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

decreased. The main reason for this is the desire of modern businessmen to apply outdated business methods without taking into account modern realities. In an actively developing market and modern economic conditions, successful business requires adaptation to current rules and trends. This work is aimed at researching the key features of modern business.

Main part. When you create your business, you compete with the whole world. Even local small businesses. People (potential customers) get an impression of your business in advance by visiting your social media pages, websites, and so on. And they compare it with everything they've seen on the internet. Therefore, many businessmen who conducted their business 30 years ago have to adapt very quickly to the new criteria, which in the modern world have become much higher than they were before [1].

Modern recruiting is significantly different from what it used to be. The older generation is being replaced by a new generation. Previously, a person who came to work for a company would build a relationship with the company as if he were going to work for the company all his life. Now the relationship has become more flexible and easier. Project relationships have become more popular now. That is, a person can come to the company for one project and leave after its completion. The modern generation (Generation Z or millennials) is characterized by unique features that have a significant impact on recruitment processes [2]. For example, millennials pay attention not only to financial aspects, but also to working conditions and career opportunities. Therefore, modern employers must adapt their recruiting strategies, focusing not only on the financial aspect.

The company's growth rate. If for 10 years a company increased its revenue by 10 % every year for several years, then this was considered a fairly successful business. Today, there are more risks, tougher competition, and more difficulties. And this increases the risks for the business. The risks should be offset by the growth rate [3]. Therefore, today, if a company does not increase its income by at least 30 % every year, then the business is actually dying. This applies not only to the company's profit growth rate, but also to the speed of decision-making. Therefore, a completely new management approach is needed.

The bar for entering a business has become much higher. It used to be much easier to start a business [1]. Now, no matter what kind of business, a lot more competence is required. Starting a business has become much more expensive because salaries, requirements, tools, and the cost of tools used in business have increased. The business has become more customer-oriented. Business success has become increasingly dependent on the ability to understand and meet customer needs. This leads to an increase in the importance of user experience and a personalized approach [4]. Modern companies actively collect and analyze customer reviews to improve their products.

Conclusion. In conclusion, the study of the key features of modern business is necessary to adapt to rapidly changing market conditions and consumer requirements. Modern companies must take into account global competition, the peculiarities of modern recruiting, and the need for rapid growth. Increased barriers to

entry into the modern market require more in-depth knowledge and resources from entrepreneurs, which makes the process of creating a business more complex and, consequently, costly. Customer orientation has become a central aspect of modern business strategy. Current companies must constantly analyze the preferences of their audience in order to succeed in the modern market.

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DOING BUSINESS IN E-SPORTS

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Резюме – индустрия киберспорта – это быстрорастущий сектор со значительными инвестиционными и деловыми возможностями. Помимо казуальных игр, в нем представлены профессиональные команды, лиги и турниры. Основные источники дохода включают спонсорство, рекламу, организацию мероприятий и строительство специализированных объектов. Ожидается, что к 2029 году он достигнет 5,48 миллиарда долларов, что обусловлено ростом популярности, появлением стриминговых платформ и вовлеченностью бренда.

Resume – the esports industry is a rapidly growing sector with significant investment and business opportunities. Separate from casual gaming, it features professional teams, leagues, and events. Key revenue streams include sponsorships, advertising, event management, and construction of dedicated facilities. Expected to reach $5.48 billion by 2029, it's driven by increased popularity, streaming platforms, and brand involvement.

Introduction. From a void market, the esports industry has grown into a dynamic global powerhouse hosting a multitude of investment opportunities that can potentially range into thousands of billions. In addition, a massive audience has