

advantages in design, quick market entry, reduced product development times, constant upgrading, and flexibility in R&D processes. Six design innovation strategies were identified in Taiwanese computer and electronic enterprises – reducing production costs, simplifying manufacturing and maintenance, adding product value, enhancing product quality, improving product design and enhancement, and enriching marketing data gathering and responsiveness.

Marketing strategies are not static; they are constantly evolving to keep pace with market trends, consumer behaviors, and technological advancements. The landscape of marketing is shaped by numerous factors, including the rapid progression of digital technology, changing consumer expectations, and the competitive environment. Thereby, organizations must be adaptable and responsive, continuously refining their marketing tactics to stay relevant and effective. One of the major influences on modern marketing strategy is the digital revolution. With the advent of social media, mobile technology, and data analytics, marketers have access to unprecedented amounts of information about their consumers. This data enables them to create highly targeted and personalized marketing campaigns that can engage consumers on a deeper level. For instance, the use of artificial intelligence and machine learning allows for predictive analytics, which can forecast consumer trends and behaviors, helping businesses to stay ahead of the curve.

Consumer behavior itself is a driving force behind the constant evolution of marketing strategies. As consumers become more empowered with access to information and choice, their expectations for personalized and meaningful interactions with brands have increased. This shift necessitates that marketers focus on creating value-driven and customer-centric strategies. The rise of ethical consumption, where consumers prefer brands that demonstrate social responsibility and sustainability, further pushes organizations to integrate these values into their marketing efforts.

A. Taranova

А.А. Таранова

БГСХА (Горки)

Научный руководитель И.В. Осипова

CURRENT TRENDS IN THE DEVELOPMENT OF THE WORLD ECONOMY

Основные тенденции развития мировой экономики

The modern world economy is characterized by several features, the most important of which is the transition to a global economy and the development of the world economy integrity.

The most important prerequisites for globalization are: the information revolution, which provided the technical basis for the creation of global communication networks; internationalization of capital and tougher competition in world markets;

shortage of natural resources and worsening environmental situation in the world; demographic problems and urbanization; intensive development of high technologies and anthropological risks of post-industrial civilization.

The process of globalization of the world economy is manifested in **transnationalization** which means the process of strengthening international cooperation in production, which is associated with the growth of the volume of international movement of resources and the formation of multinational companies (TNCs).

The main trends of transnationalization in the 21st century are: changes in the geography of the world economy sectors due to the location of TNC branches in developing countries; increase in the number of TNCs in the service sector; growth in the share of developing countries in the world structure mainly due to the Asian region; strengthening the position and the role of the PRC.

The next direction is **the tendency to increase the role of services**, or its **servitization**, with the growth of the service sector outstripping the growth of material production. The service sector has become the largest sector of the world economy.

The fourth one is **the avalanche-like growth of the global financial market**, the number and volume of financial transactions that are carried out between different entities of world economic relations due to highly developed digital technologies. Also cyberspace is forming modern culture and ideology. Cyberspace has become a means of global control.

In modern conditions, the economic integration of the region is also an important element, which leads to closer economic (and therefore political, scientific and cultural) relations between the participating countries. Regional economic integration develops in simple or complex ways, namely: from free zones to custom unions, then common markets and economic unions. The development of integration processes is gradually completed by a unified economic and financial policy.

In global North-South relations the wealth is concentrating in countries of the golden billion and the third world countries are getting less of the world's GDP.

The last trend is **the aggravation of global problems in the world economy**. It shows a green model of environmental degradation, which includes transport at the level of various UN plans, the adoption of local, non-technological and technological products, the need for energy conservation, such as knowledge guided by institutions that reflect characteristics of location, production and standard of living.

In conclusion we can say that modern trends in the world economy are driving countries to the closer interdependence and new risks in the sphere of digital security.

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