

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.

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THE IMPACT OF VIRTUAL CARDS ON MODERN BUSINESS

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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.

You can place the code on POS materials, on the website, on social networks or by sending an e-mail to all contacts in the customer base. This way it is much easier to use the map. The customer shows the cashier the card on the phone before paying for the order. There is no situation when a customer forgets or loses a card, which makes it impossible to apply a personal discount. The virtual card is ready for use immediately after release and works the same way as the usual plastic: you can use it to pay for purchases online (by card number) or at retail outlets after you link it to Apple Pay, Google Pay or Samsung Pay.

As a rule, the services make it possible for the owner to create 2 types of cards – a discount and a bonus one. Gaze Wallet additionally provides a bonus discount and chop card. Gaze is a designer of virtual loyalty cards for small and medium-sized business segments, which is convenient to use [2].

The discount card allows customers to make purchases economically, which attracts them to come back to you again and again. You can also set up a cumulative discount system. The bonus card allows you to receive and save bonuses from each check for further partial or full implementation. The owner sets the percentage of cashback and the percentage for payment with purchase bonuses independently in his personal account during the creation of the card.

The bonus and discount card combines the functions of both types of cards. To begin with, the discount is calculated, and then bonuses are credited. This type of card allows the client to pay part of the amount with bonuses.

The Chop card provides customers with a token when they purchase a certain product. After accumulating a certain number of tokens, the buyer has the opportunity to exchange them for 1 product, which is defined in the loyalty system. This type of card is especially popular among restaurant business owners, as it allows you to hold promotions following the example of business lunches [3]. Thanks to the electronic loyalty service, attracting customers becomes more accessible for small and medium-sized businesses. According to statistics, the transition to virtual cards entails: 1) reducing the cost of communication with customers by 90 %; 2) reducing the cost of attracting customers by 78 %; 3) reduction 75 % in advertising costs %; 4) at the same time, the customer return rate increases by 56 %.

Conclusion. Progress is moving forward. Today, the use of virtual cards allows you to increase customer loyalty in a more affordable and comfortable way. Due to the use of electronic cards, it becomes easier to communicate with customers. You do not need plastic cards or download additional applications. Using the IOS (Apple Wallet) and Android (Google Play) system applications allows you to make the necessary information available at any time, since the smartphone is always nearby.

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THE MAIN FEATURES OF DOING BUSINESS IN THE WORLD

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Резюме – данная статья рассматривает основные особенности ведения бизнеса в современном мире.

Resume – this article describes the main features of doing business in the modern world.

Introduction. The reason of this work is to investigate highlights of doing trade in different nations and districts of the world.

The social differing qualities of advanced humankind are expanding, and its constituent people groups are finding increasingly implies to protect and create their astuteness and social appearance. This inclination to protect social character affirms the common design that humankind, getting to be more interconnected and bound together, does not lose its social differences. Within the setting of these patterns in social improvement, it gets to be amazingly vital to be able to recognize the social characteristics of people groups in arrange to get it each other's attitude and achieve shared acknowledgment within the commerce circle. In worldwide trade, the impact of culture shows itself actually at all levels, subsequently, the more differing the social field of doing trade, the more strongly social contrasts show themselves, the higher are the communication obstructions, the more basic are the necessities for the intercultural competence of faculty and particularly worldwide supervisors.

Main part. Doing commerce with accomplices from diverse nations of the world is conditioned by contrasts within the values of national societies, as well as the characteristics of the organizational behavioral sorts of their representatives. Let's see at the foremost exceptional contrasts on the cases of businessmen from a few nations of the world.

One of the nations characterized by a tall concentration of universal organizations is the Joined together States. The mindset of the tenants of this nation is