

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).

The interest of budding entrepreneurs in organizing a franchise business is explained by the following two advantages:

1) Franchising provides an opportunity to start a business with less risks, as the franchisee gets a proven business model;

2) The franchisee does not have to spend a lot of time and money to promote the brand.

The history of franchising began in the mid-19th century, when Singer used franchising to market his sewing machines. At the current time, franchising continues to develop and adapt to new opportunities. The main trends that are shaping the future for this form of business are:

1) Integration of technology: Artificial intelligence, automation and data analytics, mobile apps, online platforms are all helping to improve various business processes and customer service;

2) Sustainability: Entrepreneurs are reducing the amount of waste and using eco-friendly packaging materials, which helps to save the environment and attract nature-conscious customers;

3) Globalization: Franchising expands international markets by adapting business models to local conditions and culture;

4) Staff training: Staff training is a key route to success because consumers expect a high level of service;

5) Social franchises: Social franchises are focused on solving social and environmental problems, as well as attracting investors and customers interested in sustainable development.

In conclusion, the future of franchising will be dynamic and innovative. Technology integration, sustainable development, globalization and etc. open new opportunities for entrepreneurs. Therefore, it is important for owners of this form of business to follow and adapt to trends in order to stay competitive in the economic market.

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## **APPLICATION OF NEURAL NETWORKS AS A BASIS FOR ACCELERATED ECONOMIC DEVELOPMENT**

### **Применение нейронных сетей как основы ускоренного развития экономики**

The application of neural networks is currently being actively developed in many countries. Among the most advanced in this field are the USA, China and the UK. In the