

A. Medved, D. Kalnitskikh
А.Н. Медведь, Д.Д. Кальницких
БГЭУ (Минск)
Научный руководитель С.С. Дроздова

THE CAUSES OF GLOBALIZATION AND REGIONAL INTEGRATION AS MODERN TRENDS IN THE DEVELOPMENT OF THE WORLD TRADE

Причины глобализации и региональной интеграции как современных направлений развития мировой торговли

The purpose of this research is to identify the essence and causes of globalization and regional integration as trends in modern international trade and also to identify effective ways of their application in international and Belarusian practice.

The increasing integration of more and more economies into international trade and production has shaped the modern world – both as a driver of growth and sometimes as a source of instability. Now it appears to be at a tipping point. Its vulnerabilities and disadvantages have triggered a rethink. Many companies that used to source their inputs from around the world now face tough times and are being forced to adapt. And now exciting topic of discussion among economists is the question of whether international trade is in a phase of deglobalization and regional integration.

Deglobalization is a movement towards a less connected world, characterized by powerful nation states, local solutions, and border controls [1]. Based on the reasoning of MIT Professor Olivier Blanchard, four forces of deglobalization of modern trade can be identified. The first force is the redistributive effects of trade globalization, which have caused an increase in the inequality of countries. The second force of deglobalization is economic security considerations: if there is a flood in one country, then other countries will not receive the necessary goods from it. The third force is national security. During a period of international turbulence, some countries want their industries to be owned only by national owners. The fourth force is indiscriminate industrial policy. It often happens that countries protect with quotas and duties not promising industries, but industries that do not need protection [2].

Trade and economic integration of countries on a regional scale is an extremely diverse and conditioned by many factors process. With the existing socio-economic problems, it is necessary to create a well-functioning mechanism for compensating the costs of the states. Some kind of unification of domestic economic and social policies is necessary. In this connection, in modern economic conditions, two directions of formation of integration groups can be distinguished:

- Processes are activated as a result of intensive economic interstate relations.
- Regional unions emerge as a result of political efforts [3].

Modern globalization is facing challenges, leading to a rethinking of its advantages and disadvantages. Deglobalization is characterized by the strengthening of the role of

nation states and local solutions due to the uneven distribution of the benefits of global trade and the priority of national security. Regional integration, in contrast, is evolving as a response to global change, promoting economic co-operation and stability. Successful integration requires effective cost recovery mechanisms, unification of economic and social policies, and realistic goals.

The importance of the conclusions for the Republic of Belarus is due to their relevance in modern international trade. The results of this study allow us not only to check the literacy of our country's foreign trade strategy, but also points to promising areas for the development of foreign trade relations within the framework of integration associations in which Belarus participates.

References

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Wang Mingze

Ван Минцзэ

БГУ (Минск)

Научный руководитель И.Н. Бородина

PROMOTION IN CHINA (USING FAMOUS SPORTS TEAMS AS AN EXAMPLE)

Продвижение в Китае (на примере известных спортивных команд)

Chinese companies increasingly pay attention to international sports marketing strategies and enhance the international visibility and influence of their brands by sponsoring major international events. At the same time, Chinese companies gradually focus on applying localization strategies in sports marketing overseas and formulate corresponding marketing strategies and promotion plans based on the cultural characteristics and market needs of different countries and regions.

Online media provide a broad platform for promoting sports teams. Some online sports magazines, e-books, etc. introduce the history, achievements, culture and other aspects of sports teams through detailed reports and analysis, so as to help readers better understand sports teams. For example, some sports media websites publish special reports