

choose consumer practices and improve living standards. These desires are not reprehensible, but the goal of building a career and achieving success is to increase the possibility of more consumption, and not the achievement of development, the creation of the welfare of the society and our country.

To sum up, it is necessary to note that social media marketing is a part of every person's life. Today it is impossible to deny its influence on consumer choice of the younger generation. From the consumer's side, it is important to realize the goal of the company when placing their advertisements on social networks and to use all the advantages of Internet marketing to make the right choice. From the side of firms, it is necessary to conduct thorough research in the field of perception of their advertising by different age groups and create content that enhances attention to their product.

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**L. Kavalevich**  
**Е. В. Ковалевич**  
БНТУ (Минск)

*Научный руководитель А.И. Сорокина*

## **PROSPECTS AND PROBLEMS FOR GLOBAL MACROECONOMIC DEVELOPMENT**

## **ПЕРСПЕКТИВЫ И ПРОБЛЕМЫ ГЛОБАЛЬНОГО МАКРОЭКОНОМИЧЕСКОГО РАЗВИТИЯ**

The study summarizes the United Nation Organization experts' opinion on today's global market situation to show the possibilities for reasonable policy making.

The last decade was marked by a series of large-scale economic crises and upheavals: from the global financial crisis of 2008–2009, the sovereign debt crisis of European countries of 2010–2012, to the redistribution of prices in global commodity markets in 2014–2016. Due to the crises the world economy strengthened, which provides broader opportunities in terms of pursuing policies that would focus on solving longer-term issues constraining sustainable development in its economic, social and environmental aspects.

In 2017, global economic growth was estimated at 3.0 percent; this figure is much higher than the growth rate in 2016, which was only 2.4 percent, and represents the maximum growth rate of the global economy since 2011. In many countries, employment rates continue to improve; about two-thirds of countries showed more

steady growth in 2017 compared with the previous year. It is expected that in 2018 and 2019, the growth rate of the world economy will remain at 3.0 percent [1]. The forecast is quite optimistic taking into consideration several points, that will be represented below.

Firstly, increased business activity is not same for different countries and regions. The acceleration of the growth rate of the global gross domestic product is mainly due to more confident growth in the economies of several countries, as well as improvements in the economies of Argentina, Brazil, Nigeria and the Russia after these countries emerge from recession [1].

Secondly, global economic activity in 2017 was accelerated by about 60 percent as a result of gross fixed capital formation [1]. However, the result should be considered on the basis of the understanding that it was achieved in comparison with low initial indicators, due to a two-year period of very low investment growth rates and a long period of stagnation in global investment activity.

Thirdly, achieving the sustainable development goals is still under question owing to the uneven pace of global economic recovery. It is expected that in 2018–2019 in the countries of central, southern and western parts of Africa, Western Asia, Latin America and the Caribbean, gross domestic product (GDP) will continue to decline or slightly increase [1]. Nowadays 275 million people live in extreme poverty in this region.

What is more, accelerating economic growth is also associated with environmental costs. Weather shocks are becoming more frequent, and therefore it is imperative to increase resilience in the face of climate change and contain the pace of environmental degradation. Although global energy-related carbon emissions remained unchanged from 2013–2016, a return to higher GDP growth rates could lead to an increase in emissions [1].

To sum up, changing the course of the policy should be subordinated to the solution of four specific tasks: ensuring greater diversification of the economy, reducing inequality, strengthening the financial architecture and eliminating institutional weaknesses.

## **Reference**

1. World Economic Situation and Prospects: materials for report, New York, 11 December 2017 / United Nations. – New York : UN, 2018. – 207 p.