

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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2. Маркетинг в электроэнергетике // Портал Все Учебники. – URL: <https://lib.sale/management-otrasli-kniga/165-marketing-elektroenergetike.html> (дата обращения: 29.10.2024).

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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

between countries. On the other hand, there are questions about inequality and economic dependence. In recent years, there has been an increase in protectionist sentiment in some countries, which calls into question the benefits of free trade.

1.1. Transformation of supply chains The COVID-19 pandemic has exposed vulnerabilities in global supply chains. Many companies have begun to rethink their strategies, aiming for more sustainable and localized models. This could lead to increased production capacity in developing countries and new opportunities for local businesses.

2. Technological innovations Technological progress has become one of the main engines of economic growth. Artificial intelligence, blockchain, the Internet of things and automation are changing the way we produce and consume.

2.1. Digitalization of the economy Digitalization covers all areas of the economy, from financial services to retail. The emergence of new platforms and services allows companies to interact with customers more effectively and optimize business processes.

2.2. Sustainable development and green economy In recent years, attention to sustainable development issues has been increasing. Companies and governments are striving to reduce their carbon footprint and introduce environmentally friendly technologies. This creates new markets and opportunities for investment in green technologies.

3. Changes in consumer preferences Modern consumers are becoming more knowledgeable and demanding. They are looking not only for quality, but also for the ethics of production, the sustainability of goods.

3.1. Social responsibility of business Companies are increasingly having to take into account the social and environmental aspects of their activities. This leads to the emergence of new standards and practices that take into account the interests of various stakeholders.

3.2. Increasing the role of small and medium-sized enterprises Small and medium-sized enterprises (SMEs) are becoming important players in the market, contributing to innovation and job creation. Government support and access to finance help SMEs adapt to new conditions.

4. Geopolitical changes The geopolitical situation also has an impact on the global economy. Conflicts, sanctions and changes in international politics can significantly affect trade and investment.

4.1. The role of new economic centers The emergence of new economic centers such as China and India is changing the balance of power in the global economy. These countries are becoming not only producers, but also large consumers, which opens up new opportunities for international business.

Current trends in the development of the global economy are multifaceted and complex. Globalization, technological innovations, changes in consumer preferences and geopolitical factors are shaping a new reality for businesses and states. It is important to understand these trends and adapt to them in order to take advantage of emerging opportunities and cope with the challenges of the 21st century.