

To summarize, the global economy is a complicated system. Over the years it has become more complex and dynamic, gradually there are more development options, but also obstacles. Ensuring sustainable and balanced growth depends on each subject of the world economy, so it is necessary to keep up with the times so as not to miss the profitable moment.

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TRENDS IN DEVELOPMENT OF THE WORLD ECONOMY OF THE 21ST CENTURY

Тенденции развития мировой экономики 21 века

Trends towards the globalization of economics and finance, rapid development in the field of science and technology, various innovations, the emergence of new economic knowledge are now radically changing the picture of the world, the world economy in particular. The main goal of this work is to consider the leading trends in the development of the world economy in the XXI century. The trends are the following: internationalization of economic life; transnationalization of the economy; globalization and integration of national economies.

The internationalization of economic life is a constant increase in the interdependence and interdependence of various countries of the world, a consistent transition of economies from a closed system to an open economy facing an external market.

Transnationalization is the process of transferring part of production from one country to another through the contribution of capital from more developed countries in order to organize branches and establish control over foreign companies that become dependent.

The internationalization of economic life and the transnationalization of business gradually lead to a qualitatively new phenomenon of economic life – international economic integration – the process of interaction of economies, in which economic mechanisms and spheres of their development converge, coordinated supranational regulation of economic processes is carried out. International economic integration begins with economic regionalism, that is, the process of creating more favorable conditions for trade and the movement of factors of production by individual (usually neighboring) countries. Within the framework of

regionalism, the conditions (prerequisites) for economic integration are gradually maturing: the proximity of the levels of economic development, the proximity of historically established cultural ties, the unity of economic interests and global problems, etc.

According to T. Friedman's definition, globalization is «the indomitable integration of markets, nations of states and technologies that allows individuals, corporations and nation-states to reach anywhere in the world faster, further and cheaper than ever before». Globalization is based on the deregulation and privatization of economies in order to strengthen their competitiveness and increase their attractiveness to foreign capital.

Globalization is most clearly manifested in the capital market: thanks to the information and technical power of modern means of communication, a large number of financial resources move from one place to another like «electronic herds»; the speed and directions of this movement are difficult to predict. So, according to many economists, the Suharto government in Indonesia in 1998 was forced to resign after a number of global financial institutions seized its currency from the country in a matter of days. Financial assets in the global capital market are rapidly circulating and turning into «single entities», and it is often unclear from which country the capital came, whether it is legal or illegal.

Thus, the solution of these and many other problems of the world economy depends on each individual state and the world community as a whole. Only ensuring sustainable, balanced and controlled development can really guarantee the transition to a new era of necessary and safe economic development of the world economy, therefore it is necessary to meet the requirements of the time and move forward in order not to miss the benefits and avoid the undesirable.

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VISUAL MARKETING AS A MARKETING COMMUNICATION TOOL

Визуальный маркетинг как инструмент маркетинговых коммуникаций

The goal of this work is to study what visual marketing is, to understand how it affects consumers, and why visual marketing is an important part of the marketing strategy of modern companies.