

election campaign, his election plan for the Russian-Ukrainian conflict settlement and anti-sanctions policy development in relations with other states I can make a conclusion. In the future the United States position will be only strengthened on the world stage. And it will provide the country citizens with an even more decent standard of living. However, the leadership of the United States will be repeatedly jeopardized in the future by the Russian Federation and various Asian giants.

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## **IMPACT OF CLOSED MIGRATION REGIMES ON THE GLOBAL LABOUR MARKET**

### **Влияние закрытых миграционных режимов на глобальный рынок рабочей силы**

The aim of the study is to examine the impact of closed migration regimes on the labour market and the economy.

Closed migration regimes are one of the key points of contemporary international policy. They represent a general precaution and measures aimed at limiting cross-border movement, which include strict immigration requirements, quotas for work visas, tougher procedures for the issuance of authorised work and deportation controls. Such policies are particularly visible in the US, some EU countries and Australia. An example would be the initial phase of labour immigration in the US in 2017–2021, which led to a foreign labour shortage of about 2 million people.

Supporters of such regimes argue for national security, reducing pressure on social services and preserving jobs for locals. However, studies show that such measures can have the opposite effect, contributing to the growth of the shadow economy and reducing the competitiveness of local enterprises due to labour shortages, especially in economic sectors such as household expenses, construction and residential care.

In addition, closed migration regimes make it difficult to attract highly skilled professionals, which becomes a serious challenge in the global competition for talent. Countries with more liberal approaches, such as Canada and Germany, benefit by attracting highly qualified workers, promoting their innovation and growth.

In the US, the tightening of migration policies led to a reduction of 2 million foreign workers by 2021, exacerbating labour shortages in agriculture, construction and healthcare. In Europe, more than 1.8 million unfilled vacancies in healthcare facilities were recorded in 2022 due to restrictions on migrant entry. In addition, in Southern

European countries, up to 40 % of migrants work in the informal economy, which reduces tax revenues. At the global level, migration could generate up to \$1.4 trillion in annual revenue for the world economy if the number of migrants doubled.

Migration regimes reduce remittances, which account for 8 per cent of GDP in some countries, and exacerbate unemployment. Importing countries such as the US and UK suffer from a shortage of workers, leading to slower economic growth, e.g. UK agriculture will lose more than £60 million in 2022 due to labour shortages.

The results show that such measures worsen labour shortages, strengthen the shadow economy and slow growth, while countries with liberal policies benefit from attracting qualified professionals.

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## **CHALLENGES AND SOLUTIONS OF USING ARTIFICIAL INTELLIGENCE IN MARKETING**

### **Вызовы и решения применения искусственного интеллекта в маркетинге**

The purpose of this article is to study the moral risks associated with artificial intelligence in marketing. This paper focus on the problem of infringing customer privacy and proposes solutions, which help enterprises to use artificial intelligence better in the big data era.

In today's digital age, the combination of big data-driven artificial intelligence and marketing has brought huge competitive advantages to enterprises. However, it has also brought lots of questions. Customer privacy is one of the most important problems. In the big data times, the concept of citizen privacy mainly consists of three elements: legal privacy rights, online privacy rights, and personal data [1].