

Automation also contributes to the development of new technologies and innovations. For example, the use of artificial intelligence allows companies to analyze large amounts of data and find new patterns and trends. This allows them to develop new products and services and remain competitive in the market.

There is also an increase in the number of startups and small businesses. With the development of technology and the availability of financing, many people decide to start their own business. This leads to innovation and the development of new products and services. Startups and small businesses also contribute to the creation of new jobs and the development of the economy as a whole.

Startups and small businesses often use technology and automation to reduce costs and increase efficiency. They can also use e-commerce platforms to sell their goods and services worldwide. This allows them to compete with large companies and expand their market.

Finally, an important trend is the growth of globalization. Many companies operate in several countries and have global supply chains. This allows them to reduce costs and gain access to new markets. Globalization also promotes international cooperation and technology exchange.

Globalization also leads to the development of new technologies and innovations. For example, the use of data transfer technologies allows companies to work remotely and collaborate with partners around the world. It also allows them to access new markets and develop new products and services.

In conclusion, current trends in the global economy include the growth of e-commerce, technology and automation, as well as the growth of startups and small businesses. These trends have an impact on economies around the world and lead to innovation and the development of new products and services.

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MODERN TRENDS IN THE DEVELOPMENT OF THE WORLD ECONOMY

Современные тенденции развития мировой экономики

The modern world economy is developing at a tremendous pace. Rapid development is associated with the improvement of technology, the development of globalization processes, deepening internationalization and division of labor, rapid and unlimited spread of information flows.

The purpose of this paper is to analyze the stages of development of the world economy, in-depth study of its development in certain regions.

World progress has been changing in recent years, the rapid pace of development of advanced technologies and innovations have determined their role in the development of industry. The latest technologies make it possible to assess the efficiency of production and business processes. As new technologies penetrate, traditional methods and approaches are utilized. Today, there is a progressive information environment in the development of digital communication systems. Its basis is as follows: digital currencies are used; business communications are moving to a virtual basis; the need for developed transportation infrastructure is reduced; business costs are concluded; international markets are disappearing. Foreign countries can be divided into 4 groups according to the pace of digitalization, but these countries show a visible level of development and fast growth rates: the United States, the United Kingdom, China and Switzerland.

The United States leads the world in a number of socio-economic indicators including average salary, HDI, GDP per capita and labor productivity. The UK plays an important role in international affairs. English has become a second language in many countries around the world, and it dominates the Internet and other international communications. China has the world's largest foreign exchange reserves. Switzerland ranks first or next to last on a number of international indicators, including economic competitiveness and human development.

It is also worth noting that the driving force of global processes is the development of the digital economy. Globalization means increasing interdependence and mutual influence of various spheres and processes of the world economy. It is expressed in the gradual transformation of the world economy into a single market of goods, services, capital, labor and knowledge.

Innovations are the key driver of economic growth and development in the modern world. They lead to the emergence of new products, services, technologies and business models that change our lives and contribute to progress. Key areas of innovation in the global economy: Digital technologies; Biotechnology; Energy; Materials; Manufacturing. Top 5 most innovative countries for 2024: Switzerland; Sweden; USA; UK; Singapore.

In our research, we have identified the countries where the global economy is developing most effectively. The US, the UK and Switzerland can be considered the top three. These are the countries that have achieved the highest success in digitalization and innovation in everyday human life and the development of the future of the country's economy as a whole. Summarizing the research on this topic, it can be noted that digitalization, globalization, climate change and the introduction of innovations are shaping a new reality. For a stable future development of the world economy, it is necessary to pay more attention to innovation and its implementation in everyday life.