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EXPLORING THE RELATIONSHIP BETWEEN TECHNOLOGY AND ECONOMIC GROWTH

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Резюме – в данной статье рассматривается, как технологии сделали процесс выхода на международный рынок проще для бизнеса, оказав при этом большое влияние на экономику. Автором было выявлено, что технологии действительно оказали мощный толчок в развитии экономики, а так же улучшили уровень жизни.

Resume – this article examines how technology has made the process of entering the international market easier for businesses, while having a great impact on the economy. The author revealed that technology has really provided a powerful impetus to the development of the economy, improved living standards.

Introduction. In our world today, it is difficult to imagine life without technology. After all, all economic booms have occurred only thanks to rapid technological progress. The purpose of this article is to explore the relationship between economics and technology. First of all, technological progress has affected a large number of sectors. Machine learning, automation of equipment and, in general, digital technologies have given a powerful impetus to the development of the modern economy [1]. Digital technologies have increased labor productivity at enterprises, increased the competitiveness of companies, reduced production costs, and also influenced the economic growth of enterprises as a whole. Secondly, technology has contributed to the development of the Internet, which has helped connect consumers and businesses around the world, thereby opening up new markets and increasing international trade.

Main part. Technology has made it easier for businesses to enter the international market and sell their goods or services, which has had an even greater impact on the economy. In addition to the work of enterprises, technology has improved infrastructure, as well as telecommunications and transport systems. The development of smart cities and infrastructure has contributed to rapid economic growth, capable of providing better living conditions and attracting investment [2]. Over the past couple of years, there has also been rapid growth in the financial sector, which has led to the emergence of powerful financial technologies. Financial technology has transformed, making the transaction system faster and banking applications secure and accessible to everyone. The development of the financial sector has enabled companies, individuals and others to

participate in economic activities and contribute. Also, it is necessary to take into account the impact technology has on education and the development of human capital. Various kinds of training courses, online learning, and digital resources have made learning more accessible. After all, with a strong desire, you can fully learn a profession and all this is thanks to technology.

Conclusion. As a result, technology plays a key role in the development of the modern economy. From minimizing costs to increasing productivity, from connecting the Internet to the first training course. It is worth believing that technology will continue to bring new things to everything and stimulate further economic growth.

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NETWORK MARKETING

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Резюме – в данной статье рассматриваются перспективы развития сетевого маркетинга в современном мире.

Resume – the article describes the prospects for the development of network marketing in the modern world.

Introduction. Network marketing is also called multi-level marketing (MLM), which in principle best reflects the nature of this solution. Simply put: this term refers to a specific type of sales, consisting in the acquisition of traders who independently recruit subsequent sellers, thereby creating the widest possible sales network.

This is a ladder, at the top of which is, of course, the owner of the company, and at each level there are people who have reached a certain level of sales. Almost anyone can start, and the network of customers they will create, as well as the number of people they will hire to work, will affect their sales results. In such a system, of course, those at the top (and there are few of them) earn the most, and those at the bottom earn the least (or do not earn at all).

Main part. The history of this type of sales is associated with the name of the American Carl Renborg, whose realized ideas turned into a sales concept called network marketing. In 1933, the Renborg company was engaged in the production of dietary supplements. Let's remember that these were the years of