

Conclusion. Analyzing small business, you can see both strengths and weaknesses. SMPS are very important for the state. However, the state should not rely on one sector. Conditions should be created for both large and small enterprises. At the moment, there is a gradual strengthening of its role in the economy, an increase in its share in GDP and the share of employees in the SME sector.

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HOW IS THE LABOR MARKET CHANGING?

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Резюме – данная анализирует текущую ситуацию на рынке труда. Также обсуждаются преимущества и недостатки замены человеческого труда искусственным интеллектом. Рассматривается внедрение цифровизации в различные сферы жизни и производства.

Resume–this article analyzes the current situation on the labor market. The pros and cons of replacing human labor with artificial intelligence are discussed. The introduction of digitalization in various spheres of life and production is considered in the article.

Introduction. Over the past two years we have very clearly seen in various places of our life how unpredictable it is, how far the future that we planned turns out to be far from the one in which we live. And all this naturally affected the labor market, the training of personnel for this labor market, technology and education in general. The world is complex, unpredictable and, what is more important, it's changing very quickly. One of the few rods around which these changes can somehow be grouped is digitalization.

The main part. Digitalization is the introduction of digital technologies into various spheres of life and production. Digital technologies somehow cover the most diverse aspects of human activity in various fields. At the moment the question arises which professions will disappear thanks to machine learning and artificial intelligence? According to Oxford University, in 15–20 years half of all routine work will be performed by artificial intelligence [2]. For example, the call center operator is the same routine, boring job that is not easy to easily replace with an algorithm, now algorithms are already quite successfully replacing it.

Voice robots are already working in banks (they call debtors on loans). Accountants are among the dying professions, despite of the fact that so far algorithms can take on only part of their responsibilities. Professions in which artificial intelligence can displace a person: a telemarketer, an insurance agent, an HR specialist, a copywriter. The era of technology does not leave an opportunity to ignore the new trends. Labor market analysts even came up with a slogan – "digital or die" [3]. The main reason for the disappearance of specialties is scientific and technical inventions that simplify people's work. The theory that robots will take away some jobs is economically untenable. This theory is called "technological unemployment". It claims that automation and robotization of production will lead to mass layoffs of people as machines will do the work faster, cheaper and error-free. However, this theory does not take into account several factors:

1. Labor productivity growth. When robots do routine work, people can switch to more complex and creative tasks.

2. The need for robot maintenance. Robots cannot completely replace humans as they require maintenance, programming and control. This creates new jobs in engineering, programming and maintenance.

3. The growth of demand for products. When production becomes more efficient and cheaper due to automation, product prices decrease which leads to an increase in demand and, consequently, to an increase in production and new jobs. Thus, the theory of technological unemployment is not confirmed in practice [1].

Conclusion. Robotization and automation of production can create new opportunities for economic growth and the creation of new jobs. Demographic changes such as the aging of the population may lead to an increase in the demand for workers in healthcare and social protection. It is also possible to observe an increase in the number of women in the labor market and an increase in the number of entrepreneurs. Economic conditions such as changing market environment and global economic growth also affect the labor market. For example, the growth of the real estate market may lead to an increase in the number of jobs in the construction sector. Changes in the qualification requirements of employees are also an important factor. Most employers prefer to hire highly qualified workers with work experience which can lead to people without appropriate qualifications looking for work in other industries. Thus, the labor market is constantly changing and adapting to new conditions, and it is necessary to follow trends and develop professionally in order to remain competitive.

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RUNNING BUSINESS UNDER SANCTIONS AND HOW TO AVOID THEM

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Резюме – в этой статье мы рассматриваем способы ведения бизнеса в текущей экономической ситуации. Представлены рекомендации по решению проблем, вызванных санкциями, повышению эффективности ведения бизнеса и анализу возможностей, которые мы получили сегодня, рассматривая данную статью.

Resume – in this article, we consider ways of running business in current economic situation. We introduce recommendations to solve problems caused by sanctions, improve efficiency in running business and analyze the opportunities which we received today.

Introduction. Sanctions are imposed by governments or international organisations to pressure individuals, companies or countries to change their behaviour. They are usually aimed at restricting or suspending trade, finance or other economic activities. In general, it is important for companies to comply with sanctions laws and regulations, as non-compliance can have serious legal and financial consequences. Ways to ensure compliance include Conducting due diligence to ensure that customers, partners and suppliers are not sanctioned or involved in prohibited activities. Implement internal controls to monitor and prevent transactions that may breach sanctions. Keep abreast of changes in sanctions legislation and regulations, as they are complex and frequently updated. Advice on how to avoid or circumvent sanctions should not be provided, as this can have serious legal and ethical consequences. Instead, companies should focus on ensuring compliance with applicable laws and regulations.

Main part. Loss of markets: if you rely on exports to sanctioned countries, you may lose access to those markets and be forced to find alternative customers. Financial restrictions: sanctions often prohibit financial transactions with sanctioned countries or individuals, which may make it difficult for companies to access capital or conduct financial activities. Reputational risk: doing business with sanctioned countries or individuals can damage a company's reputation and make it more difficult to attract customers, investors and partners.

Legal risk: companies that breach sanctions face significant legal consequences, including fines, penalties and criminal prosecution.