



## NEW INTERNATIONAL ECONOMIC TRENDS

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### ABSTRACT

*The global economy is constantly evolving, with new trends emerging and shaping the way we do business. In this article, we will explore some of the latest international economic trends that are currently shaping the global economy. We will examine topics such as the rise of e-commerce, the growth of emerging markets, the increasing importance of sustainability, and the changing nature of work. By understanding these trends, businesses can better position themselves to succeed in an ever-changing economic landscape.*

The global economy is in a constant state of flux, with new trends emerging and disrupting traditional business models. In recent years, we have seen a number of significant shifts in the international economic landscape, driven by technological advancements, changing consumer preferences, and evolving social and political realities. In this article, we will examine some of the latest international economic trends that are currently shaping the global economy, and explore what they mean for businesses operating in this dynamic environment.

#### **The Rise of E-Commerce:**

One of the most significant trends in the global economy in recent years has been the rise of e-commerce. Online shopping has become increasingly popular around the world, with consumers now able to purchase goods and services from anywhere in the world with just a few clicks of a button. E-commerce has not only transformed the retail sector, but it has also disrupted supply chains, logistics, and marketing strategies.

#### **Emerging Markets:**

Another major trend in the global economy is the growth of emerging markets. Countries such as China, India, Brazil, and Mexico are becoming increasingly important players in the global economy, with their rising middle classes driving demand for a wide range of goods and services. As these markets continue to grow, they are also becoming important hubs for innovation and entrepreneurship, with many startups and tech companies emerging from these regions.

#### **Sustainability:**



Sustainability has also emerged as an important trend in the global economy, with consumers and businesses alike placing greater emphasis on environmental, social, and governance (ESG) issues. From reducing carbon footprints to promoting social justice and ethical business practices, sustainability is no longer just a buzzword, but a critical factor in business success. Companies that fail to address these issues risk losing market share and facing reputational damage.

### **Changing Nature of Work:**

Finally, the nature of work itself is undergoing significant changes, driven by technological advancements, demographic shifts, and changing attitudes towards work-life balance. Remote work, the gig economy, and the rise of automation are all reshaping the way we work and the skills we need to succeed in the job market. Businesses must adapt to these changes and find new ways to attract and retain talent in this rapidly evolving landscape.

### **The Rise of E-Commerce:**

The rise of e-commerce has been driven by a number of factors, including the increasing availability of high-speed internet and mobile devices, as well as the convenience and cost savings associated with online shopping. According to a report by eMarketer, global e-commerce sales are expected to reach \$4.9 trillion by 2021, up from \$2.3 trillion in 2017. This growth has had a significant impact on traditional brick-and-mortar retailers, who have had to adapt to the new reality of online shopping or risk losing market share.

### **Emerging Markets:**

The growth of emerging markets has been driven by a number of factors, including rising incomes, urbanization, and favorable government policies. According to the International Monetary Fund (IMF), emerging and developing economies now account for more than 60% of global GDP, up from just 39% in 1990. This trend is expected to continue in the coming years, with the IMF projecting that emerging and developing economies will grow at an average rate of 5.6% per year between 2021 and 2025, compared with just 3.6% for advanced economies.

### **Sustainability:**

Sustainability has become an increasingly important trend in the global economy, driven by concerns about climate change, social justice, and ethical business practices. According to a survey by Nielsen, 81% of global consumers feel strongly that companies should help improve the environment, and 73% are willing to pay more for sustainable products. In response to this trend, many companies are taking steps to reduce their carbon footprint, promote diversity and inclusion, and adopt ethical business practices. In addition, investors are increasingly factoring ESG issues into their investment decisions, which means that companies that fail to address these issues may face difficulties in accessing capital.

### **Changing Nature of Work:**

The nature of work is undergoing significant changes, driven by technological advancements and changing attitudes towards work. Remote work has become increasingly popular in recent years, with the COVID-19 pandemic accelerating this trend. According to a survey by Gartner, 48% of employees will likely work remotely at least part of the time after the pandemic, up from 30% before the pandemic. The gig economy, in which workers take on short-term contracts rather than traditional full-time jobs, has also grown in popularity, with



platforms such as Uber, Lyft, and Airbnb becoming household names. Finally, the rise of automation has led to concerns about job displacement, with many workers worried about the impact of robots and artificial intelligence on their job prospects.

**Businesses can adapt to these trends in a number of ways, depending on their industry, size, and specific circumstances. Here are some general strategies that businesses can consider:**

1. **Embrace technology:** Technology is at the heart of many of the trends shaping the global economy, from e-commerce to automation. Businesses that want to stay competitive need to embrace technology and use it to their advantage. This might mean investing in new software, hardware, or infrastructure, or partnering with technology companies to develop new products or services.
2. **Expand into emerging markets:** Emerging markets offer significant growth opportunities for businesses that are willing to take the risk. To succeed in these markets, businesses need to understand the local culture, regulatory environment, and consumer preferences. They may also need to adapt their products or services to meet the specific needs of these markets.
3. **Prioritize sustainability:** Sustainability is no longer a nice-to-have, but a must-have for businesses that want to succeed in the long term. Businesses can prioritize sustainability by reducing their carbon footprint, promoting social justice and ethical business practices, and adopting circular-economy principles.
4. **Embrace remote work:** Remote work has become increasingly popular in recent years, and the COVID-19 pandemic has accelerated this trend. Businesses that embrace remote work can benefit from reduced overhead costs, greater flexibility, and access to a wider pool of talent.
5. **Invest in upskilling and reskilling:** The changing nature of work means that many workers will need to develop new skills to succeed in the job market. Businesses can invest in upskilling and reskilling programs to help their employees adapt to these changes. This might involve offering training programs, sponsoring education programs, or partnering with educational institutions to develop new curricula.
6. **Collaborate with other businesses:** Collaboration is becoming increasingly important in the global economy, as businesses seek to leverage each other's strengths and resources. Businesses can collaborate by forming strategic partnerships, joining industry groups or associations, or participating in open innovation platforms.
7. **Focus on customer experience:** E-commerce has made it easier than ever for customers to shop around and compare products and prices. To succeed in this environment, businesses need to focus on delivering a superior customer experience. This might involve offering personalized recommendations, providing fast and convenient delivery, or offering exceptional customer service.
8. **Adopt agile and flexible business models:** The global economy is constantly changing, and businesses need to be able to adapt quickly to new circumstances. Adopting agile and flexible business models can help businesses respond to changes in the market, pivot to new opportunities, and stay ahead of the competition.

**Expanding into emerging markets can be a lucrative opportunity for businesses, but it also presents a number of challenges. Here are some of the challenges that businesses might face when trying to expand into emerging markets:**



1. Cultural differences: Emerging markets often have different cultural norms, values, and beliefs that can impact how businesses are perceived and how they operate. Businesses need to understand these cultural differences and adapt their products, services, and marketing strategies accordingly.
2. Regulatory environment: Emerging markets may have complex and changing regulatory environments that can make it difficult for businesses to operate. Businesses need to be aware of local laws and regulations and ensure that they are compliant with these requirements.
3. Infrastructure: Emerging markets may have underdeveloped infrastructure, such as transportation networks, telecommunications, and energy systems. This can make it difficult for businesses to operate and may require significant investments in infrastructure.
4. Political instability: Emerging markets may be prone to political instability, such as coups, civil unrest, and regime changes. This can make it difficult for businesses to operate and may require them to have contingency plans in place.
5. Economic volatility: Emerging markets may be more susceptible to economic fluctuations, such as currency devaluations, inflation, and recessions. This can impact the profitability of businesses operating in these markets and may require them to have hedging strategies in place.
6. Competition: Emerging markets may be highly competitive, with local businesses that have established market share and brand recognition. Businesses need to be aware of the competitive landscape and develop strategies to differentiate themselves from local competitors.
7. Supply chain challenges: Emerging markets may have less developed supply chains, which can make it difficult for businesses to source materials and distribute products. Businesses need to have robust supply chain management strategies in place to overcome these challenges.
8. Talent acquisition: Emerging markets may have different labor laws and regulations than businesses are accustomed to, and may face challenges in finding and retaining skilled talent. Businesses need to have strong talent acquisition and retention strategies in place to overcome these challenges.

The global economy is constantly evolving, with new trends emerging and shaping the way we do business. The rise of e-commerce, the growth of emerging markets, the increasing importance of sustainability, and the changing nature of work are just a few of the trends that are currently shaping the global economic landscape. To succeed in this dynamic environment, businesses must be proactive in adapting to these trends and finding new ways to innovate and compete. By understanding these trends, businesses can position themselves to take advantage of new opportunities and navigate the challenges of an ever-changing global economy.

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