

## **CURRENT VECTORS OF GLOBAL ECONOMIC DEVELOPMENT INTRODUCTION**

### **Современные векторы развития мировой экономики**

The global economy in the 2020s is going through a deep change shaped by new technology, shifting politics, and environmental pressure. The COVID-19 pandemic, climate change, and the fast rise of digital tools have strongly changed how production, trade, and finance work. Understanding today's main directions of global growth is key for predicting future risks and finding new chances for steady progress. The goal of this paper is to review the main trends that describe the current phase of global economic change and to point out the main factors that will shape its future form.

One of the main directions of modern economic growth is the fast spread of digital technology. The digital economy now makes up more than 15 % of global GDP and keeps growing quickly, especially in artificial intelligence (AI), cloud systems, and data analytics. The World Economic Forum (2024) reports that over 70 % of new value in the next decade will come from digital platforms. Digitalization now touches every side of economic life: automated production, smarter logistics, and financial technology (fintech) that make services faster and more open. Yet, the digital gap between rich and poor countries stays a serious problem, creating a divide in productivity and competition.

The second big direction is the shift toward cleaner and more balanced economic models. After the Paris Agreement and the UN Sustainable Development Goals (SDGs), many countries and companies have promised to reach carbon neutrality by mid-century. The growth of the «green economy» pushes new ideas in renewable energy, recycling-based production, and green finance. This shift also brings new issues, such as uneven costs of change and political risks linked to new resource use. The race for key materials like lithium, cobalt, and rare earth elements shows how sustainability has become a core factor in industry policy.

Another strong trend is the reshaping of global value chains (GVCs). The shocks caused by the pandemic, global tensions, and trade conflicts have pushed global companies to use «nearshoring» and «friendshoring» strategies. Regional trade deals – like the Regional Comprehensive Economic Partnership (RCEP) in Asia and the African Continental Free Trade Area (AfCFTA) – show a slow move from full globalization to regional economic networks. While globalization still drives efficiency, today's stage mixes global links with regional strength. This evolution changes trade routes, investment habits, and the map of industrial production.

Financial systems are also changing under the pressure of digital money, decentralized finance (DeFi), and new monetary rules. Central bank digital currencies (CBDCs) are being developed as tools to make finance more stable and open. However, the gap between and within countries continues to block inclusive growth. The IMF (2025) notes that the income gap between rich and developing nations widened again after the pandemic, mostly because of unequal access to technology, capital, and education. Closing these gaps is vital for keeping social and political balance.

In summary, today's main directions of global economic change – digital growth, sustainability, regionalization, and financial innovation – are linked and support one another. Together, they shape a new model of «adaptive globalization», where long-term growth depends on sustainability, inclusion, and technology. The main task for leaders and economists is to find balance between these changes – keeping them both effective and fair.

The result of this worldwide shift will show whether the global economy moves toward lasting prosperity or deeper division.

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## **CORPORATE SOCIAL RESPONSIBILITY AS AN IMAGE ENHANCEMENT TOOL: «SAVUSHKIN PRODUCT» CASE**

### **Корпоративная социальная ответственность как инструмент для улучшения имиджа: кейс «Продукция Савушкина»**

Corporate social responsibility (CSR) signifies the idea of companies willingly and consciously investing their effort in business activities that stretch beyond the key focus of their business and considerably influence the natural and social environment. The objective of CSR is to maximize profit and simultaneously secure the interests of society, the community, and stakeholders.

The overall aim of the research is to analyze the influence of the CSR policy on the image enhancement of the company «Savushkin Product».

JSC «Savushkin Product» – is the leader of the dairy industry in the Republic of Belarus. The company sells its dairy products under the «Brest-Litovsk», «Teos», «Superkid», «Activil», «Optimal», «Sveza», and other brands.

In pursuit of the aforementioned research aim, the following objectives have been formulated: to define merits/demerits of the correlation between the company's social position and the image of the company «Savushkin Product»; to develop a questionnaire