

- Exhibition space rental and stand equipment – averaging \$29,800 per exhibition in countries outside the CIS and \$16,150 in the CIS.

Considering these costs, the forecasted average profit from participating in each exhibition is about \$553,000. Expanding exhibition activity is expected to result in up to five new contracts per event, ensuring sustainable growth in export revenues. The measures presented for improving the sales management system, especially through active participation in international exhibitions, will allow Open Joint Stock Company «Bobruisk Plant of Tractor Parts and Assemblies» to strengthen its market position, increase exports, and enhance overall profitability. Integrating marketing and logistics strategies, along with constant cost and sales efficiency control, are key aspects for achieving successful growth in foreign markets.

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THE POST-PANDEMIC ECONOMIC LANDSCAPE: TRENDS, CHALLENGES, AND TRANSFORMATIONS IN GLOBAL MARKETS

Экономический ландшафт после пандемии: тенденции, проблемы и трансформации на мировых рынках

In late 2019, Wuhan, China experienced the first outbreak of coronavirus, leading to the COVID-19 pandemic. The global economy saw a mix of negative impacts and unexpected benefits. Millions lost their jobs, with the U.S. facing the fastest economic contraction since the Great Depression. In this article, I would like to look at the challenges facing the global economy, as well as the consequences of the pandemic that we are living with and coping with to this day. Scott Fulford's study indicated that people became more cautious in managing their finances [1], increasing savings as they cut back on travel and other expenses, while the government provided unemployment benefits [2]. Over the past four years, there has been a shift towards financial security and slower economic growth worldwide.

A surprising outcome of the pandemic was the sharp decrease in economic crisis, with the U.S. GDP rebounding by 2023. Unlike the recovery from the Great Depression, the U.S. economy has not fully recovered, struggling with lowered GDP per capita for years.

In contrast to European nations, the U.S. has fared relatively well post-pandemic [3]. Financial assistance programs have improved citizens' financial stability, leading to increased consumer spending and demand for goods and services. This has also encouraged employers to enhance working conditions and pay, with new business registrations growing significantly by 2023.

The post-pandemic era brought inflation as prices surged due to disruptions in production and supply chains. Despite challenges, financially stable consumers contributed to driving demand and boosting inflation briefly in 2022.

Lockdowns in many countries during the pandemic led to a rise in remote work, with 22 % of workdays being conducted from home by 2022. This shift has increased productivity, saved time on commuting, and provided opportunities for those with disabilities. Moreover, remote work has allowed flexibility in location, leading to a shift in housing demand towards more affordable homes and a rise in prices.

Four years on from the pandemic, the global economy has shown significant recovery, with policies focusing on reducing spending and providing financial aid improving the financial well-being of many. Measures such as unemployment insurance and child tax credits have helped in reducing wage inequality and creating a tight labor market with low unemployment rates.

As we move into the post-pandemic era, it is important for governments and businesses to continue to pursue policies that support financial security and economic growth. By focusing on cutting spending, providing financial relief, and creating a rigorous labor market, we can continue to build a more resilient and stable economy in the coming years.

In conclusion, the COVID-19 pandemic has changed the global economy in many ways, and it is critical that we learn from the challenges we have faced and work to create a more inclusive and prosperous future for all.

References

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PERSONALIZED CANCER MEDICINE: EVALUATING FINANCIAL VIABILITY IN TODAY'S GLOBAL ECONOMY

**Персонализированная медицина в лечении рака:
оценка финансовой жизнеспособности в современной глобальной экономике**

Personalized cancer medicine (PCM) is tailoring treatment to a patient's genetic, environmental, and lifestyle factors. PCM differs from traditional methods by focusing on