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GLOBAL ECONOMIC DEVELOPMENT OF MEGATRENDS

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Summary. The article analyzes the major megatrends and their development prospects. The basic global factors influencing the global development trends were researched. The prospects

of further development of the international community on the basis of the impact of megatrends were determined.

Key words: *economic development of megatrends, globalization, urbanization, geopolitical distribution of the world, the global middle class prospects.*

In the modern global economic development must take into account the influence of the main global factors and trends. Global economic development of megatrends is large-scale, long-term socio-economic processes and the factors which determine the quality of the modern world economic system. Virtually all megatrends can be viewed in positive and problematic points of view. It is difficult to turn a negative trend into a positive trend, but its effect can be reduced, suspend or completely stop. That's way, circumstances to create for the development of positive megatrends.

Today we can identify the main modern economic development of megatrends. There are: post-

industrialism – the transition from industrial society to information; green economy – the ecologization of the whole economic system on the basis of managed development using high technology (high tech); urbanization associated with improvements in the image and quality of life; social polarization; technology trends, internet trading and others.

It is proved that the improvement in the global economic development in the twenty-first century will be largely achieved through effective supranational regulatory activity and rethinking of global trends: using a growing number of countries achievements in innovation, biotechnology, ecology, methods of corporate, public and global governance.

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