

transition to renewable energy sources are becoming priority areas for many governments and companies.

4. Changing Consumer Preferences. Consumers are becoming more informed and demanding. There is an increasing demand for environmentally friendly products and services, as well as for highly personalized goods. Brands that ignore these trends risk losing their competitiveness.

5. Demographic Changes. The aging of the population in developed countries and the growth of the youth population in developing regions are creating new challenges and opportunities. Companies must adapt their strategies to different consumer segments and take into account cultural differences.

6. Geopolitical Risks. Geopolitical instability, conflicts, and sanctions can significantly impact the global economic situation. Companies must consider the risks associated with doing business in various regions and develop risk management strategies.

The main conclusion that can be drawn to is modern trends in the development of the global economy require countries and companies to be flexible and adaptable. Sustainable development, technological innovation, and understanding new consumer preferences will be key factors for success in the future. It is important to monitor these changes and prepare for them in order to remain competitive on the global stage.

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TRANSITION TO A GREEN ECONOMY: CHALLENGES AND OPPORTUNITIES FOR GLOBAL ECONOMY

Переход к зеленой экономике: вызовы и возможности для мирового хозяйства

The purpose of this research is to analyze the transition to a green economy, identify the main challenges and opportunities facing the global economy, and assess the impact of this transformation on sustainable economic development.

The transition to a green economy is a necessary step in the context of global efforts to combat climate change and achieve sustainable development. One of the primary objectives is to reduce carbon emissions and transition to renewable energy sources such as solar, wind, and hydroelectric power. This requires significant investments and changes in infrastructure, which in turn creates new jobs and promotes economic growth. However, this transition is associated with several challenges, such as the high cost of technology, the need for adaptation of legislative and regulatory frameworks, and changes in traditional production and consumption patterns.

One of the key opportunities of the green economy is the development of a circular economy, which involves the reuse and recycling of resources. This reduces waste levels and allows for efficient use of available resources, positively impacting long-term sustainability. Additionally, the green economy stimulates innovations and technologies aimed at increasing energy efficiency and reducing environmental impact.

In addition, significant attention is being given to the development of sustainable agriculture and forestry, which minimize negative impacts on the environment and contribute to the preservation of biodiversity. The use of environmentally friendly production methods and the application of organic fertilizers are key elements in ensuring sustainable growth in the agricultural sector.

The transition to a green economy also has a significant impact on international economic relations. It fosters cooperation between countries in the field of sustainable development and allows for the implementation of joint projects in the area of green technologies. At the same time, there is a need to overcome economic and political barriers associated with the transition to new economic models.

Special attention is given to educational programs and the training of specialists in the field of green technologies and sustainable development. The development of educational and research institutions, as well as attracting investments in scientific research and development, play an important role in supporting the transition to a green economy.

In conclusion, the research highlights that the transition to a green economy is a complex but necessary process that opens up new prospects for the sustainable development of the global economy. Successful implementation of these changes requires coordinated action at all levels from governments and international organizations to businesses and society as a whole.

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MODERN TRENDS OF THE WORLD ECONOMY. GLOBALISATION. INDITEX

Современные тенденции мировой экономики. Глобализация. INDITEX

Globalization is the increasing integration of economies and societies around the world. This phenomenon is that the world becomes more interconnected through the exchange of goods, knowledge and cultural values. However, in recent decades, the pace of global integration has been much faster, due to advances in technology, communications, science, transport and industry. The globalization of businesses is a trend