

- Trust. Ratings and reviews reduce risks for buyers and increase transaction transparency.
- Saving time and money. Competition between sellers within the platform reduces prices and speeds up the selection process.
- Service integration. Many marketplaces offer not only trading but also logistics and marketing tools for businesses.

For companies, marketplaces have become a tool for entering international markets without significant investment. Small and medium-sized businesses can sell goods internationally using the platform's infrastructure, including logistics, payment systems, and marketing tools. This democratizes international trade, allowing even small firms to compete with global corporations.

Marketplaces have transformed the employment structure, creating new professions in e-commerce, logistics, and digital marketing. They stimulate the development of related industries. Moreover, marketplaces are shaping a new consumer culture that values speed, convenience, and transparency [2].

Marketplaces have long ceased to be simple intermediaries connecting sellers and buyers. They have evolved into complex ecosystems that integrate trade, financial instruments, marketing strategies, and logical decisions. Their impact on international trade must be carefully studied, as they offer new opportunities while also creating serious challenges for governments, businesses, and society as a whole.

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MULTIPOLAR SHIFT IN THE GLOBAL ECONOMY

Мультиполярный сдвиг в мировой экономике

The global economy is undergoing a significant transformation: instead of the familiar unipolar model dominated by the United States and the developed Western countries, a more complex multipolar system is emerging. Its key pillars are China, India,

and the rapidly strengthening Global South. This is not a temporary fluctuation but a long-term structural process that is reshaping the economic architecture of the world [1].

China plays a central role in this shift. Over the past decades, the country has moved from a low-cost industrial base to a fully-fledged technological power. It actively develops its own innovation clusters and invests in artificial intelligence, microelectronics, infrastructure, and defense technologies. In parallel, China is building large-scale external initiatives – for example, the Belt and Road Initiative, which creates new trade and transport corridors. These efforts reduce China’s dependence on Western markets and allow it to form its own sphere of influence.

India is becoming another major center of global attention. Its enormous human capital, growing domestic market, and strong IT industry make the country attractive for investors, especially those searching for an alternative to China. India strengthens its international position through participation in major alliances – G20, BRICS+, QUAD – and seeks to maintain strategic autonomy by balancing between the West and the East [2].

The Global South – a broad group of countries across Asia, Africa, Latin America, and the Middle East – is also rising to a new level. These countries are reinforcing their economies, developing regional unions, expanding their industrial capacity, and gradually reducing their dependence on Western financial centers. Particularly notable are the advancements of Turkey, Indonesia, Vietnam, Saudi Arabia, and Brazil. All of them are forming new points of economic growth and alternative centers of decision-making [3].

The reasons behind this transition are multifaceted. The pandemic disrupted global supply chains and demonstrated how dangerous excessive reliance on a single center can be. The technological race accelerated the redistribution of global advantages, while geopolitical tensions pushed countries to seek new partners. International institutions that once supported the old system no longer possess their previous influence. All these factors together gradually undermine the logic of the former unipolar model [4].

The shift toward a multipolar economy reshapes not only the distribution of power but also the mechanisms of globalization itself. Instead of a single dominant center, new economic blocks, currency systems, logistics routes, and technological partnerships are constantly emerging. Companies are restructuring supply chains, making them more regional and resilient. Investment flows increasingly target developing markets where economic potential is growing faster.

The conclusion is clear: the global economy is becoming more diverse, competitive, and unpredictable. Yet within this complexity, there are significant advantages – more opportunities for new players, more sources of growth, and less monopoly control. Countries and companies capable of adapting to this new multipolar logic will gain substantial benefits and access to the expanding markets of the future.

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FINANCIAL STABILITY MANAGEMENT OF ENTERPRISES

Управление финансовой устойчивостью предприятий

The purpose of the study is to develop a methodology for assessing the financial stability of an organization, as well as to offer practical recommendations for improving financial stability.

The purpose of financial stability management is to ensure a sufficient level of solvency, increase efficiency and effectiveness in conditions of an acceptable level of risk.

To effectively manage the financial stability of an enterprise, it is extremely important to introduce innovative methods for evaluating and analyzing its financial performance. Currently, many existing methods for analyzing the financial condition of enterprises offer standard tools. To improve the effectiveness of assessing the financial stability of an enterprise, the following methodology is proposed, including:

- creation of a system of qualitative and quantitative indicators of financial activity, taking into account the specifics of the enterprise and its industry;
- conducting a strategic analysis of the external and internal environment, which allows you to identify the opportunities and threats that the company faces;
- detailed analysis of the structure of cash flows and sources of income, providing a complete understanding of financial flows and their impact on business sustainability;
- capital efficiency assessment;
- comprehensive cost analysis of production and product range, allowing to identify opportunities for cost optimization and profit increase;
- assessment of the impact of inflation and currency risks, including the development of strategies to minimize them;
- analysis of profitability indicators of production, taking into account long-term trends and potential for profit increase.