

## GLOBAL PROCESSES AND BUSINESS MANAGEMENT ON THE BASIS OF PARTNERSHIP

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### **ABSTRACT**

*Global transformations have a significant impact on approaches to business management and orientations in the development of society. Peculiarities and priorities in the development of spheres and branches of the economy, interaction and partnership are related to the mental characteristics and structure of the national economy, the level of its resource intensity and readiness for the introduction of technological solutions. The competitive advantages of the countries of the world at the global level are determined by the technological readiness of business and financial opportunities that allow the implementation of the applied aspect of scientific developments and modern business trends. The partnership itself stimulates the implementation of the set tasks and allows to distribute not only the results, but also the responsibility and potential risks among the participants, including international partners. The choice of a business model depends on the goals, tasks and interests of the participants, and competing positions are opportunities that are realized by joint efforts and taking into account the established priorities, the conditions formed and the ability to quickly adapt to global changes.*

**Keywords:** *globalization, technological competition, industrial competition, global partnership, priorities.*

### **INTRODUCTION**

Modern world processes reflect the strengthening of the influence of negative factors on all spheres of the economy, small and, especially, large business. The strengthening of influence is due to a number of objective and subjective factors that adjust the processes in the world economy and global society. In May 2022, another meeting of world leaders took place at the World Economic Forum (World Economic Forum) in Davos "History in Reverse: Politics, Governments and Business Strategies" [1]. In view of the increase in global threats, the leaders of the governments of the world were focused on determining the main priorities for leveling threats: global pandemic, military conflicts, geo-economic disturbances, climate change, possibilities of adaptation to social threats, the need for retraining of personnel according to the needs of employers, as well as aspects of effective partnership. A significant emphasis of the meeting was placed on the prospects of global business based on sustainable development.

Effective partnership in the global world is a prerequisite for defining and implementing priority development tasks, adapting the world economy to changes, and adjusting tasks that will ensure the leveling of threats at the global, regional, and local levels. It is the global trends in the development of the world that prove the need to change and adapt mechanisms of interaction both from the point of view of public safety and from the point of view of adaptation to the changes that are taking place. World leaders at the World Economic Forum (World Economic Forum) in Davos-2022 prioritized the main world trends regarding global partnership, climate change, social development, the needs of the health care sector due to the pandemic, business development in view of technology and innovation, the prospects of the world economy and orientation towards a fair economy [1].

An important aspect of the global development of the world is the provision of opportunities in the implementation of joint tasks in order to reduce the level of threats in various spheres and branches of the world economy and the priorities of the formation of a fair economy, which was determined at the World Economic Forum. At the meeting of world leaders in 2022, it was stipulated that only by working together, there is an opportunity to restore trust. The relevance of the issue is enhanced by the impact of the pandemic, which over the past three years has significantly changed the approaches to conducting modern business and the response of world governments to public dangers from Covid 19. Klaus Schwab, founder and President of the World Economic Forum, noted that there is a need to create an atmosphere of trust, which is necessary

to accelerate joint actions and solve numerous problematic aspects that the world is currently facing [1].

The relevance of the issue of global partnership is confirmed by the theme of the G7 meeting in 2022. The summit discussed issues related to food security, neutralization of military threats, energy security, fight against hunger, climate change, as well as geopolitical aspects of the countries of the world. The main thesis of the meeting in 2022 was the focus on unity and coordination of actions in various spheres of global business and interaction. In 2022, the leaders of the "Big Seven" agreed to attract 600.0 billion US dollars of private and public investment for the needs of developing countries, with the aim of limiting the influence of China and stopping the growth of food and energy prices in the world.

The issue of food and energy security remains key due to its significant impact on the development of the world economy, states and regions of the world, the neutralization of threats of a social nature, namely hunger, migration, diseases, social disturbances and military conflicts. The topics of the forums reflect current issues related to the management of modern business and the formation of prerequisites for ensuring sustainable development in view of the existing threats at the local, regional and global level. The issue of information regulation and control remains relevant, as noted by most of the leaders of European states. The World Economic Forum held in Davos in 2021 proved the need for further research and the identification of current directions for neutralizing threats that may arise in society due to the spread of internetization in spheres and industries, the global society. Such issues are annually on the agenda of meetings of world leaders due to the growing level of dependence of world society on artificial intelligence, in the context of the dissemination of information, promotion of information, its protection and changes with regard to certain groups of users, interested persons, groups of persons, as well as the activities of information corporations and their subsidiaries in countries around the world.

Various informal educational activities aimed at understanding the essence of artificial intelligence, its possibilities and potential threats are taking on a larger and larger format. The importance of dependence on the digital space has been greatly spread due to the pandemic (Covid-19), which since 2019 has forced humanity to reduce close communication and spread the use of appropriate digital technologies for the transmission of various information, cooperation and social processes. Remote communication technologies have become a part of everyone's life. The question of the convenience of Internetization and the threat of information, technologies, and the rate of spread of the field of artificial intelligence remains relevant. The development of quantum informatics is active, which proves the experience of the development of this field in the USA and China, as well as the development of business in the field of robotics.

The information environment and means of disseminating information through various types of technology are the need of the hour, but also a threatening trend. The world-famous American BigTech corporations — Google, Apple, Facebook, Amazon — at the forum in 2021 faced a reaction to their activities from representatives of the leaders of the European Union: "Companies should not have such independence, influence and scale".

A decision was announced, which provides for the allocation of funding and the development of strategic transformations in the EU in order to develop and implement various digital projects. In order to protect its own interests, the European Union is trying to create an alternative to the BigTech group — Google, Apple, Facebook, Amazon.

At the level of the European environment, it was announced the need to form an appropriate list of digital market rules, and relevant legislative acts were adopted, which will have an impact on all digital market participants and partners (regarding digital services, digital markets). Attention to this issue at the World Economic Forum in Davos proves the need for further research and the implementation of practical directions for the protection of an individual, territory, group of persons, strata of the population, society, and business.

The tendency to spread "dubious news" and related information through various means of its transmission is also threatening. Dissemination of such information may have a certain interest of individuals or groups of individuals. The scale of such manifestations in global society has increased tenfold only in the last

5-7 years. The European environment is trying to protect the information field and the information and psychological safety of the population, therefore it is actively introducing measures to prevent and neutralize information risks (deceptive or dubious nature of news, misleading or dubious information), primarily through strengthening control over information, increasing the level of responsibility for provided, published, disseminated information, as well as through raising the level of awareness and understanding of information through the education of adults and their acquisition of competence in the field of soft skills.

## METHODS

Aspects of business management in the global world were and remain relevant, the threat of processes and phenomena involves joint resolution of issues on the basis of interaction and effective partnership, which is proven by the experience of joint meetings at the World Economic Forum and other international and regional events. The issue is gaining particular relevance due to the strengthening of the level of competitive industrial and technological struggle between the United States and China. Global business opportunities are focused on the main trends of their interaction and the demands of the modern world.

Vlasov V. [3], Vlasyuk O., Goncharenko S., Golovchenko G., Ivanov V., Ivanova T., Sribna I., and Bulger M. investigated issues of the global world, the development of the world economy, partnership, and business management [3, 5], Duncan B. [6], Collard A., Cheung C., Chen W., Wilson C. [7]. The authors investigated the processes taking place in the global environment, the possibilities and relevance of adaptation to changes in spheres and branches of the economy, society, and personality. Under modern conditions, there is a question of ensuring an effective partnership in all spheres of interaction, which will allow us to jointly solve urgent issues of adapting business to technical and technological changes, digitalization of society, ensuring food, energy, environmental, information and public security [4, 8].

The last three decades of world history took place in conditions of globalization and economic integration. More and more factors determine that the competition between the countries of the world is intensifying, which leads to certain negative expectations, especially due to the growing role of China in the world economy. Analysts of the World Economic Forum also determine the propensity for negative expectations in the world. It is partnership and effective interaction that is a priority in view of the strengthening of negative trends in the socio-economic and political spheres, which is reinforced by the growth of social unrest and military conflicts, as well as the need for business adaptation to changes. The global transformations of the world were summarized in global trends determined by analysts until 2040, the description contains key trends that will affect society, spheres and branches of the economy, people's lives and the functioning of states and regions of the world. Global transformations are primarily caused by demographic and migration processes. Aging of the population and a significant decrease in the specific weight of the young population is an urgent issue not only for European countries, North America and Japan, the trends of population aging are already felt in the most populous country in the world - China [11].

Global transformations have a significant impact on approaches to business management and orientations in the development of society. That is why the main trends should determine approaches and priorities in business management with an orientation to leveling threats and providing opportunities for effective partnership at different levels of management.

What global transformations are taking place and what opportunities does business and society have, what approaches are prioritized for management and obtaining results in the context of orientation towards sustainable development? Peculiarities and priorities in the development of spheres and branches of the economy, interaction and partnership are related to the mental characteristics and structure of the national economy, the level of its resource intensity and readiness for the introduction of technological solutions. The competitive advantages of the countries of the world at the global level are determined by the technological readiness of business and financial opportunities that allow the implementation of the applied aspect of scientific developments and modern business trends.

## RESULTS

Existing demographic trends indicate that by 2027, the most populous country in the world will no longer be China, but India. It is expected that the specific weight of the population over the age of 65 will be up to 25.0% of the total population of the developed countries of the world. The average age of citizens in EU countries will increase to 47 years, in Japan - to 53 years. The situation is different in African countries, Latin America and South Asia, where the share of the young population is constantly growing. Population growth in African countries is expected to double by 2050.

The rapid growth of the specific weight of the young population implies an increase in the relevance of the issue of labor employment or external migration, provided that there is actually no opportunity to get a job and ensure the possibility of consumer spending. The possibilities of further urbanization in African states and South Asia are limited by economic opportunities, which will encourage the growth of migration processes to the territory of the developed states of the world, mainly to European states and the USA - the "states of the global north" [11].

The solution to demographic and migration issues can be ensured only if the spheres of global partnership and effective interaction of participants at different levels of management are expanded. Opportunities for effective partnership and internal state programs should be mutually consistent, and a joint migration policy will ensure social security for the population of states and regions of the world.

In the USA and European countries, the main emphasis of interaction should be focused on motivating the young population to increase the birth rate and provide social guarantees, support young people and create favorable conditions for childcare, as well as the development of new business areas that will increase the level of employment. In most of the African and Asian countries of the world, the main emphasis of interactions should be directed to the creation of new jobs and self-development of young people, reducing the pace of external migration and providing opportunities to increase the level of social guarantees by supporting the development of one's own business, increasing the level of solvency of the population, as well as expanding opportunities in the labor market.

For Ukraine, due to the military conflict, the relevance of all issues of the state's social policy and partnership in the demographic and migration spheres has significantly increased. Partnership with European states, the USA and Canada is not only of a social nature, but is also a necessary necessity to preserve people's lives, national traditions, and the mentality of the population. Ukraine received substantial support from global society at the G-7 and G-20 summits in 2022. The agenda of the meetings began and ended with issues related to the support of Ukraine in the socio-economic and military-defense spheres. The main trends in expanding spheres of cooperation and assistance to Ukraine were also on the agenda of the World Economic Forum in Davos. Areas of interaction with partners were focused on meeting the needs of the state during the period of martial law.

Climatic anomalies are defined in the context of global transformation by the second issue in the relevance of the processes taking place in the world. Climatic changes and extreme natural phenomena can not only limit the possibilities of living in a certain area, but also encourage climate migration. The expectations of the next 10 years are characterized by negative natural phenomena and the strengthening of negative manifestations due to droughts, floods, natural and climatic phenomena, which will encourage an increase in the level of riskiness of agriculture. The negative impact of natural and climatic factors will influence the formation of food security in the world and its individual regions. It was determined that more than 36.0% of the world's territories have systemic problems in the environmental sphere. The most threatening are the processes in Central Europe, North America, South Africa and the Middle East.

The implementation of tasks in the environmental sphere must be systemic, only under such conditions are there opportunities to ensure the effectiveness of the identified priorities for environmental protection and the spread of the "green economy" sphere. Most European states are focused on using opportunities in the field of "green economy" and reducing the negative impact on the environment. Such an environmentally-oriented policy involves the use of appropriate mechanisms of interaction between participants and motivation to implement defined tasks in view of the priority of environmental protection. The public is widely

involved in the implementation of environmental tasks, which proves the experience of recent years in involving young people in solving not only local, regional, but also global environmental tasks.

Global priorities in environmental protection are implemented taking into account the specifics and characteristics of the world's regions and states, but the overall funding for the implementation of environmental measures was significantly limited due to the need to neutralize threats due to the COVID-19 pandemic. Most of the countries of the world were forced to orientate their domestic policy on the solution of public needs in the fight against and prevention of the disease. Similar trends in the last three years were most significant in states that do not have sufficient own financing and received funds for the implementation of environmental programs from international funds and public organizations.

Solving environmental problems on the territory of Ukraine was also adjusted to public needs in the field of health care, and from 2022 in the field of defense. The relevance of environmental issues is no less significant, but priorities have changed and the solution of environmental problems, especially regarding water, soil and air pollution, the development of the "green economy" sphere will be adjusted to the events that are taking place. The implementation of defined environmental tasks in accordance with the Paris Agreement in the environmental sphere will be adapted to the situation with financing and infrastructural support of the processes. Since a holistic strategy and partnership is a prerequisite for the implementation of environmental tasks. The policy of "green energy transition" requires not only significant funding, but also appropriate motivation for its implementation, effective partnership, which proves the experience of European countries, Japan, New Zealand, and Canada. The implementation of environmental programs takes place through the implementation of grant projects, which also involves the coordination of the interests of the participating parties and the orientation towards effective partnership in business areas.

Global transformations will take place in the economic sphere due to the increasing level of competition between educational states, especially between the United States and the China. It is expected that there will be a trend towards an increase in the level of external debt of the world's states and a redistribution of financial flows, which may change the conduct of social policy and lead to social tension in society. Due to the impact of the pandemic, in the last three years, the average level of external debt obligations has increased to the level of the 90s of the last century. The increase in the debt obligations of the countries of the world will have an impact on the possibilities of financing social and environmental programs, as well as on the state policy in the financial sphere. Such expectations will require the implementation of approaches in business management in view of and strengthening of financial risks in the world.

Given the situation in 2022, the need to expand cooperation with the World Bank Group may significantly increase in Ukraine. Existing arrangements with the IMF, IBRD and EBRD may be adjusted for military and defense needs. Partnership in the economic sphere determines the possibility of orientation of the spheres and branches of the state's economy to modern trends of internetization, digitization and development of the field of artificial intelligence. The partnership itself promotes the use of relevant information and innovative technologies, conducting scientific research, research and development, design and construction, technological, search and project-search works, and other works related to bringing scientific and scientific and technical knowledge to the stage of practical application. introduction. The partnership stimulates the development of service provision related to the development and support of projects, encourages the protection of the interests of participants, provides for conducting examinations and evaluating feasibility, adjusting the relevant regulatory and legal acts, programs and projects, interaction mechanisms. The joint implementation of the tasks allows to distribute not only the results, but also the responsibility and potential risks among the participants, including international ones.

One of the directions of global transformation is the change of approaches in the relationship between the government and society. Partnership at the level of society allows determining the main priorities in development, taking into account the needs of the participants. Expanding the scope of the information environment and the use of appropriate software allows you to significantly expand the scope of interaction without additional bureaucratic complications. The experience of various public organizations that use the

format of online surveys and questionnaires is positive. Conducting similar public surveys allows you to determine priorities and the level of interest of an individual in solving public issues. Changes in social relationships have a significant impact on social attitudes and the ability to focus efforts on topical issues that increase the level of public trust in government institutions.

Similar experience in the Scandinavian countries is positive, the active position of business and the public in the development of various spheres of interaction is confirmed by the results in the social, economic, information and environmental spheres. The influence of the mentality of the population is also significant, in the absence of mechanisms of interaction or limiting the possibility of solving social issues, this can lead to social disturbances and conflicts. The percentage of such territories in the world is estimated at 23.0%, but the indicator tends to increase due to the lack of positive changes in the relationship between society and the government.

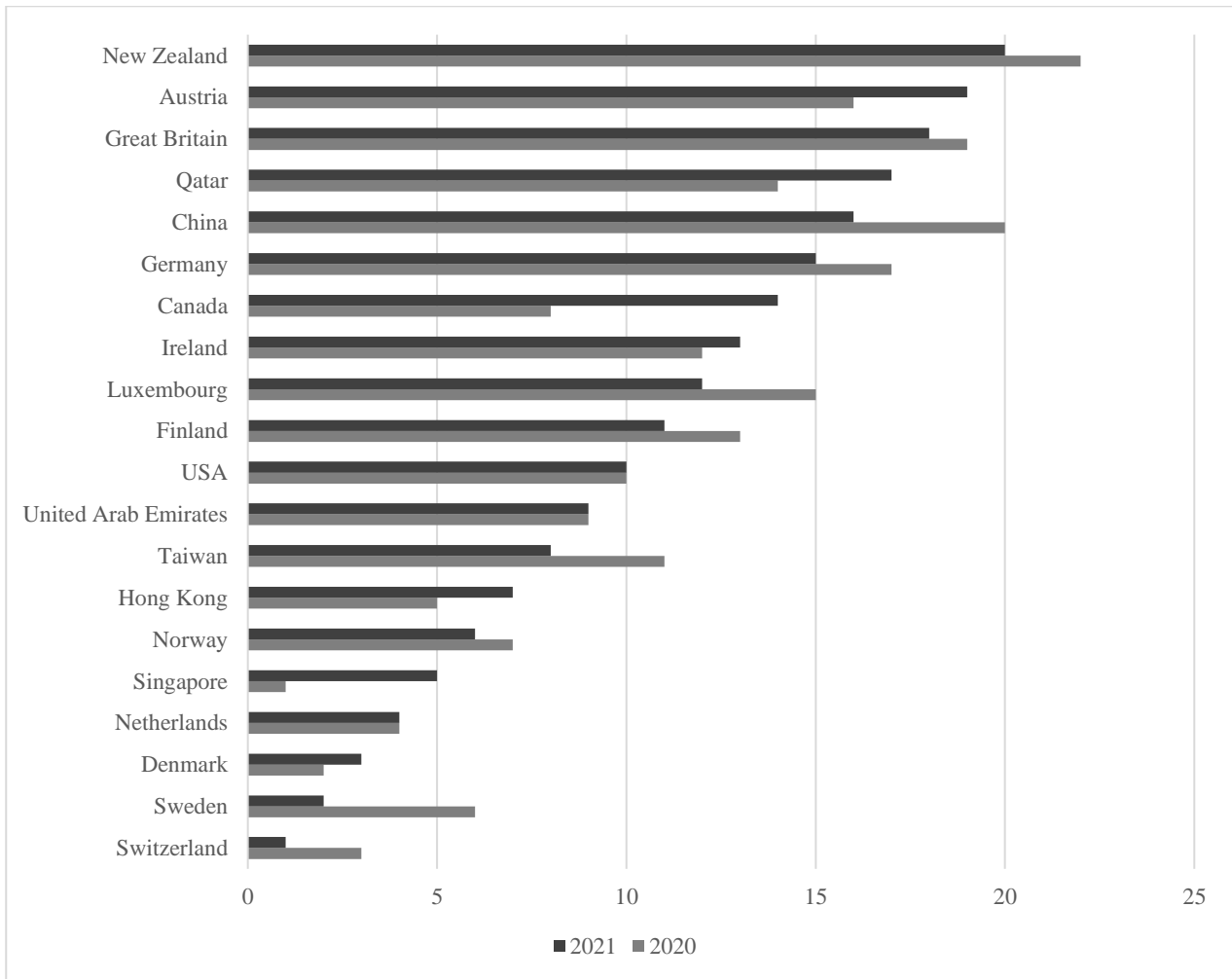
The priority of the further development of global society should be to focus on strengthening political and social institutions and creating an effective system of social elevators in order to ensure effective communication with the population and leveling social threats. The question is also relevant in the further development of Ukraine, especially in view of the deterioration of the macroeconomic situation and the military conflict. At the global level, a significant economic priority is determined in the development and needs of business, which is associated with changes in international relations. The global struggle between the states of the world (the USA and China) may lead to the creation of a larger number of regional associations or alliances that will form their own competitive environment for conducting trade operations and obtaining resources for the needs of business and society [11, 12].

That is why the activity of international organizations and the Governments of the world's states in the future should be focused on preventing global conflicts in the political, socio-economic and information-technical spheres. Global partnership and mutual coordination of interests is an essential priority in ensuring social stability in states and regions of the world, provides opportunities for business development and minimizes risks. Recently, the industrial and technological struggle between the United States and China has intensified, and China has gradually become the main global competitor of the "globalizer of the world" - the United States. The development priorities of China are focused on scientific research and the expansion of technological capabilities, which significantly strengthens the competitiveness of the state's business spheres. The policy of the Government of China is aimed at limiting the attraction of foreign capital and reducing the level of dependence on any external financing. How can a similar situation between the USA and China affect the global world, what are the prospects for the development of the global world? The positions of the countries of the world are evaluated by the World Economic Forum, which allows investors to determine the guidelines for the development of spheres and branches of the economy, business investment priorities (Figure 1).

The results of the research, which are published every year at the World Economic Forum, are used by the World Bank Group and other international and regional, industry associations and organizations. And also provide opportunities to determine the main priorities of development and approaches to adaptation to global changes, orient business to effective management approaches.

Given the current trends in the global world, the international system of the future will have a multipolar format. Expectations for the future are focused on the creation of flexible and situational regional alliances, which will form the basis for the expansion of partnership spheres and the definition of common guidelines for development, stability and coordination of the interests of the participants.

It is expected that the regional partnership in such alliances will be focused on the possibility of increasing the competitive positions of the participating states, which, in turn, will provide an opportunity to strengthen their participation in the formation of the global economy, business development taking into account the needs of aggregated markets. The global competitiveness of the countries of the world will be adjusted based on the effectiveness of business adaptation to existing changes and possible expectations.



**Fig.1. Positions of the countries of the world according to the Global Competitiveness Index (Global Competitiveness Index)**

*Source: information from the World Economic Forum based on the results of the IMD World Competitiveness Yearbook (2021).*

According to the information of the World Economic Forum, the positions of the countries of the world have changed somewhat. According to the index of global competitiveness, since 2020, Asian countries have lost their positions, namely: Singapore, which occupied the first place in the rating, and Hong Kong, which occupied the 5th place in the rating. Taiwan and China have increased their positions, occupying 8th and 16th place in the global competitiveness ranking in 2021 (11th and 20th place, respectively, in 2020). European countries such as Switzerland, Sweden, Denmark, the Netherlands, Norway, and Finland, as well as the United Arab Emirates and the United States, will be among the top countries in the world in 2021. High positions in the rating are occupied by Luxembourg, Ireland, Canada, Germany, Qatar, Great Britain, Austria and New Zealand.

Significant differences occurred in the ranking of Canada's global competitiveness (8th place in 2020, 14th place in 2021) [1,2].

Ukraine ranked 55th and 54th in terms of global competitiveness, the evaluation was based on 333 criteria, the key ones of which are: the state of the economy, the effectiveness of management, the state of the business environment, and the state of the infrastructure.

The main competitive forces today are divided between the United States, which ranks 10th in terms of global competitiveness, and China, which ranks 16th in the ranking as of early 2022. As global trends change all spheres and branches of the economy and society, the orientation and priorities of further development are

determined by the industrial and technological advantages of business, the speed of adaptation to changes and the formation of appropriate communications for the development of infrastructural support. Therefore, the policy of interaction should be multi-level and comprehensive, which will allow to ensure the expectation of improving the competitive positions of small, medium and large businesses.

For Ukraine, an important aspect is the regulation of foreign policy in the sphere of interaction with international organizations and main partners in spheres and branches of the economy, on various aggregated markets. The relevance of the issue is enhanced by the migration processes that took place in 2022 (external migration, internal displacement of the population due to the military conflict), as well as limited opportunities in logistics processes in part of the state's territory, especially port infrastructure.

An important component in further development is the orientation to the formation of a long-term policy that will allow adaptation to changes in the global environment and determine the main priorities of partnership relations between participants, to ensure the protection of national interests. The main priorities in the development of the global world are determined by the needs for resource provision of spheres and branches of the economy, the needs of society, the specifics of the development of information technologies and their introduction, technological readiness for the implementation of investments and the possibilities of expanding the spheres of interaction between business, government and society. The main positions of the leading states of the global world are characterized by such parameters as industrial and technological competition. The industrial production of China is almost 30.0% of the world level, the USA - 17.0 percent.

China is expanding its position in the shipbuilding industry, during 2021 foreign and domestic corporations of China will produce about 28 million cars. The trends of recent years determine the essential priority of China in the field of industry, even due to lost positions during the Covid 19 pandemic. The USA remains a leader in the manufacture of high-tech products, aircraft and space rockets. The global aircraft construction market is dominated by the American "Boeing", "Lockheed Martin", "Sikorsky Aircraft", and "Gulfstream Aerospace", which produce more than a third of all aircraft on the planet. Elon Musk's "SpaceX" is one of the largest rocket manufacturers, its Falcon 9 reusable heavy rocket is more powerful and efficient than its Chinese counterpart, the Changzheng 8 (Long March 8) rocket.

So, the challenges of the modern global world are technological advantages that are actively invested by domestic and foreign corporations. In recent years, investing in the areas of artificial intelligence development, 5G and 6G telecommunications, quantum information technologies, biotechnology, genetic engineering and "green economy" has been significant. Due to the active development of Internet corporations, which are concentrated in the USA, there are certain risks and there is a need to expand the positions of corporations from the European continent and Asian countries, as a competitive advantage for the American companies Facebook, Google, Amazon, and Microsoft. Similar trends form the corresponding need to adapt global business to changes in view of the processes and phenomena occurring in the information and telecommunications spheres, and are oriented towards the need to improve one's own competitive positions.

During the last year, the USA spent 42.0 billion US dollars on developments in the field of artificial intelligence, China- 25.0 billion US dollars. The position of the Chinese Internet corporations Baidu, Alibaba, and Tencent, which are significantly expanding their capabilities in the field of artificial intelligence, is active. There are expectations that China will become the main player in the market of technological solutions in the field of artificial intelligence in the next ten years. China is significantly increasing its position in the field of telecommunications, as of the beginning of 2022, the country will already have a million 5G towers operating. The main suppliers of equipment on the world market for the field of telecommunications are mainly Chinese companies, Huawei remains the leader.

In the global world, it is the development of telecommunications and their management that determines competitive advantages and the main guidelines for further development and competitive positions in the world. In view of the significant dependence of world society on the infrastructural support of the telecommunications sphere, 35.0% of the world's patents for the development of 6G belong to China, 18.0% - to America. The field of artificial intelligence and modern telecommunications remains a priority area of



development in the global world. That is why most efforts in attracting investment are directed at the development of these industries and their infrastructure support. The USA maintains active positions regarding the production of robotics for industrial and public needs. In the USA, a separate state program in the field of robotics began to operate. China, Japan and South Korea are also active players in the robotics market in the world. A joint technological hub in robotics and 10,000 workers using 255 industrial robots was created. The project was implemented by the USA together with Japan and South Korea.

In view of the existing trends, it is the USA and European states that are trying to introduce those levers that limit the spread of the Chinese 5G network by creating appropriate restrictions and realizing opportunities for the formation of their own competitive advantages in this area. In recent years, China has significantly expanded its capabilities in the production of drones and the development of quantum informatics, namely: quantum computers, quantum networks, and quantum sensors. Every year, the investment volume of the industry in China is up to 10.0 billion US dollars, which confirms the need and relevance of the development of quantum informatics due to its wide possibilities (from financial to defense spheres). Quantum networks are secure communication channels between quantum computers and have the largest network specifically in China - 4,600 km (Mozi quantum satellite, 2016).

The development of quantum informatics is complemented by opportunities that world states and business sectors can implement in the field of biotechnology. The urgency of the issue is due to the trends determined by technological innovations in the spheres and branches of the world economy, especially in view of the need to guarantee the food security of the world and individual regions. The introduction of biotechnology allows to significantly expand the possibilities of agrarian business in increasing the volume of gross production of agricultural products and food supply.

The use of genetically modified plants in the industry has a significant spread in the USA, China, Latin American countries and Asia. The countries of the European Union emphasized organic production. But the issue of world food security was and remains relevant, which is confirmed by the situation with the transportation of grain from Ukraine in 2022. The fields of application of biotechnologies are very wide and relevant in view of the global trends in their distribution. The main concentration of the industry and the largest number of companies working in the field of biotechnology are located in the USA and China. Investment volumes are growing every year, and the number of patent developments in the field of genetic engineering is increasing. The leadership positions in the industry remain with China, which has invested up to 100 billion US dollars in development.

Opportunities for interaction and partnership at the global level remain wide enough in view of global trends in digitization and internetization, technology development in industries and spheres of the economy. Strengthening the interests of the participants depends, first of all, on the interests that arise in view of the national interests of the states, the interests of business, including TNCs. Partnership at the global level can unite the interests of the participating states, which will allow to strengthen competitive advantages and opportunities, including with regard to resource provision of industries and public needs.

Development in the field of "green economy" remains a modern trend. EU states are active participants in the introduction of environmentally-oriented technologies, but over the past 10 years, China has significantly increased its own solar, water, and wind energy production capacity. In addition to its own production, China is actively expanding its production capacity in the field of supplying equipment for the needs of the "green economy". As of the beginning of 2022, China produces up to 70.0% of the world's solar panels, 40.0% of wind turbines and 77.0% of batteries for the needs of the industry. The generation of solar and wind energy significantly exceeds the American level of production (solar - three times, wind - two times). The capacities for the production of electric cars are being actively increased; in just one year, Chinese car manufacturers received financing for the expansion of their own capacities at the level of 60.0 billion US dollars. Capacity building in the field of "green economy" is conditioned by the Paris Agreement, which defines the main priorities for preserving the world's ecosystems.

Most of the positions of the USA and China have not been implemented, but regarding the use of

nature's opportunities in energy supply, they have significant advantages compared to other countries of the world. The applied use of developments in the field of "green energy" is a significant advantage not only in terms of financial opportunities, but also environmental priorities in preserving the territories of the world and its individual regions. Modern business actively participates and expands production facilities for the production of equipment and logistics in the field of "green economy".

The modern global world can be characterized as interdependent, therefore, most active players in the world market try to find alternative options for interaction, even if there are different interests at the national level. One of the most difficult issues is the sufficiency of resource support for production, therefore, interaction and partnership were and remain an urgent need for the development of the world economy, modern business and its management. Technological competition is supplemented by the need to solve urgent issues of interaction in various aggregated markets (commodity, financial, labor market). The issue of interaction is strengthened by population migration, which is a forced necessity due to the increase in military conflicts in the world, as well as due to the significantly different population concentration in different regions of the world (population concentration per unit area in the EU states from 4.0 in Macedonia to 336.8 people per km<sup>2</sup> in the Kingdom Belgium, the average population concentration in the USA is 32.8 people per km<sup>2</sup>, the average population concentration in China is 147.1 people per km<sup>2</sup>, the average population concentration in Latin America is 26.6 people per km<sup>2</sup>, the average population concentration in the African continent is 42, 12 people per km<sup>2</sup>). The issue is relevant in view of the need for the formation or adaptation of social infrastructure to the requirements of modern times, the creation of jobs in view of the needs of the labor market and ensuring the interaction of society, business and the population.

The main global trends are characterized by: increasing investment volumes of priority spheres and branches of the economy; expansion of patent possibilities; expansion of spheres of applied implementation of technological solutions; civil society; expansion of the spheres of use of artificial intelligence; increasing the level of training of engineering personnel; the development of the intellectual and emotional intelligence of young people, the expansion of the level of creativity of young people through Soft Skills; motivation to study, development of adult education; development of human capital and increase in labor productivity; expansion of spheres of interaction and partnership in the development of spheres and branches of the economy, coordination of interests at the level of associations and regional alliances; adaptation of business to modern global trends, changing approaches in conducting business in view of the high competitive advantages of TNCs.

The identified priorities allow the countries of the world to ensure long-term sustainable socio-economic development and financial stability, to form prerequisites for business development and to ensure the strengthening of its role in the development of society. Financial aspects remain relevant for all players in the global world and are a priority given business investment needs. Dependencies and vulnerabilities of the world's financial system are focused not only on economic and social foundations, but also on political stability. Commercial partners are focused on obtaining expected interests from interaction, and International Financial Groups - on the possibility of obtaining mutually beneficial conditions of financial partnership. International investment mechanisms are a separate direction of interaction and interdependence of spheres and branches of the economy at the global level. Regarding the world's major global players, the US corporate investment in China economy as of the beginning of 2022 was 260.0 billion US dollars, the corporate investment of China in the US economy was 155.0 billion US dollars. There is an active position in interaction at the level of transnational business, the lion's share of which is concentrated in the USA, EU countries and Great Britain.

Transnational business covers more than 500 of the largest US companies, which have from 11 to 50 branches of the economy. Industrial TNCs in Great Britain (96), Germany (78), France (84) and Italy (90) are multi-industry. TNCs provide about 50.0% of all world industrial production, TNCs account for 70.0% of world trade and 40.0% of trade takes place within TNCs. TNCs currently hold almost 80.0% of all world patents for inventions, and have an active position in financing scientific developments and innovations.

TNCs combine production, financial, insurance, telecommunications, auditing, investment, and informational interaction capabilities. Interconnections within TNCs take place at transfer prices, and their activity is determined by the economic expediency of the participants. Such interaction on the global market provides significant advantages to participants, including within the framework of interaction between the parent company and subsidiaries. A similar format of business management proves its effectiveness. TNCs are currently the largest players in the aggregated markets and are expanding their capabilities in various areas of modern business.

American corporations have access to the Chinese market, currently 20.0% of the profits of Apple and Intel corporations come from this interaction. The investment possibilities of interaction between states that act as globalizers in the world market are essential. That is China is the second largest holder of US securities, and because of its trade surplus, China is actively buying up US Treasury securities. In 2021, the current account surplus of China's balance of payments is recorded at the level of 315.7 billion US dollars, which is 1.8% of the country's GDP. During 2021, China's export and import potentials continue to grow steadily, goods trade had a positive balance of 554.5 billion US dollars, which is 8.0% higher than the growth of 2020. The balance of payments of China remained at a balanced level, even in the conditions of the negative impact of the pandemic [11].

Cooperation at the global level between the countries of the world allows to ensure the technical and technological renewal of production and stimulates investment, which is an important component of the development of all types of innovations in spheres and branches of the economy. The formation of the market for high-tech products requires significant capital investments that can be afforded by TNCs and states that finance scientific and technical developments and are interested in the growth of patent developments. The scope is very broad and is focused on creating new opportunities in the development of own industries, which will have a growing demand in the future.

Technological dependence is also a motivating factor for the development of own production and the reduction of high-tech imports. As of the beginning of 2021, China has invested almost 770.0 billion US dollars in 138 countries of the world. Taking into account the expansion of investment opportunities in China, the Asian Infrastructure Investment Bank was established (2015), which made it possible to implement financing of investment projects and provide opportunities for expanding financial influence on the development of spheres and branches of the economy of other countries of the world. The creation of a similar financial structure made it possible to unite 104 countries of the world into an international financial institution, which is a regional competitor of the World Bank Group. The created international financial institution has provided loans for almost 15.0 billion US dollars as of the beginning of 2022 and can realize investment opportunities in yuan, which will ensure the export of capital [12]. A similar approach to financing will allow China to pursue its own policy and strengthen the position of its own currency at the international level.

## CONCLUSIONS

Modern trends in business development and management determine the priority of joining efforts in order to realize opportunities in various spheres and branches of the world economy. Existing resource capabilities, technical and technological solutions, scientific and applied developments make it possible to significantly strengthen the world economy, provided that the interests of the participants at different levels of management are coordinated. Effective partnership in the global world is a prerequisite for defining and implementing priority development tasks, adapting the world economy to changes, and adjusting tasks that will ensure the leveling of threats and strengthening the positions of the world's states in terms of global competitiveness. The main players of the global world will continue to expand their capabilities, and other participants have the opportunity to unite in order to strengthen their competitive positions in regional alliances or interest investors in spreading financing to a greater number of spheres and branches of the economy. Provision of opportunities in the implementation of joint tasks with the aim of reducing the level

of threats in various spheres and branches of the world economy and the priorities of the formation of a fair economy was stipulated at the World Economic Forum in 2022. These are the trends that should unite the global world in order to provide public needs at different levels of management, taking into account the needs of business and society. Business management in the global world was and remains an urgent issue of our time, and the threat of processes and phenomena should motivate joint resolution of issues on the basis of interaction and effective partnership, as evidenced by the experience of states that actively use partnership in various fields of activity (from education to quantum informatics).

The issue is gaining particular relevance due to the strengthening of the level of competitive industrial and technological struggle between the United States and China. The opportunities of global business are focused on the main trends of their interaction and the demands of the modern world, the use of business models that are oriented to dynamic target settings, the possibility of eliminating resource limitations or their optimization (thrifty use of resources), the use of insourcing and outsourcing, management of investment and innovation potential in real-time mode, management of human resources based on the interests and motivation of workers, development of creative thinking and prompt response to situations. The need for risk management on aggregated markets and the use of business management practices taking into account the needs of different groups of participants, as well as the use of a model of employee motivation to increase the level of their competencies through participation in adult education projects, and the activation of communication processes between all groups of business participants, remains relevant.

The use of flexible business management models in the global world involves meeting the interests of all groups of interested parties, forming and practical use of the appropriate corporate culture, which will allow us to join forces and obtain the desired (expected) results from the implementation of activities. The experience of modern companies in the USA and China proves that the transformation of knowledge into an applied aspect of use, the activation of innovative processes and the increase of the level of technological readiness and the readiness of personnel for their development, the generation of ideas and their critical and operational evaluation, the commercialization of scientific developments and cooperation with educational and scientific institutions allows you to get those priorities that ensure the stability of competitive positions of business and its interaction with society on mutually beneficial terms.

The partnership itself stimulates the implementation of the set tasks and allows to distribute not only the results, but also the responsibility and potential risks among the participants, including international partners. The choice of a business model depends on the goals, tasks and interests of the participants, and competing positions are opportunities that are realized by joint efforts and taking into account the established priorities, the conditions formed and the ability to quickly adapt to global changes. Business management in the global world is difficult, but the existing experience shows that there are always opportunities, they must be identified and timely adapted to changes, and the priority was and remains those who make decisions and are responsible for the implementation of the tasks in the business environment.

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