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## THE INFLUENCE OF GLOBALIZATION ON THE MODERN SOCIETY AND ECONOMY

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*Резюме – в данной статье рассматриваются характерные черты глобализации. Более глубоко анализируется данная тенденция в экономической сфере, выделяются основные плюсы и минусы данного процесса в современном обществе.*

*Resume – this article examines the typical features of globalization. The trend is analyzed more carefully in the economic sphere, the main pros and cons of this process are highlighted.*

**Introduction.** Globalization has become an important aspect of the modern world system, one of the most influential forces determining the further course of development of our planet. It covers all spheres of public life. This confirms the relevance of the topic under consideration.

**The main part.** Globalization is a broad term describing the process or trend towards the unification of many countries in economic, political and cultural terms. Based on the definition, it becomes clear that globalization is a process that affects a huge number of different aspects of human life. The benefits and difficulties that it brings are unevenly distributed, not only among States, but also among individual citizens, which, in turn, also makes it difficult to achieve a full understanding of the reality of globalization and generates acute inexhaustible discussions on the task at hand. The main factors of globalization, which led to the further interdependence of economic and cultural activities, were achievements in the field of transport and telecommunications infrastructure. It is worth noting that the development of communications, free movement and movement of capital, international transportation of goods, among other things, play an important role in the development of globalization. This trend can be divided into three main components: economic globalization; political globalization; cultural globalization [1].

Let's consider the concept of economic globalization. It was in the economic sphere that the first signs of globalization appeared. Economic globalization is a global phenomenon in which the economy of one country can significantly depend on others. Most of the allied countries supply each other with the necessary resources. The advantages of this process are also based on the fact

that trade between them takes place on a mutually beneficial basis. These can be various imported goods, technologies and even human labor. All this, in turn, contributes to the development of the economy as a whole. Many countries with rich natural resources rely on this trading system to sell their unique local products and thereby improve their economic situation. In addition, there are multinational companies that conduct their business in almost all countries, thanks to which various aspects of their culture are changing.

Political globalization as such can be attributed to the activities of inter-ethnic organizations regulating global political processes [2]. Globalization plays a role in all spheres of society, including in cultural terms. Cultural globalization refers to the exchange of ideas, traditions, hobbies and values around the world in order to expand and intensify social relations. Society is rallying and becoming global. Let's consider the various benefits of globalization: the possibility of free trade allows you to achieve an optimal level of resource extraction. This is because countries can produce goods and services in the areas where they are most effective; globalization has a positive effect on labor productivity by rationalizing production directly on a global scale. Innovative technologies are beginning to spread faster due to high competition; the positive side of cultural and political globalization is the improvement of international relations. When cultures flow freely from one to another, conflicts and misunderstandings become many times less; there is an intensive rise at the national and international level. On the one hand, it may seem that globalization does not bring any negative consequences to countries, however, there are also disadvantages. Among the disadvantages, the most significant are: differences between developing and leading countries of the world; intensive growth of unemployment; the problem of survival of small nations, weak economies; increasing environmental problems due to the growth of production.

**Conclusion.** Globalization is a natural process that is almost impossible to stop. Globalization is a complex process that captures all aspects of human society and includes the basic concepts of interaction between cultures. Firstly, globalization follows from the self-development of the economy. Secondly, by promoting the free movement of goods, information and capital, it creates conditions for the formation of the best strategy for interaction between people, as well as the search for a universal form of government [3]. This trend has its advantages and disadvantages, which humanity will have to work on for a long time. However, for a happy and peaceful coexistence, humanity must take the best of what this trend offers and get rid of negative factors.

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## INTERNET MARKETING IN THE MODERN WORLD

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*Резюме – в данной статье рассматриваются современные тенденции развития маркетинга в Интернете, а также анализируется влияние интернет-маркетинга на развитие компаний и предприятий.*

*Resume – modern trends in internet marketing are discussed in this article. It also analyzes the impact of Internet marketing on the development of companies and businesses.*

**Introduction.** Currently a large number of companies and firms are starting to promote themselves on the Internet through advertising. A lot of studies show that the sales of these businesses are increasing. The official website, accounts in Instagram, VKontakte and Facebook are the internet space in which companies show their goods and services, attracting customers. However, the presence of these resources alone does not guarantee customer loyalty and increased sales. The purpose of the article is to analyze the trends in the development of marketing on the Internet, as well as to determine the impact of internet marketing on the development of companies and enterprises.

**The main part.** In order for an Internet resource to work for a company, consistent and professional work with the portal and social media accounts is necessary. Today traditional marketers are being helped by SEO specialists, SMM specialists, contextual advertising specialists – those who can bring the work of Internet resources to a new level, which in turn will lead to an increase in sales. Internet marketing is a complex of measures and techniques designed to attract the attention of the audience to the goods and services and to maximize the effect of their promotion. The main purpose of these activities is to attract new users to the company's website, to interest them in the content, to increase sales [2]. Internet marketing in a complex uses all available channels of advertising and promotion of resources on the web. The main tools of internet marketing are SEO optimization (promotion in search engines), Email marketing, advertising in social networks, contextual advertising, banner advertising, traffic arbitrage. In traditional marketing, the main task is to correctly identify customer needs and create the conditions for its satisfaction with the subsequent receipt of benefits. We are talking about specific customers and the audience in general. The main thing is to establish long-term and prospective contact with the customer, to increase demand and sales.