

For progressive and fast-paced internet marketing, it is also an irreplaceable way to advertise and buy goods. Network communication is fast and efficient: a person can be reached in seconds via e-commerce, the delivery methods are quick and easy.

**Е. Chernikova**  
**Е. Ю. Черникова**  
БНТУ (Минск)

*Научный руководитель Г. В. Прибыльская*

## **GLOBALIZATION IS A KEY TREND IN THE DEVELOPMENT OF THE WORLD ECONOMY**

### **Глобализация как ключевая тенденция развития мировой экономики**

The objective of this work is to analyze what the main trend of the world economy is.

It is more and more difficult to traditionally call economic ties between countries «international», since today, in most cases, it is not subjects of different national economies that interact with each other, but complex transnational formations. The «transnationalization» of the world economy is one of the processes on the basis of which globalization arose and develops.

The sequence in which these processes are developing is quite obvious: liberalization → internationalization → globalization. Internationalization and globalization are not the same thing. Globalization is a qualitatively new and higher stage of internationalization, covering a much wider sphere of life.

The globalization of the world economy is a qualitatively new stage in the process of internationalization, at which the size of universal elements of economic life for all countries is growing in national economies, and enterprises and consumers are given the opportunity to make economic choices that are not limited geographically and regionally.

In conclusion, it should be noted that the modern world economy is developing at a tremendous pace, and its study is becoming more relevant every day. Rapid development is associated with the improvement of technologies, with the development of integration and globalization processes, with the deepening of internationalization and division of labor, with the rapid and unlimited dissemination of information flows.