

worth noting separately that a person simply cannot cope with some tasks, for example, with working with big data. Only digital technologies are suitable for solving such tasks, in this case, from the field of big data, since when using manual labor, the quality of the work performed will either decrease significantly or be practically zero [1].

The author believes that the integrated application of digital technologies will affect the logistics company in the best way, despite the rather high efficiency of their partial application.

Also, according to the author, the main disadvantage of digital technologies is the cost of their development. Many digital technologies, which in the future may greatly affect the logistics sector, are now in the state of an idea or prototype, and require large investments in their development.

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A. Voinova

А.Д. Воинова

БГЭУ (Минск)

Научный руководитель Н.С. Петрова

GLOBALIZATION AS A WAY TO SOLVE HUMAN PROBLEMS

Глобализация как путь решения человеческих проблем

The purpose of the study of this topic is to establish if it is possible to reach the end point of globalization, which as we have learned is the achievement of general welfare. The result of the study made it possible to see why it is not possible to achieve this general well-being, what is the problem and what should be strived for.

The boost to the development of the world economy in the XX–XXI century was progressive globalization. Globalization is a multifactorial interaction of various phenomena of international life, social, religious, political and other phenomena. The process of globalization covers huge areas in the world economy such as: the international movement of capital (capital, labor, information); world trade in goods and services; objects of intellectual property; production, scientific and technical, technological and information cooperation; as well as exchange operations, financial and credit operations.

So, what is the modern globalization in the world economy? First of all, it lies in deepening of internationalization when the relationship between states in the economic sphere is growing, and there is a strengthening of economic ties, a scientific and technological revolution which is also accompanied by an increasing role of the media and communications. It should be noted that the service sector is becoming the leading direction in international cooperation, and it is developing faster than the production sector. The arrival of the international migratory labor force in developed countries is increasing. It is these developed countries that are trying to keep immigrants from poor countries in their market niches since the migration labor force does not require large payments to their pockets.

It is assumed that in the future globalization will open doors for all participants to any market niches, and at the macroeconomic level globalization will erase the borders of the state and establish trade liberalization which will remove trade and investment barriers and create a free trade zone. At the microeconomic level globalization will expand the limits of the domestic market. This expansion is essential in order to find more consumers of your product, attract more profit to your company and bring it to a new level.

The globalization of the world economy is the solution to many problems of mankind. In the context of globalization, there is an opportunity for a more competent distribution of resources and funds which stimulates the growth of the standard of living of the population. The scale of production is the next advantage that can be highlighted. By increasing the scale of production, sustainable economic growth can be achieved by reducing costs. There will also be an increase in competition which will give a strong impetus to the development of technology and encourage discussion about how to improve product quality. We should also note the solution of environmental problems because if we make joint efforts and create, for example, improved power plants or purification facilities that will operate from natural sources, this will minimize environmental pollution. This is all that globalization can do, which many expect will lead to shared prosperity.

It should be noted that globalization requires immediate internal changes in human consciousness so that the person himself is ready to abandon traditional ideas and break old patterns. A person must realize that common well-being can only be achieved by acting together.