

5. Adaptation to new forms of employment. The growth of freelance platforms and remote employment has led to a change in labour relations. Hybrid and remote forms of work are becoming a standard in many sectors. This requires the adaptation of legislation and social programs to new realities, as traditional forms of employment are gradually losing their relevance.

Current trends in the development of the world economy indicate the desire for digitalisation, environmental sustainability and increased global integration. However, these changes are also accompanied by challenges such as inequality, changing the structure of employment and geopolitical tensions. Countries and companies that are able to adapt to new realities gain advantages in global competition and can influence the further development of the world economy.

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FEATURES OF MARKETING IN THE ELECTRICAL EQUIPMENT MARKET

Особенности маркетинга на рынке электротехнического оборудования

The electrical equipment market, like any other, has its own marketing strategies that help develop and change the industry. Today, energy engineering accounts for \$31.62 billion of the global market. This figure will continue to grow and, according to experts, it will grow by 4.8 % by 2029, which will amount to \$40.10 billion. The main aim of this work is to consider the features of marketing in the electrical equipment market.

COVID-19 had a negative impact on the industry in 2020. However, by 2024, the market had reached a pandemic level. The importance of studying this industry is explained by several factors:

- population growth and infrastructure development are increasing the demand for energy. This means that the demand for energy equipment will also grow;
- high operating and maintenance costs hinder the growth of the market;
- growing technological investments in the development of renewable energy sources and smart grid infrastructure create huge opportunities for the energy equipment market.

In the Republic of Belarus, the city-forming enterprise JSC «Minsk Electrotechnical Plant named after V.I. Kozlov» operates in this market.

In order to improve the quality of manufactured products at JSC «MATZ named after V.I. Kozlov»: work is underway to improve the application of the implemented product quality management system according to the recommendations of international standards ISO 9001–2015 [1].

The following marketing strategies are used at the enterprise of JSC «MATZ named after V.I. KOZLOV» to achieve the necessary level of efficiency of the organization:

- highlighting the most important niches of the target audience of the enterprise;
- promotion of finished products in these markets and increasing its share;
- reducing the cost of production;
- introduction of new logistics programs to reduce the delivery time of raw materials, finished products to the consumer;
- fast adaptation of production to new equipment;
- constant search for new intermediaries;
- expanding the range of products;
- optimization of pricing policy;
- promotion of product store markets by participating in exhibitions, conferences and international events [2].

To sum up, the implementation of the planned measures will allow the company to ensure resistance to negative trends in the global economy and rapidly changing economic conditions; to receive up-to-date information on changes in the main sales markets and most importantly, strengthen your competitive position.

References

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CURRENT TRENDS IN THE DEVELOPMENT OF THE GLOBAL ECONOMY

Современные тенденции развития мировой экономики

The modern world economy is undergoing significant changes caused by globalization, technological innovations, changes in consumer preferences and environmental challenges. In this conference, we will look at the key trends that shape the economic reality of the 21st century.

1. Globalization and its impact Globalization continues to have a profound impact on the global economy. On the one hand, it promotes market integration and increases trade