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MODERN TRENDS IN THE DEVELOPMENT OF THE GLOBAL ECONOMY

Современные тенденции в развитии мировой экономики

The modern global economy is undergoing dynamic changes driven by a variety of factors, including technological innovation, globalization, changes in consumer preferences, and the impact of climate change. In this report, we will examine the key trends that are shaping the economic environment in the early 21st century.

1. Globalization and Market Integration. Globalization continues to have a significant impact on the world economy. Countries are becoming increasingly interdependent, which is contributing to an increase in international trade and investment. However, recent years have also seen a rise in protectionism, which could lead to economic imbalances.

2. Technological Innovations. The development of technologies such as artificial intelligence, blockchain, and the Internet of Things is fundamentally changing the way businesses operate. These technologies are increasing the efficiency of production processes, improving supply chain management, and creating new business models.

3. Sustainable Development and the Environment. Given global climate change and the depletion of natural resources, sustainable development is becoming an important part of the economic strategy of countries. Investments in green technologies and the

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.