

world powers. Therefore, the most important trend in world economic development is the trend inherent in developed capitalist countries.

I think that today the process of globalization is happening too fast, because the world economy, especially the economy of individual countries, does not have time to adapt to these trends. The consequences of this can not only cause a long-term crisis in the country, but also have a completely destructive effect on the entire world economy.

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KEY FACTORS INFLUENCING THE MODERN ECONOMY

Ключевые факторы влияния на современную экономику

In recent years the global economy has undergone significant transformations influenced by various factors, including technological advancements, geopolitical shifts, environmental concerns. The main goal of this work is to highlight the key trends shaping the contemporary economic landscape and their implications for countries and business worldwide.

There are main leading trends that influence the global economy the most. Digitalization and technological advancement, globalization and integration of national economies, global supply chain resilience and geopolitical tensions, economic fragmentation and demographic shifts can be mentioned among them.

A cornerstone of modern economic development is the rapid advancement of technology. The rise of using big data, artificial intelligence and IoT is the reason of the revolution in industries and different spheres in business. New technologies increase productivity and optimize operations, improve customers experience. Operating costs are reduced by automation and digital technologies. Digitalization and technological advancement drive innovations becoming a crucial tool to improve the economy of the company and the country overall.

It is also not possible to imagine the global economy without integration and globalization of national economies. Countries come up with cooperative projects, create joint productions and expand the supply market. Economic integration can be beneficial in many ways: trade costs are reduced, good services are more widely available and all of that leads to a more efficient economy. Nowadays detached development is not effective at all as leaders of countries realize that cooperation is one of the key factors to develop national indicators.

Global supply chain resilience is another key factor influencing the world of the global economy. The COVID-19 pandemic has exposed vulnerabilities in global supply

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