

## WHAT CHANGES US

The purpose of this paper is to consider modern tendencies in world economy and how they affect our life. Here I want to discuss factors which influence economy, politics and social sphere.

The factors I am considering in this paper are:

- Brands;
- Ecology;
- Mass influence.

1. Brands. Many people often associate brands with high living standards and premiums. For this reason, in the up-to-date economy there is a phenomenon called The Starbucks Effect. It describes the situation when home prices increase after Starbucks arrives in a neighborhood.

According to Harvard Business School study, in the past 15 years homes closer to the coffee shop increased in value by 96%, compared to 65% for all US homes. They also mention that a new Starbucks is a bellwether of gentrification, which means the arrival of wealthier people in an existing urban district and changes in the district's character and culture.

2. Ecology. Here I mean global warming, pollution, diseases and people who discuss these issues.

Greta Thunberg, a girl whose name is known by almost everyone today, has shown the world how we should fight for our future. Some people support her, others believe that she is somebody's business project, but they all have one thing in common – they speak of this burning problem. Many politicians, famous artists and bloggers began to pay attention to the questions that should be discussed.

Sustainable Development Programme, that almost every country has nowadays, is a good sign of people's aspiration for their children to have happy future.

Another world's challenge today is virus. In today's world it is not only a social problem, but also economic due to globalization. Coronavirus caused many problems connected with the world economy:

- a) The MSCI World Share Index, which tracks almost 50 countries, fell by almost 25% in a month which is the worst figure since October 2008.
- b) For two days in February, the total value of British companies decreased by almost \$126 billion. The leaders in falling were companies associated with tourism and the production of luxury goods.
- c) The Dow Jones Industrial Average Index (DJIA) fell by 30% during this month. The Dow Jones Industrial Average (DJIA) is an index that tracks 30 large, publicly-owned companies trading on the New York Stock Exchange.

3. Mass influence. There are a lot of topics about which people argue. They may touch on politics, fashion, tastes and much more not so important things. But when

the word “tolerance” is heard the situation radically changes. Terms like “feminism”, “antiracism” and “homosexuality”, unfortunately, cause many times more rage than terms “murder”, “theft” or “slavery”, although they have positive intentions. The reasons for this can be as follows:

Many producers try to make money on these topics. They print on shirt slogans like “The future is female” or “On Wednesday we smash the patriarchy”, produce cosmetics for every skin color advertising it by how tolerant they are. And due to this a lot of people do not like the expression “We are all equal” as if those who fight for their rights want to be better than ordinary people.

However, along with haters there are supporters. There are 121 countries in the world where same-sex relationships are permitted, politicians start to understand the necessity of Law against Domestic Violence. And this is where we should guide the efforts.

In conclusion, I would like to finish the work with the quotation:

*Any changes bring new opportunities.*

Jack Welch

We should not miss the chance to use these opportunities.

### **REFERENCES:**

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### **IMPACT OF INFORMATION TECHNOLOGY ON ECONOMIC GROWTH**

The accelerated development of information technology (IT) has encouraged a variety of researchers to examine and measure the impact of technology sphere on economic growth. This research investigates empirically how various indicators of IT infrastructure affect economic growth, primarily measured by GDP per capita. Regarding the impact of macroeconomic factors, estimates indicate that inflation rate, unemployment rate, the degree of trade openness, government expenditures, and foreign direct investments would significantly affect GDP per capita.

Studies in the field have indicated that information technology is a key factor in the economic and social development of the countries because it has positive effects on