

References

1. Online food delivery market: Global industry analysis, trends, market size and forecasts up to 2026 // Research and Markets. – URL: <https://www.researchandmarkets.com/reports/5305901/online-food-delivery-market-global-industry> (date of access: 13.11.2024).
2. National restaurant association show 2022: Innovation on the Menu // NSF. – URL: <https://www.nsf.org/news/nra-innovation-on-menu> (date of access: 13.11.2024).

V. Zhuravleva

В.А. Журавлева

БНТУ (Минск)

Научный руководитель Н.П. Буланова

CURRENT TRENDS IN THE DEVELOPMENT OF THE GLOBAL ECONOMY

Современные тенденции развития мировой экономики

Current trends in the development of the global economy are influenced by various factors, including technological advancements, geopolitical dynamics, and responses to environmental challenges. The purpose of the report of the thesis is to study and analyze the current trends in the development of the global economy. Here are some key trends:

Digital Transformation: The ongoing digitalization of economies due to advancements in technology such as artificial intelligence, blockchain, and the Internet of Things continues to reshape industries, improving efficiency and creating new business models.

Sustainable Development: There is a growing emphasis on sustainability and green economics. Many countries and corporations are pursuing goals aligned with the Paris Agreement and the United Nations' Sustainable Development Goals (SDGs), leading to increased investment in renewable energy, sustainable agriculture, and green technologies.

Shifts in Global Supply Chains: Ongoing disruptions, such as the COVID-19 pandemic and geopolitical tensions, are prompting companies to reassess their supply chains. There is a trend toward regionalization and diversification of supply sources to reduce reliance on any single country.

Inflationary Pressures: Many economies are experiencing rising inflation rates due to supply chain disruptions, labor shortages, and increased consumer demand. Central banks are navigating the balance between controlling inflation and supporting economic growth.

Labor Market Changes: The labor market is evolving with the rise of remote work and the gig economy. There's increased demand for flexible work arrangements, and companies are adapting to attract and retain talent in a competitive landscape.

Global Trade Dynamics: Trade policies and tariffs continue to influence global trade patterns. Tensions between major economies, particularly between the U.S. and China, have implications for international trade and investment flows.

Technological Job Displacement and Creation: While technology creates new job opportunities in emerging fields, it also displaces jobs, particularly in traditional industries. Reskilling and upskilling the workforce are essential to address these changes.

Health Economics: The pandemic has accelerated the focus on healthcare infrastructure and biotechnology. Investment in health technologies and services is likely to remain robust as countries seek to improve resilience against future health crises.

Geopolitical Risks: International relations and conflicts can significantly impact global economic stability. Countries are increasingly considering economic security as part of their foreign policy.

Financial Technology (Fintech): The rise of fintech is transforming banking and financial services, making them more accessible and efficient. This trend is reshaping how businesses and consumers engage with financial institutions.

These trends will continue to shape the global economy in the coming years, and the interplay between them will create both opportunities and challenges for countries and businesses.

A. Zaitsev

А.А. Зайцев

АУППРБ (Минск)

Научный руководитель В.В. Рогов

FEATURES OF BUSINESS CULTURE AND BUSINESS ETIQUETTE IN INDIA

Особенности бизнес-культуры и делового этикета в Индии

The study aims to explore the peculiarities of business culture and business etiquette in India in order to ensure successful business communication and partnership with Indian colleagues. The main objective is to analyse key aspects of doing business in India, including specifics of business etiquette and interpersonal communication to ensure effective task performance in a cross-cultural environment.

As a result of rapid development of intercultural communication and global transformations, there is a need for cultural enlightenment necessary for rational functioning in a multicultural world. Young professionals need not only speak any foreign languages, but also knowledge of the peculiarities of doing business with foreign partners in order to successfully fulfil their tasks. This knowledge will help to follow new achievements, developments in the world, participate in international symposiums, conferences, build friendships and work in transnational teams.

Doing business in different countries of the world requires understanding of cultural and social peculiarities of these countries. Using India as an example, which, given the above, makes it an interesting subject for studying business practices, we will analyse key aspects of doing business, including the specifics of business etiquette and interpersonal communication.