

## CURRENT TRENDS IN THE DEVELOPMENT OF THE WORLD ECONOMY

*Н. П. Кучинский, студент группы 10502123 ФММП БНТУ,  
научный руководитель – старший преподаватель Г. В. Прибыльская*

*Резюме – основной целью данной работы является рассмотрение ведущих тенденций развития мировой экономики в XXI веке. Тенденции следующие: интернационализация экономической жизни, транснационализация экономики, глобализация и интеграция национальных экономик.*

*Resume – the main goal of this work is to consider the leading trends in the development of the world economy in the XXI century. The trends are the following: internationalization of economic life, transnationalization of the economy, globalization and integration of national economies.*

**Introduction.** The aim of this article is a comprehensive analysis and understanding of contemporary trends in global economic development to identify their impact on business, social structures, and ecological sustainability. The research focuses on creating an extensive overview of key aspects of global economic development and identifying strategic directions to overcome challenges and leverage opportunities presented by current trends.

**Main part.** In the present era, the global economy is influenced by several key trends that significantly impact its development. Let's examine some of them.

**Globalization.** With the acceleration of technological progress and improved communication means, borders between countries are fading. Globalization fosters closer economic ties between nations, facilitating the exchange of goods, services, and capital, supported by global trade agreements.

**Digital Transformation.** The advancement of information technologies leads to digital transformation across various economic sectors. Artificial intelligence, the Internet of Things, and blockchain reshape business structures, enhancing production efficiency and providing new opportunities for businesses.

**Sustainable Development.** With increasing awareness of environmental issues, there is a growing emphasis on sustainable development. Companies and countries are increasingly focusing on eco-friendly technologies, waste management, and reducing environmental impact.

**Demographic Changes.** Aging populations in developed countries and population growth in developing countries pose new challenges and opportunities for the global economy. These demographic changes affect labor markets, consumer behavior, and social programs.

**Pandemic and Economic Resilience.** Global crises, such as the COVID-19 pandemic, underscore the importance of economic resilience. Countries and companies strive to strengthen their healthcare systems, ensure reliable supply chains, and improve financial stability.

Changes in Trade Relations. Political events like trade wars and shifts in global politics can influence global trade and economic relations between countries. Contemporary global economics is shaped by several key trends defining its development. Globalization, coupled with technological advancements, strengthens economic connections between countries. Digital transformation redefines the rules of the game by introducing new technologies and enhancing efficiency. Sustainable development and environmental awareness become integral parts of business and government strategies. Demographic changes, including population aging and labor market dynamics, present new challenges and prospects. Global crises, like the pandemic, highlight the centrality of economic resilience. Changes in trade relations emphasize the importance of adaptability to political shifts.

**Conclusion.** To sum up, these trends shape the modern economic landscape, requiring participants to be flexible, innovative, and strategically-minded to achieve sustainable development in the new reality of the global economy.

#### REFERENCES

1. Ustinovich, I. V. Operational management [Electronic resource]: guidelines for performing settlement and graphic work for students of the specialty 1-26 02 01 "Business Administration" / I. V. Ustinovich. – BNTU, 2017.
2. About supporting the economy [Electronic resource]. – Mode of access: [http://president.gov.by/ru/official\\_documents\\_ru/view/ukaz-143-ot-24-aprelja2020-g-23485/](http://president.gov.by/ru/official_documents_ru/view/ukaz-143-ot-24-aprelja2020-g-23485/). – Date of access: 18.03.2024.

УДК 316.422

#### THE IMPACT OF VIRTUAL CARDS ON MODERN BUSINESS

*Л. В. Мартинович, студент группы 10502122 ФММП БНТУ,  
научный руководитель – старший преподаватель Г. В. Прибыльская*

*Резюме – являются ли виртуальные карты краткосрочным трендом или постоянными помощниками для всех потребителей.*

*Resume – whether virtual cards are a short-term trend or permanent assistants for all consumers.*

**Introduction.** More and more entrepreneurs prefer to manage their business from a smartphone. It helps to always be in touch with employees and partners, remotely monitor business processes and keep accounting records. And with the help of a mobile bank, you can now issue invoices, check counterparties, manage company finances and even issue virtual bank cards [1].

**Main part.** A virtual card is a bank card without a material carrier (that is, without plastic), which is linked to the current account of an individual entrepreneur or LLC. This is a convenient alternative to plastic cards, which can be added to a virtual wallet on the user's phone. To receive an electronic card, you need to scan the QR code or click on the link, as well as fill out a questionnaire.