

Conclusion. According to Google corporate culture, employees who are assigned to perform various types of work – if it is not related to promotion and is of a secondary nature – are proactive, their labor productivity is higher, and they are more satisfied with their work than those workers who perform the same type of work.

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ECONOMIC GLOBALIZATION OF THE 21ST CENTURY

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Резюме – в данной статье рассматривается вопрос экономической глобализации, ее плюсы и минусы, а также способы предотвращения проблем связанных с ней.

Resume – this article discusses the issue of economic globalization, its pros and cons, as well as ways to prevent problems associated with it.

Introduction. The 21st century was marked by the rapid development of economic globalization, which is a process of ever-increasing interconnection and interdependence of national economies. This phenomenon has both positive and negative sides, which determines its relevance and the need for study.

Main part. First of all, let's find out what economic globalization is and what factors influence it. Economic globalization is a process of ever-increasing interconnection and interdependence of national economies, expressed in: the growth of international trade: 1) goods, services and capital move freely between countries; 2) internationalization of production: transnational companies (TNCs) locate their production in different countries; 3) globalization of financial markets: financial transactions take place around the clock in world markets; 4) technology diffusion: new technologies spread rapidly between and among countries; 5) integration of regional markets: regional economic blocs such as the European Union are being created. There are several main factors that drive economic globalization: 1) advances in technology: transportation and information technology make the movement of goods, services, capital and information faster and cheaper; 2) trade liberalization: countries reduce trade barriers such as customs duties and quotas; 3) policies: national governments adopt policies to encourage the movement of goods, services, capital and information faster and cheaper. It is also worth knowing about all the pros and cons of globalization to have a sound reasoning on the topic. The pros are the following: 1)

globalization increases access to markets and resources, encouraging competition and innovation, which can lead to growth of the economy; 2) multinational companies (MNCs) create new jobs in the countries where they operate; 3) globalization leads to lower prices for goods and services and higher incomes, which can raise people's standard of living; 4) globalization facilitates the spread of new technologies and knowledge between countries; 5) economic interdependence between countries can reduce the likelihood of military conflicts. The cons are the following: 1) *inequality*: globalization can lead to increased inequality between and within countries; 2) *infringement of workers' rights*: MNCs may use cheap labor in developing countries, which may lead to infringement of workers' rights; 3) *environmental degradation*: globalization may lead to environmental degradation through increased production and consumption; 4) *loss of control over national economies*: globalization can limit the ability of countries to regulate their economies; 5) *cultural uniformity*: globalization can lead to the uniformity of cultures and loss of cultural identity.

One of the key issues related to economic globalization is its impact on the welfare of countries and social groups. On the one hand, it can lead to economic growth, job creation and higher living standards. On the other hand, it can also lead to increased inequality, infringement of workers' rights and environmental degradation. Proponents of globalization argue that it stimulates economic growth through more efficient use of resources, expansion of markets and access to new technologies. Critics point out that the benefits of globalization are unevenly distributed, leading to growing inequalities between and within countries.

Conclusion. We believe that economic globalization is a process that has more pros than cons. Take for example the technology used in medicine. Through economic globalization countries without technology can get it, which will have a positive effect on the development of the population. If the state can provide a healthy future for the population, people begin to work more productively, because they no longer need to think about how to survive. But everything has a downside, many people use the opportunities presented by globalization to the detriment of others, for example, to incite military conflicts. In our harsh realities it is important that globalization develops in a way that benefits all countries and social groups, otherwise it will serve as a catalyst for the stratification of society and perhaps even the disappearance of some states from the face of the earth. Thus, economic globalization is an irreversible process that will play an increasingly important role in our future. We should realize all its pros and cons, and make every possible effort to make it more equitable and sustainable.

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MARKETING AND BRANDING IN THE DIGITAL AGE: NEW APPROACHES TO THE PROMOTION OF GOODS AND SERVICES IN THE ONLINE ENVIRONMENT, EXAMPLES OF SUCCESSFUL MARKETING CAMPAIGNS

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Resume – in this article, we will look at marketing and branding in the digital age. Recent trends in Internet marketing and new approaches to the promotion of goods and services in the online environment, examples of successful marketing campaigns.

Резюме – в этой статье мы рассмотрим маркетинг и брендинг в цифровую эпоху. Свежие тренды в интернет-маркетинге и новые подходы к продвижению товаров и услуг в онлайн-среде, примеры успешных маркетинговых кампаний.

Introduction. The digital age has brought significant changes in the field of marketing and branding, changing approaches to the promotion of goods and services. With the development of the online environment and the advent of new technologies, consumers have gained access to a huge amount of information, which has led to the need to develop new strategies to successfully attract and retain the attention of the audience. This research paper is devoted to the study of new approaches to marketing and branding in the digital age, as well as the analysis of successful marketing campaigns that demonstrate effective methods of promoting goods and services in an online environment.

Main part. Internet marketing or digital marketing is understood as a set of measures to promote and advertise a business, its goods (services) using various online tools (websites, social networks, search services, etc.).

Their main task is to attract the attention of new Internet visitors to the company, its products or services through advertising, so that in the future they can become regular business customers. That is, Internet marketing is a set of online measures that are aimed at increasing brand awareness and sales.

Video marketing. Now most of the young paying audience consists of visual artists. It is difficult to keep their attention: the modern consumer has very little free time, so he chooses something that can be quickly familiarized with. The video captures the eye and provides concise information in a short time.