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**A. Gerzha**

**А. Г. Гержа**

ПолесГУ (Пинск)

*Научный руководитель И. А. Конончук*

## **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.

This comprehensive approach to analyzing the financial stability of an enterprise provides a deep understanding of its financial situation and creates the basis for developing strategies for sustainable development and maximizing profits.

To improve the financial stability of an enterprise, it is necessary to analyze financial activities and use modern methods of financial management. It is also important to modernize production facilities, expand and diversify the sales market, increase production, improve the system of settlements with customers and cooperate with creditors. Effective steps include the implementation of a quality management system for products and services, the development and implementation of a personnel management program. All these measures not only contribute to improving the financial stability of the enterprise, but also ensure its successful development in modern conditions.

Research results: a methodology for assessing the financial stability of an enterprise is presented and ways to increase the financial stability of an organization are proposed.

**A. Govorov**

**А. Ю. Говоров**

БНТУ (Минск)

*Научный руководитель Г. В. Прибыльская*

## **DIGITAL ECONOMY AS A DRIVER OF GLOBAL GROWTH**

### **Цифровая экономика как драйвер глобального роста**

The digital economy has become one of the most powerful catalysts of global development in the twenty-first century. The purpose of this research is to analyze how the digital economy influences global economic growth and to identify the factors that determine the success of digital transformation. The spread of digital technologies has transformed the foundations of production, finance, and trade, reshaping the structure of global value creation and stimulating innovation in almost every sector. According to the World Bank, digital transformation could add up to \$1.6 trillion to global GDP by 2030, confirming its role as a key driver of sustainable growth.

Over the past decade, the share of the digital economy in global GDP has risen from about 15 % in 2016 to over 25 % in 2024, and this proportion continues to grow. The world's digital leaders – the United States, China, and the European Union – generate nearly two-thirds of the world's total digital output. In the United States, digital industries now account for more than 11 % of GDP, while in China this share exceeds 10 %, mainly due to the rapid expansion of e-commerce, fintech, and artificial intelligence. Digitalization has also stimulated a new form of globalization: more than 60 % of international trade in services depends on digital platforms and cloud infrastructure, providing unprecedented access to global markets.

The study draws on comparative data from the World Bank, OECD, and UNCTAD, using structural and trend analysis to reveal the relationship between digital infrastructure,