

reduce costs. These measures will transform green inflation from a problem into an opportunity for sustainable development.

In conclusion, «green inflation» is not a temporary price surge, but a long-term structural phenomenon rooted in the logic of decarbonization of the global economy. Its driving force is the fundamental conflict between the accelerated formation of a new, sustainable technological paradigm and the inertia of existing production, resource and market systems. Consequently, this phenomenon doesn't require short-term monetary measures, but comprehensive strategic management, which aims at increasing the capacity and resilience of the green economy. This includes accelerating investment in the extraction and processing of critical minerals, innovations in resource efficiency and recycling and a consistent and predictable climate policy that allows businesses to adapt. Only such an approach can transform «green inflation» from a threat to stability into a manageable process of structural adaptation.

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CUSTOMS-TARIFF REGULATION OF FOREIGN ECONOMIC ACTIVITY AS A TOOL FOR ENSURING STATE ECONOMIC SECURITY

Таможенно-тарифное регулирование ВЭД как инструмент обеспечения экономической безопасности государства

As the world becomes more interconnected, ensuring the security of national economic interests comes to the fore. Trade liberalization, in particular, increases the vulnerability of the national economy to external threats. The use of customs duties and other tariff measures is a key method of maintaining the economic stability of states, allowing them to actively participate in the international exchange of goods and services [1].

The government uses customs and tariff regulation to manage foreign trade, which is a set of measures, including the imposition of customs duties and tariffs on goods crossing state borders [2]. This regulatory approach achieves several aims: it contributes to the formation of state revenues, protects national producers from unfair competition, controls

foreign trade flows and guarantees the fulfillment of international obligations without affecting the economic sovereignty of the country.

In contrast to non-tariff barriers that use quantitative limits, customs-tariff methods primarily operate through price adjustments, offering greater clarity and predictability [3].

The toolbox for customs-tariff regulation includes several essential elements. The customs tariff, which is a set of import customs duty rates on imported goods. Customs duty rates can take different forms: advalorem rates of customs duties (a percentage of the good's value), specific rates of customs duties (based on the quantity of the good), or a combination of both [4]. Tariff rates are organized into schedules that classify goods according to international systems like the Harmonized System, with rates varying by product to reflect policy goals. Tariff quotas set quantity limits on specific goods, often with different rules for imports within the quota and those exceeding it [5]. Tariff privileges and preferences established within the framework of the EAEU Customs Code make it possible to exempt from customs duties or reduce their rates when goods are transported across the Customs Union border. Thanks to tariff preferences, goods from free trade countries, as well as developing and less developed countries receive advantages aimed at supporting economic growth and expanding international trade [6].

The connection between customs policy and national security spans beyond the purely economic into strategic and geopolitical realms [1]. Customs-tariff regulation involves costs and constraints needing careful evaluation. Tariff policy contributes to an increase in the price level, affecting both the consumer and corporate sectors. This can lead to a general deterioration of the economic situation of the society. Excessive use of protective measures can lead to the suppression of competitive activity, which, in turn, will lead to a decrease in incentives for innovation. Furthermore, stipulations within WTO guidelines and trade treaties curtail the freedom to unilaterally increase tariffs, and infringement risks retaliatory actions and formal dispute resolutions [3].

In conclusion, customs-tariff regulation represents an indispensable instrument for ensuring state economic security in contemporary international relations. Through strategic application of duties, tariffs, and quotas, governments protect vital industries, generate revenues, regulate trade flows, and pursue strategic objectives serving national interests [5].

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INTERCULTURAL COMMUNICATION AND ITS PRINCIPLES BEHIND ALIBABA'S GLOBAL SUCCESS

Межкультурная коммуникация: принципы, лежащие в основе мирового успеха компании Alibaba

In today's globalized world cross-cultural communication plays a crucial role in international business relationships. Understanding and applying the principles of intercultural communication can help companies succeed on the international level.

Effective intercultural communication starts with simplifying language and avoiding metaphors and idioms that may confuse non-native speakers. Clear and simple messaging allows to bridge language barriers.

Intercultural communication requires ethical awareness and the potential sensitivity of certain topics. Respect and tolerance towards different worldviews, cultures and customs build trust and credibility.

Communication styles vary between cultures, especially in terms of directness. East Asian cultures are known to be high-context societies resulting in a very implicit or implied style of communication. In contrast, western cultures prefer low-context, explicit communication [1, p. 30]. Adapting one's style to different business contexts helps avoid misinterpretations.