risks for investors, and create instability in financial markets. In an interconnected world, such factors can have profound consequences for economic growth and development.

In conclusion, contemporary trends in the global economy are complex and interrelated. The forces of globalization, digitalization, sustainable development, social change, and geopolitics are collectively creating a new landscape of challenges and opportunities. For policymakers and businesses, adapting to these changes is crucial. This requires developing strategies that address both economic and social dimensions to ensure sustainable and inclusive growth that benefits all members of society.

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ARTIFICIAL INTELLIGENCE AND AUTOMATION: TRANSFORMATION OF LABOR MARKETS AND FORMATION OF THE ECONOMY OF THE FUTURE

Искусственный интеллект и автоматизация: трансформация рынков труда и формирование экономики будущего

Not long ago, artificial intelligence seemed like something distant – a topic for science fiction films and academic conferences. But today, it is already here, right beside us. We interact with chatbots, receive recommendations from algorithms, paint pictures, manage production, and even make medical diagnoses. Automation and AI are rapidly entering our lives, changing not only technology but also how we work, what we learn, and how the economy is structured. This paper examines how these technologies reshape labor markets and influence the future economy.

Work, as we knew it, is changing. Many professions – especially those involving repetitive tasks – are gradually giving way to algorithms. Cashiers, operators, accountants – more and more of their functions are beingtaken over by machines. This is alarming: after all, it is about people, about stability, about a familiar way of life. But at the same time, AI opens up new opportunities. A doctor with AI finds diagnoses faster, a designer draws inspiration from neural networks.

Nevertheless, automation also deepens social divides. Highly skilled professionals in IT, engineering, and data analysis are increasingly in demand, while traditional occupations lose relevance. Governments will need to invest actively in retraining, create new educational models, and support those who find themselves «on the other side» of technological progress [1].

From an economic perspective, AI and automation drive productivity growth, reduce costs, and enable new business models. Companies can scale operations, personalize

services, and enter global markets more easily. But the benefits of digitalization are unevenly distributed. Developed countries with strong technological infrastructure gain competitive advantages, while developing nations risk falling behind. This calls for international cooperation, investment in digital literacy, and the creation of conditions for inclusive growth.

And here, another important – and still rarely discussed – aspect emerges: the environmental one. We are used to thinking of AI as an «immaterial» technology, but in reality, it requires enormous resources. Especially water. Training large language models, like those used in modern chatbots, consumes vast amounts of energy and fresh water – needed to cool servers and maintain data centers. According to some researchers, training a single model can «drink» hundreds of thousands of liters of water [2]. In a world where millions of people already face water scarcity, this sounds alarming. It turns out that digital progress could become ecological regression if we don't take its consequences into account.

Building a sustainable future requires a comprehensive approach. We need not only to adapt labor markets and education systems but also to consider environmental constraints. Governments, businesses, and the scientific community must work together to develop strategies for responsible AI implementation.

Ultimately, AI offers great potential, but its benefits depend on responsible integration into labor systems and environmental awareness.

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THE INFOBUSINESS PHENOMENON IN THE MODERN ECONOMY

Феномен инфобизнеса в современной экономике

In this article, we can observe the economic model of the infobusiness and explore the reasons why such projects generate substantial income. The study focuses on the main ways of monetising blogs and online platforms, with particular attention to the most profitable method – the sale of emotions, aspirations, and motivation. Furthermore, it examines the actual value of online courses and training sessions, questioning whether