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INTERNATIONAL TRADE TRENDS IN THE POST-PANDEMIC WORLD

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Резюме – в статье рассматриваются ключевые тенденции в международной торговле, появившиеся в постпандемический период. Проанализированы изменения в логистике, структуре спроса и трансформации глобальных цепочек поставок. Приводятся статистические данные и аналитика, позволяющие оценить влияние пандемии на мировую экономику.

Resume – the article examines key trends in international trade emerging in the post-pandemic period. It analyzes changes in logistics, demand structure, and transformations in global supply chains. Statistical data and analysis are presented to evaluate the pandemic's impact on the global economy.

Introduction. The COVID-19 pandemic triggered significant disruptions in global trade networks, causing temporary border closures, production halts, and logistics delays. In its aftermath, new trade patterns have emerged, characterized by digital innovation, regional reorientation, and a stronger focus on supply chain resilience. This article explores these developments and their long-term implications.

Main part. One of the most evident shifts in global trade is the acceleration of digital transformation. The UNCTAD estimated that global e-commerce sales reached \$26.7 trillion in 2020, a 4 % increase from 2019, despite the economic downturn. Small and medium enterprises (SMEs) have rapidly adopted digital sales channels, integrating with cross-border platforms such as Alibaba and Amazon Global.

Table 1 – Key Indicators of Global Trade Recovery (2020–2023)

Year	Global Trade Volume Growth (%)	Global E-commerce Sales (\$ Trillion)	FDI Inflows to Asia (\$ Billion)
2020	–5.3	26.7	476
2021	10.1	29.4	661
2022	3.5	30.8	648
2023	2.3	32.5	672

Source: compiled by the author based on [1]

Another crucial change is the regionalization of supply chains. According to a 2021 McKinsey Global Institute report, 93 % of global supply chain leaders planned to increase resilience by diversifying suppliers or relocating production. This shift is especially noticeable in sectors like automotive and pharmaceuticals.

Countries in Southeast Asia, such as Vietnam and Thailand, have seen increased foreign direct investment (FDI) as companies seek alternatives to China.

Environmental concerns are also shaping trade. The European Union's Carbon Border Adjustment Mechanism (CBAM), introduced in 2023, imposes tariffs based on the carbon content of imported goods. This policy aims to prevent carbon leakage and promote greener production practices worldwide.

Additionally, logistics performance has become a core consideration. The World Bank's Logistics Performance Index (LPI) 2023 revealed significant improvement in digital logistics systems, particularly in developed economies. Real-time tracking, AI-powered forecasting, and automation are now standard in many logistics firms.

Conclusion. The post-pandemic period has accelerated trends that were already underway in global trade, such as digitalization and sustainability. However, it has also introduced new dynamics, particularly regarding risk mitigation and regional cooperation. To remain competitive, countries and companies must invest in digital infrastructure, sustainable practices, and resilient supply chains. Ongoing policy adaptation will be essential in managing the complexities of the new global trade environment.

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FEATURES OF MODERN BUSINESS

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Резюме – в этой статье рассматриваются основные особенности современного бизнеса. Такие, как деловая конкуренция в мире, современный рекрутинг, текущие темпы роста компании, порог выхода бизнеса на рынок и клиентоориентированность современного бизнеса.

Resume – this article examines the main features of modern business. Such as business competition in the world, modern recruiting, the current growth rate of the company, the threshold for business entry into the market and the customer orientation of modern business.

Introduction. In recent years, the number of companies that have gone bankrupt has increased significantly, and the number of small businesses has