

create an attractive image of a region, which will attract tourists and stimulate economic growth.

Drawing the conclusion, we can state that creativity and innovation are the most valuable resources of the modern economy. Gifted and talented people strive to unite and concentrate in a small area, as this contributes to greater efficiency of their work. Clusters elevate their regions, making them the most economically attractive, which attracts the population. The main mantra of the age of globalization, which says that a place is losing its significance, is a lie.

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DIGITAL TRANSFORMATION, GLOBALISATION AND LIBERALISATION AS TRENDS IN THE DEVELOPMENT OF THE WORLD ECONOMY

Цифровая трансформация, глобализация и либерализация как тенденции развития мировой экономики

Purpose of the research: to find out which trends in the development of the world economy are the most significant.

Technology, globalization and political shifts drive rapid change in the modern world economy.

The economic system is undergoing a profound transformation in response to these processes.

The article is devoted to the analysis of current trends in the development of the global economy.

Three key factors shaping the dynamics of the global economy are examined: digital transformation, globalisation and liberalisation.

Digital transformation is a fundamental change that affects economies, societies and people's lives through the rapid development and adoption of digital technologies.

Key Elements of Digital Transformation: Internet of Things (IoT), Artificial Intelligence, Big Data.

Digital transformation of industries – the process of transforming value chains into digital manufacturing organisations using digital technologies.

Digital Industrial Enterprise – an integrated set of computing resources and physical processes using digital models and tools for control.

Globalisation is a worldwide process of integration between nations, encompassing economics, politics, governance, culture and other spheres.

Key drivers of globalisation and the impact of globalisation on the world economy.

Key Aspects of Liberalisation and the Impact of Liberalisation on the World Economy.

The complexity and contradictory nature of liberalisation.

The need to create conditions for fair competition.

Research findings: concluded that globalisation, liberalisation and digital transformation are key trends shaping the current state of the world economy. It is important not only to seize their opportunities for economic growth, but also to cope with the challenges and risks associated with these processes through effective regulatory strategies and co-operation at the international level.

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THE FUTURE OF FRANCHISING: NEW TRENDS IN DEVELOPMENT

Будущее франчайзинга: новые тенденции в развитии

This research is going to identify the main latest trends in the development of franchising and how they have influenced the current business. Based on the reviewed material, we will also assume whether franchising will be relevant in the global economic market or not.

Nowadays, innovative business is rapidly developing in various directions, and license trade is an undisputed leader in this sphere. The most popular types of licenses used for sale are franchise agreements. A franchise agreement is an agreement according to which the owner, who has a developed system of running business (franchisor), gives permission to another person (franchisee) to use this system on specific terms and conditions provided by the agreement.

Franchise (franchising) is a form of business in which a network with similar enterprises is created. Such enterprises have a number of features:

- Identical trademark
- Methods of sale
- Uniforms
- Product quality control
- Training and management of staff
- Organizational and technological conditions

Franchises are used mainly in countries with market economies in sectors such as: retail, i.e. the use of franchises in well-known brand stores (Zara, IKEA, Fix Price); service sector, i.e. companies that provide their services (SPA salons, fitness centers); education (language schools, courses).