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## **MODERN TRENDS IN THE DEVELOPMENT OF THE WORLD ECONOMY**

### **Современные тенденции развития мировой экономики**

The modern world economy is characterized by asymmetric, unbalanced development. This is the most important feature of the historical process, expressed in periodic crises and declines in production, which all socio-economic systems consist of. The economic imbalance between socio-economic systems depends on the degree of development of markets for goods, labor, capital and information, the depth of the division of labor and the involvement in the world economy, the level and forms of social protection of the population.

The purpose of the study is to consider advanced global processes in the new conditions of global economic interaction.

The world economy as a system has certain properties: integrity, structure, hierarchy, dynamism, order and the presence of a common goal. The world economy is a complex globalizing system with traditional (states, transnational companies, international economic organizations, etc.) and newest (intellectual valleys, world cities, technology parks, virtual enterprises, etc.) structures and relationships between them. The current stage of development of the global economy is characterized by the refinement of theoretical concepts, the growth of contradictions, the emergence of new global problems, and the strengthening of the interdependence of all participants in the global economic system. This is facilitated by such key processes as the globalization of the world economy, the internationalization of economic life and enterprise activities, the growth in the number of integration associations, and the emergence of new types of international division of labor in the new structure of the world. Many concepts are filled with new content, while integration processes are accompanied by fragmentation processes, and the global services market dominates the goods market.

Most likely, the world will become multipolar and closely interconnected in the future, and global markets will open up opportunities for rapid economic progress. The implementation of this potential depends on the extent to which international cooperation can make the macroeconomic policies of countries effective, taking into account derivative effects, and the extent to which it can stimulate the achievement of balance and fairness in the distribution of the benefits of economic growth.

Based on the above, we can conclude that the global structure of the economy is very complex, and therefore, it is characterized by different trends. In most cases, the development of the world economy is characterized by the degree of development of

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