

Thus, the modern development of the global economy is a complex system of interrelated transformations, from digitalization to climate risks. Effective management of these resources requires a full understanding and an integrated approach to ensure sustainable growth in an environment of accelerating transformation.

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ADAPTATION TO NEW ECONOMIC REALITY

Адаптация к новой экономической реальности

The purpose of my research is to identify the main directions of companies' adaptation to structural changes in the global economy, which were caused by trade instability, climatic conditions and technological changes. It is also of urgent issue the idea to identify key strategy and potential risks in today's environment.

The current study was implemented based on information taken from the World Bank website, studying adaptation strategies in China and identifying key patterns using SWOT analysis.

After careful analyzing the available data, three key vectors of change in the global economy were identified. It was noted that the current trading system is going through a stage of structural changes, which are characterized by rising logistics costs, in response to this challenge, the world market has come up with a strategy for adaptation. For example, China is developing the domestic market and establishing export ties towards Asia and the Republic of Belarus. International companies apply the policy.

It was concluded that climate change is one of the main factors in economic development. According to the UN, the modern world is financing climate transformation.

Another area revealed the formation of new financial flows. There is a redistribution of financial flows, the development of newer mechanisms of interaction between states. It was concluded that there is an active development of settlements in currencies between the BRICS countries, new payment systems have been created, digital assets have been mastered in the procedure of international settlements.

All these processes are a comprehensive basis for the formation of a new, more modern system of the global economy. In turn, to further promote such a system, market participants must have a high level of flexibility and adaptability to what is happening in the world.