Walker, who raised the key rate to historical maximums of 20 %, it was possible to extinguish inflation expectations to 4 % [4]. Thus, he launched a cycle of economic boom and broke the circle of uncontrolled growth of inflation expectations.

Having studied historical data and documents, it can be concluded that such measures do not remain without adverse effects. Such an increase in the key rate had a strong impact on the unemployment rate and caused a stagflation effect that no one had encountered before [6]. It was noted that the price level had always been inversely related to the unemployment rate before the events of those years.

The situation in Russia is now similar to that in the United States. Due to the high key rate of 21 % [5], many sectors of the economy are suffering, including the risk of stagflation. Analyzing economic data and statements by businessmen, it is important to highlight that a significant slowdown in the economy is already occurring, but the inflation rate, which fluctuates around 9 %, is not decreasing, or is not decreasing significantly, given the increase in inflation expectations up to 13.4 % [3].

Summarizing the previous information, it is worth noting that with a high key rate, it is more profitable for companies to invest funds in fixed income on deposits and other instruments that outpace the key rate [2]. It follows that production and supply on the market slow down. As a result, economic growth rates and GDP decrease due to the low profitability of corporate loans for business development and production.

To prevent such scenarios, it is important to analyze economic and other indicators. In the modern world, a large number of tools for analytics have appeared, such as machine learning, big data and other areas of the IT industry. In the last century, economists and analysts did not have such powerful tools. In particular, now there are machine learning models that can give fairly accurate forecasts for the near future. Taking into account this information and the historical experience of other countries, it is possible to make decisions that will lead to long-term success in the economy and prevent strong jumps in inflation in the future, and as a result, the key rate.

As a result of the study, it was concluded that the key rate has a strong impact on many areas of the economy and affects the manufacturing and consumer sectors in the country to a large extent. At the moment, it is important to make decisions using modern technology and historical data. Modern economists and analysts have a big advantage over their predecessors and they can make the economy more sustainable.

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MODERN TRENDS IN THE DEVELOPMENT OF THE GLOBAL ECONOMY

Современные тенденции в развитии мировой экономики

The modern global economy is undergoing dynamic changes driven by a variety of factors, including technological innovation, globalization, changes in consumer preferences, and the impact of climate change. In this report, we will examine the key trends that are shaping the economic environment in the early 21st century.

1. Globalization and Market Integration. Globalization continues to have a significant impact on the world economy. Countries are becoming increasingly interdependent, which is contributing to an increase in international trade and investment. However, recent years have also seen a rise in protectionism, which could lead to economic imbalances.

2. Technological Innovations. The development of technologies such as artificial intelligence, blockchain, and the Internet of Things is fundamentally changing the way businesses operate. These technologies are increasing the efficiency of production processes, improving supply chain management, and creating new business models.

3. Sustainable Development and the Environment. Given global climate change and the depletion of natural resources, sustainable development is becoming an important part of the economic strategy of countries. Investments in green technologies and the