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THE IMPACT OF THE MIGRATION ON THE MODERN WORLD ECONOMY

Migration is the movement of a person or people from one country, locality, place of residence, to settle in another. Migration is a feature of social and economic life across many countries, but the profile of migrant populations varies considerably. In part this is because of the variety of sources of migration. In much of Europe, for example, citizens enjoy extensive rights to free movement. In Australia, Canada and New Zealand, supervised labour migration plays an important role. Other sources include family and humanitarian migration. Whatever its source is, migration has important impacts on our societies, and these can be controversial. The economic impact of migration is no exception.

The aim of the current research is to investigate the impact of the migration on the economy, as well as to find the pros and cons of this process.

In general, immigrants contribute to the strengthening of peace and friendship in the world, international trade relations, increasing trade and exports of its country. So, Chinese immigrants in the U.S. have made the most direct investment in China's economy. As a result, China has become one of the world's most powerful economies [1].

Regardless of the reason migrants move, migration has important implications for the development of the world economy and international trade.

– the level of wages of labor migrants is higher in the new working environment than in the country of origin;

– professional migrants with gaining experience have more salary than they had in the country of origin;

– the movement of migrants from one country to another improves the political, social and cultural relations between these countries;

- immigrants solve the problem of working forces for production and services, improve infrastructure in the receiving countries, etc.;
- with the help of guest workers, production works more efficiently and at lower cost, and host countries increase their competitiveness and ranking in international markets;
- millions of immigrants send part of their earnings (sometimes even the greatest part of income) from the host country to their own countries, helping to their relatives to improve the living conditions and the economy of their country. For many developing countries, remittances sent by workers from abroad, are more than the annual volume of exports of these countries.

Migration has not only positive but also a negative impact on participants in the migratory process. Moving to another country is inevitably associated with a significant psychological shock for the migrants themselves. Negative consequences may affect not only migrants, but also their families, who are often left without support, and separation from parents can have long-term negative consequences for children's lives. In addition, migrants may face significant personal risks to their physical or psychological health: the journey may be dangerous; migrants may become victims of traffickers or exploiters; they may also be forced to return to their home country due to the economic crisis in the host country or deportation [2].

Sometimes the increase in crime is connected with the high rate of immigration. However, a study lasting for nearly 30 years has shown that serious crimes are most often committed by local residents, and high levels of immigration is associated with low indicators of violent crime and theft [3].

Despite the advantages of attracting labor from abroad, many politicians and local residents in countries that are centers of global immigration are considering migration as an economic burden. The disadvantages of migration for the importing country are as follows: the potential threat of rising unemployment, acts of discrimination or racism, social tension, disease (as people move from place to place, there is a significant risk of the spread of dangerous diseases), the decline of national culture or traditions.

As a result of the research I came to the conclusion that it is impossible to determine whether the impact of migration on the economy is positive or negative. That is why an objective assessment of the state is important in each specific case. However, it can be safely concluded that the import of highly skilled labor is a profitable economic process, while its export (“brain drain”) can have an extremely negative impact on the national economy.

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DEVELOPMENT OF INTERNATIONAL ELECTRONIC COMMERCE

The process of developing electronic commerce around the world is one of the key trends in the 21st century. It is expected that e-commerce will take up about 95% of all world trade within the next two to three decades. For this reason, the main purpose of the research is to address the concept of e-commerce and identify its development trends.

The development of information and communication technologies has become a prerequisite for the emergence of new types of economic activity. One of these types is e-commerce, which can be considered as the activity of buying and selling goods (works and services) using electronic information systems, information and communication networks and electronic procedures. Today, e-commerce is one of the most dynamic areas of development in the world economy and modern business.

In 2020, most countries around the world experienced a serious decline in retail sales due to the effects of the quarantine. In both developed and developing countries, the COVID-19 crisis has helped accelerate digital transformation and increase the popularity of e-commerce for both businesses and consumers.

The primary forms of e-commerce include social commerce (S-commerce) that is done through social networks and online media, mobile commerce (M-commerce), and voice-activated e-commerce (V-commerce).

The fastest growing form of e-commerce is mobile commerce. The advantages of this type are greater accessibility, the ability to communicate directly with the customer at any time, a higher degree of personalization, and faster order processing.

Following mobile commerce, social commerce is also growing quite rapidly: the number of purchases that are made through social networks is gaining pace. According to Statista, as recently as 2018, the purchasing behavior of 52% of online shoppers was influenced by reading comments and reviews on social media [2].

The largest social commerce platforms are Facebook and Instagram. Pinterest, Snapchat and TikTok are also gaining in popularity. Social platforms have already begun to introduce new tools, for instance, Instagram Shops makes it easier for groups to create online shops, Pinterest has a “Shop” tab that customers can browse and save their choices using product pins, and Vkontakte allows customers to tag items and make a purchase in the app. YouTube plans to become a marketplace in the near future; TikTok is testing a