

technologies that define this process: artificial intelligence and machine learning have become the main driving forces of digital transformation. These technologies have the potential to significantly increase productivity and introduce innovations in various sectors: impact on productivity, incentive for innovation, data analysis. Blockchain and its application in financial systems. Blockchain is another key technology that has a significant impact on digital transformation, especially in the financial sector: the benefits of security, transparency, and cost reduction. Big data and analytics play an important role in digital transformation, enabling organizations to make informed decisions.

In the context of digital transformation, there is a constant emergence of new business models that challenge traditional approaches to doing business in different industries. They are the result of companies adapting to changing market conditions, technologies and consumer expectations: the phenomenon of startups and innovative companies, access to technology, global markets, flexibility and adaptability, ecosystem support.

The transition to a platform economy has become another significant aspect of digital transformation. Platforms are business models that connect users and providers of services or goods, creating new values through interaction. Instagram Facebook, Uber, Airbnb, Amazon, Facebook and other successful platforms are listed below.

Digital transformation has already had a significant impact on the global economy, opening up new horizons for business, society and governments. The main results can be distinguished as follows: acceleration of productivity growth, creation of new business models, globalization of markets, increased competition, and a change in the role of the state.

Thus, digital transformation is a powerful driving factor for the global economy, opening up new horizons and at the same time creating challenges that need to be learned to cope effectively.

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GREEN ECONOMY AS A TREND IN GLOBAL ECONOMIC DEVELOPMENT

Зеленая экономика как тенденция развития мировой экономики

In recent years, the concept of a green economy has gained significant traction as a vital component of sustainable development. The green economy is defined as an economic system that aims to improve human well-being and social equity while significantly reducing environmental risks and ecological scarcities. This approach not only addresses the pressing challenges posed by climate change but also presents new opportunities for economic growth and job creation.

The goals touch upon the theme of the green economy and relate to its advantages and prospects for humanity.

The green economy encompasses various sectors, including renewable energy, sustainable agriculture, waste management, and eco-friendly technologies. It emphasizes the importance of transitioning from traditional, resource-intensive economic models to more sustainable practices that prioritize environmental health. Key principles of the green economy include:

- **Resource Efficiency:** Utilizing resources more efficiently to minimize waste and reduce the ecological footprint.
- **Sustainable Production and Consumption:** Encouraging practices that promote sustainability throughout the supply chain.
- **Biodiversity Conservation:** Protecting ecosystems and natural habitats to maintain biodiversity and ecosystem services.

Several factors are driving the shift toward a green economy:

- **Climate Change:** The urgent need to combat climate change has prompted governments, businesses, and individuals to adopt more sustainable practices. International agreements like the Paris Agreement have set ambitious targets for reducing greenhouse gas emissions, pushing nations to invest in green technologies.
- **Technological Advancements:** Innovations in clean technologies, such as solar and wind energy, electric vehicles, and energy-efficient appliances, are making sustainable options more accessible and affordable. These advancements are crucial for reducing dependence on fossil fuels and promoting a cleaner environment.
- **Consumer Demand:** There is a growing awareness among consumers about environmental issues, leading to increased demand for sustainable products and services. Businesses are responding by adopting greener practices to meet this demand and enhance their brand reputation.

Transitioning to a green economy offers numerous economic benefits:

- **Job Creation:** The green economy has the potential to create millions of jobs in sectors such as renewable energy, energy efficiency, and sustainable agriculture. According to various studies, investments in green technologies can generate more jobs per dollar spent compared to traditional fossil fuel investments.
- **Resilience to Economic Shocks:** A green economy is often more resilient to economic downturns. By diversifying energy sources and reducing reliance on imported fossil fuels, countries can enhance their energy security and stabilize their economies.
- **Long-term Savings:** While the initial investment in green technologies may be high, the long-term savings from reduced energy consumption, lower healthcare costs due to improved air quality, and decreased environmental degradation can outweigh these costs significantly.

To sum it up, the green economy represents a transformative trend in global economic development, offering a pathway toward sustainability, resilience, and inclusivity. As nations grapple with the challenges of climate change and environmental

degradation, embracing green principles will be essential for fostering long-term economic growth. By investing in sustainable technologies and practices, societies can create a more equitable and prosperous future for all.

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PHARMACEUTICAL INDUSTRY MARKETING TRENDS FOR 2025

Маркетинговые тенденции фармацевтической промышленности на 2025 год

The result of this scientific work is to identify future marketing trends that will enable healthcare professionals to engage with patients and broader audiences in more innovative and effective ways.

As we approach 2025, pharmaceutical companies are focusing on future marketing trends that will help them engage with healthcare professionals, patients, and broader audiences in more innovative and impactful ways. Staying ahead of these trends is critical in a rapidly evolving sector, driven by technological advancements and increasing demands for transparency, personalization, and ethical practices. Here are five marketing trends expected to shape the pharmaceutical industry in 2025:

1. **Conversational Marketing and AI-Driven Interactions.** Patients are increasingly seeking instant responses and personalized support. In 2024, conversational marketing powered by AI, such as chatbots and virtual health assistants, will allow pharmaceutical companies to offer 24/7 support, answer health-related queries, and provide medication guidance. These AI-driven tools help build better relationships with patients by delivering real-time information, making the user experience more engaging and efficient.

2. **Virtual Reality (VR) and Augmented Reality (AR) Integration.** VR and AR technologies are revolutionizing the way pharmaceutical companies educate healthcare professionals and patients. For instance, VR can be used for virtual tours of research labs or to simulate the effects of medications on the human body, while AR can help patients visualize how treatments will impact their health. These immersive experiences not only foster better understanding but also create deeper engagement with healthcare providers and consumers.

3. **Advanced Personalization Using Big Data and Analytics.** The use of big data and advanced analytics allows pharmaceutical companies to tailor their marketing strategies to individual patients. By analyzing health data, patient behavior, and preferences, brands can offer highly personalized recommendations for medications or treatments. This hyper-personalized approach will become a key factor in improving patient engagement and adherence to treatment plans, fostering a more patient-centric healthcare ecosystem.