

vices, such as software development and data analytics, have experienced rapid growth as businesses seek to leverage digital transformation.

In conclusion, modern global trade is characterized by a dynamic interplay of technological innovations, sustainability commitments, shifting consumer habits, and geopolitical considerations. As companies adapt to these trends, they have the opportunity to navigate the complexities of the global market successfully. The evolution of trade requires a forward-thinking mindset, an openness to change, and a commitment to leveraging new technologies and practices. Organizations that embrace these modern trends will not only enhance their competitive positioning but will also contribute to a more sustainable and inclusive global economy.

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TRENDS IN THE DEVELOPMENT OF WORLD ECONOMY

In recent years, global trade has undergone significant transformations, propelled by various economic, technological, and social factors. This thesis outlines the contemporary directions in which global trade is evolving and highlights key trends that are shaping its future.

Firstly, the advent of digitalization and e-commerce has dramatically altered the landscape of global trade. With the rise of online platforms, businesses can now reach international markets with greater ease, allowing small and medium-sized enterprises (SMEs) to participate in global commerce. This shift has not only expanded market access but also transformed consumer behavior, as customers increasingly prefer to shop online.

Secondly, there is a growing emphasis on sustainability and ethical trade practices. Consumers are becoming more conscious of the environmental impact of their purchases, leading companies to adopt sustainable sourcing and production methods. This trend is reflected in the rise of green supply chains and the use of environmentally friendly materials, which contribute to reducing carbon footprints and promoting corporate social responsibility.

Moreover, trade agreements are evolving to address contemporary challenges, such as digital trade, data privacy, and labor rights. Regional trade agreements, such as the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and the African Continental Free Trade Area (AfCFTA), are designed to foster economic integration while addressing modern issues. These agreements often include provisions related to technology transfer, intellectual property rights, and inclusivity, reflecting the complexities of today's global trade environment.

Additionally, the geopolitical landscape plays a crucial role in shaping trade dynamics. The emergence of new economic powers, particularly in Asia, has led to shifts in trade patterns and alliances. Countries are reevaluating their trade relationships in light of geopolitical tensions, resulting in a diversification of trade partners and supply chains. This trend is further catalyzed by the disruptions caused by the COVID-19 pandemic, which has underscored the vulnerabilities of overly concentrated supply chains.

Lastly, technological innovations, particularly in logistics and transportation, are enhancing the efficiency of global trade. Advancements in artificial intelligence, blockchain, and automation are streamlining processes, reducing costs, and improving supply chain transparency. Companies are increasingly investing in smart logistics solutions to optimize inventory management and enhance customer service.

In conclusion, the modern landscape of global trade is shaped by digitalization, sustainability, evolving trade agreements, geopolitical factors, and technological innovations. As businesses and governments navigate these changes, adapting to new realities will be essential for leveraging the potential of global trade in the years to come. These trends not only indicate a shift in how trade operates but also reflect the broader changes occurring in the global economy and society.

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TOURISM AS A CATALYST FOR ECONOMIC DEVELOPMENT AND GLOBAL TRADE EXPANSION

Tourism is one of the most rapidly developing and highly profitable industries around the world. In the context of widespread urban globalization and countries' efforts to diversify their economic bases, integrating tourism into global trade strategies has become increasingly expected. Despite the challenges the tourism sector faces, such as economic crises, geopolitical conflicts, and insufficient policy coordination, its potential continues to expand, often finding innovative ways to expand its influence.

The relevance of this topic lies in tourism's role as a powerful multiplier effect on various economic sectors, including transportation, communication, agriculture, and trade. The tourism industry generates new jobs, stimulates international investment, and drives infrastructure modernization. Increasing tourist flows boost demand for goods and services, supporting the growth of related industries and integrating them into global trade processes.