

Conclusion. The crisis caused by the pandemic is already well underway. Once it is over, many companies will learn many lessons that will benefit and help prepare for new unforeseen problems.

LITERATURE

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DE-GLOBALIZATION

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Резюме – в данной статье рассмотрены тенденции развития современного мира.

Resume – this article considered the current trend in the development of the modern world.

Introduction. The modern world is extremely interesting for its impermanence. [1] The rapidly changing situation forces the inhabitants of this world to constantly adapt, look for new opportunities and ways to live comfortably. The current situation is extremely indicative in this regard, yesterday the urgent problem was the global virus, and now political strife. Everything can change in an instant and you need to be ready for it.

Main part. Globalization is a process of unification of sales markets for several suppliers, a kind of unity, or not? The current situation is sounds more like fake, than true. People began to understand what is really behind this concept and what is basically happening in the world. This is just a convenient word to cover up the seizure of other countries' markets. The big word "capture" refers to the sale of goods of its own production in other markets, obtaining market share. What's wrong here? It would seem that everything seems to be fine, competition gives rise to progress, doesn't it? Indeed, healthy competition gives markets opportunities to develop, as well as goods, but there are nuances.

Profit from the sale of other people's goods in your market, in other words, the money of your citizens going to another country and forming someone else's profit is not very profitable for you. [2] It would be much better if you could produce the product yourself and sell it in your market. Another issue is the competitiveness of such goods. The current situation is very indicative in this

regard, at the whim of the government, brands leave the market and create uncovered needs for citizens, and dissatisfied citizens are a problem of the state. To avoid such problems, it is necessary to have your own production, your own production facilities, your own technologies and your own unique products.

This is where the concept of de-globalization appears, which assumes that you are able to produce something and meet the needs of your citizens. This applies to everything, food, clothing, etc. Having your own production facilities is less profitable than having production technologies and using someone else's production facilities, isn't it? And it's even better when you have the technology, but you use not only other people's production facilities, but also their resources. This is how you will form the added value and your profit from such a product will be maximum. This strategy is followed by the United States. But as soon as someone opposes such a system, they receive a new package of sanctions or they lose access to technology, which is exactly what happened with Huawei. [2]. It is impossible to say unequivocally what is good and what is bad, but everyone has the right to decide what to do in this situation. And continue to let yourself be exploited, thereby having access to technology, but getting less profit from your factories and allowing money to flow to other countries. Or partially abstract from this and try to do everything yourself.

Conclusion. The world is changing now and it's too early to judge whether it's good or bad. [1] In any case, ordinary people will suffer more from this, who will have to adapt to changes on store shelves, the loss of their favorite goods and look for a replacement for them. But perhaps this moment in history will be a turning point, from a unipolar world we will come to a bipolar one, and if we are lucky, then to a multipolar one and healthy competition and true globalization.

LITERATURE

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CRYPTOCURRENCY AND THE METAVERSE AS THE WAYS OF DEVELOPMENT OF THE MODERN DIGITAL ECONOMY

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Резюме – статья посвящена развитию цифровых технологий в мировой экономике и альтернативным валютам, появившимся в результате активной цифровизации экономики. Преимущества использования крип-