

regard, at the whim of the government, brands leave the market and create uncovered needs for citizens, and dissatisfied citizens are a problem of the state. To avoid such problems, it is necessary to have your own production, your own production facilities, your own technologies and your own unique products.

This is where the concept of de-globalization appears, which assumes that you are able to produce something and meet the needs of your citizens. This applies to everything, food, clothing, etc. Having your own production facilities is less profitable than having production technologies and using someone else's production facilities, isn't it? And it's even better when you have the technology, but you use not only other people's production facilities, but also their resources. This is how you will form the added value and your profit from such a product will be maximum. This strategy is followed by the United States. But as soon as someone opposes such a system, they receive a new package of sanctions or they lose access to technology, which is exactly what happened with Huawei. [2]. It is impossible to say unequivocally what is good and what is bad, but everyone has the right to decide what to do in this situation. And continue to let yourself be exploited, thereby having access to technology, but getting less profit from your factories and allowing money to flow to other countries. Or partially abstract from this and try to do everything yourself.

**Conclusion.** The world is changing now and it's too early to judge whether it's good or bad. [1] In any case, ordinary people will suffer more from this, who will have to adapt to changes on store shelves, the loss of their favorite goods and look for a replacement for them. But perhaps this moment in history will be a turning point, from a unipolar world we will come to a bipolar one, and if we are lucky, then to a multipolar one and healthy competition and true globalization.

#### LITERATURE

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### **CRYPTOCURRENCY AND THE METAVERSE AS THE WAYS OF DEVELOPMENT OF THE MODERN DIGITAL ECONOMY**

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*Резюме – статья посвящена развитию цифровых технологий в мировой экономике и альтернативным валютам, появившимся в результате активной цифровизации экономики. Преимущества использования крип-*

*товалюты и пути её развития. Что такое мета вселенная в рамках современной Интернет-экономики.*

*Resume – the article is devoted to the development of digital technologies in the global economy and alternative currencies that have emerged as a result of the active digitalization of the economy. Advantages of using cryptocurrency and ways of its development. What is the metaverse in the framework of the modern Internet-economy.*

**Introduction.** Every year new business opportunities appear. With the development of Internet, cryptocurrency and the metaverse gradually play a key role in the modern economy. Someone built their business from scratch on this, and others do not understand what it is. Today we will sort it out in more detail.

**Main part.** Nowadays, the leaders of countries can support the budget of their country and invest in it not only with paper money, but with digital cryptocurrency. Bitcoin is the most popular cryptocurrency right now. At present, it has been recognized as a legal cryptocurrency in 111 countries. Amazon, Microsoft, KFC – are only a small part of the companies that accept payment in cryptocurrency, and this says a lot about it [1]. According to analysts of the investment company Grayscale, nowadays Bitcoin can replace gold as a means of preserving capital. They explained that the precious metal has large reserves, it cannot be easily divided and transported. Therefore, the first cryptocurrency is perfect for the role of "digital gold". When people lose confidence in their national currencies, they try to find an alternative to save their money. Bitcoin, despite the insane volatility, is not a subject to inflation and, moreover, hyperinflation. Therefore, you can consider bitcoin an excellent option for investing [2]. Metaverses – are the future of the online social life and online world as a whole: as a technological concept, it is a common virtual space based on the digital reproduction of our universe, supplemented by a huge number of possibilities and embodying fantasies. Speaking about such technological concept, it should be noted that, despite the relative novelty, this phenomenon has spread widely in world culture: films, video games etc. Putting it simply, the metaverse can be called the well-known Minecraft, but on the blockchain. This is an excellent ecosystem of the future: in ordinary games, the development and introduction of new elements falls on developers, whereas in metaverses, users themselves take part in this by creating games, events, building real estate objects, adding their NFT objects and paying for purchases with cryptocurrency. Some virtual worlds have their own. In 2021, sales in the NFT market reached 22 billion dollars, what is a promising annual turnover that allows to attract a large number of investments in the development of this sphere [3].

**Conclusion.** Seeing the rapid development of this phenomena, we can conclude, that this is only the beginning of the development of metaverses and cryptocurrencies. Due to the fact that international companies and states already place bets on them, these currencies have big and promising perspectives.

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