

Financial and Economic Impact of Globalization

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Abstracts: The article examines the essence of globalization and its impact on the financial and economic situation against the background of the events of the last sixteen years. The author establishes that globalization as a process of integration of the world economy and society has both positive consequences (improvement of living standards, increased access to goods and services, introduction of innovations) and negative effects (economic crises, increased inequality, loss of economic sovereignty, environmental problems, and growing influence of transnational corporations) for the development of national economies. The author identifies key trends in the development of the global economy as the main form of globalization, including the rapid development of artificial intelligence, regionalization and “glocalization”, diversification of global supply chains, and the transition to a knowledge economy in the face of growing uncertainty due to global crises. The analysis of the impact of the global crises – the 2008-2009 financial crisis, the COVID-19 pandemic, and the war in Ukraine – confirmed their negative impact on both the global and national levels. The correlation analysis showed a low level of Ukraine’s integration into the global market, which is caused by dependence on external borrowing, raw material orientation of exports, high emigration, unfavorable investment climate, and insufficient integration into international scientific and technical cooperation. To increase the level of global integration of Ukraine after the war, it is recommended to implement strategies of economic diversification, stimulating innovation and attracting foreign direct investment, taking into account the existing potential for development and experience gained.

Keywords: Globalization, global economy, innovative support of transnationalisation of economic activity, international economic relations, integration, international investment, international business, global and national GDP, international labor market, labor supply, integration processes in tourism and hospitality, digital technologies, global crises, transnationalisation, innovative support.

Introduction

At the present stage of human development, globalization plays a key role in shaping the world economy, technological progress and social change. The term “globalization” is often used to refer to the economic, cultural, social and political transformations that have affected the world over the past 50 years [1].

Globalization is a process that encompasses all spheres of human life, contributing to their unification at the global level and greatly facilitating communication between different regions and continents. It concerns such aspects of human activity as everyday life, culture, religion, environment, information technology, economics, and politics [2].

The basic basis and the main reason for globalization is the formation of new economic relations based on the deepening of the international division of labor, cooperation of production, and the growing interdependence of economies, which gave them comparative competitive advantages that became the main reason for the change in the

world commodity structure, redistribution of services and financial flows [3]. In the last decade, the global economy has been undergoing significant transformations driven by the development of artificial intelligence, geopolitical processes, and climate change, which will have both positive and negative impacts on the economies of countries and regions depending on the strategies chosen [4].

Globalization is a complex and multifaceted phenomenon that is attributed to various causes and effects. Proponents see globalization as a natural and inevitable result of technological progress that promotes economic and political integration of countries around the world. At the same time, critics view it as a hegemonic process that contradicts the interests of national economies. Given the leading role played by globalization processes in the formation and development of the economy and society, the study of its essence and impact on the development of global and national economies in the context of modern turbulence remains a topical issue.

The purpose of this article is to study the essence and key trends of globalization in the context of their impact on the development of national economies, to assess the challenges of the global economy in the context of current turbulent changes and crises, and to analyze the integration of Ukraine's economy into global economic processes and their impact on the financial and economic situation.

Literature Review

The theoretical foundations and manifestations of globalization are analyzed by many international organizations, experts, and scholars, including Meyer [5], Capello et al. [6], Bank for International Settlements [7], Kobrin et al. [8], UNCTAD [9], Witt [10], Steger [11], Axford [12] and many others. Today, we can distinguish both positive assessments and criticisms of globalization. Proponents of globalization recognize it as one of the best achievements of mankind, which promotes the integration of peoples and economies and expands the scope of development for each country and citizen [13, 14, 15, 16].

Critics of globalization emphasize the negative consequences for the economies of individual countries and the ability of globalization to scale crises [17, 18, 6, 19]. Shalmali Guttal [1] argues that the widespread perception of the positive impact of globalization on development is often not true. In his works, the scholar examines the relationship between globalization and economic growth, emphasizing that more than half of the world's population perceives globalization critically, as it does not ensure equal economic prosperity and progress for all.

In addition to its benefits, globalization also poses challenges for developing countries. According to Goldin and Reinert [20], developing countries may become dependent on external financial flows, foreign investment, and external demand for their goods, which increases their vulnerability to international economic crises, changes in commodity prices, exchange rate fluctuations, and other external shocks.

Representatives of the mediated approach see both positive and negative consequences of globalization, emphasizing the formation of effective joint solutions to ensure balance and the development of effective strategies at the global and national levels [21, 11, 12].

The basis of globalization is the development of the global economy, which is shaped by transnational business [8, 22, 23], international investment processes [9, 24, 25], international labor market conditions and migration [26], evolution of global supply chains [27], development of international tourism and hospitality industry [28, 29], acceleration of innovation progress, digitalization and development of artificial intelligence [14, 30].

The development of the global economy in the context of turbulent changes and crises has been studied by scientists and international organizations and experts, including Edey [31], Song et al. [32], Sułkowski [33], Danylchuk et al. [34], Witt [10], Melnik [19] and many others. It is determined that the global crises that the world has experienced in recent decades have had a negative impact on the development of both global and national economies, contributed to the slowdown of globalization and its transformational changes.

The analysis of the features, problems, and trends of the national economy in the context of its integration into global economic processes was carried out by Ukrainian scientists Zhalilo et al. [35], Moroz [36], Sharov [2], Poliakova et al. [37], Viter and Tsai-Tsalko [38], Tokar and Hbur [39], Romanovska and Smoliar [40], Sokolovska [41] and others. The results of their work indicate the insufficient efficiency of the processes of integration of the national economy of Ukraine into global economic relations and the need for internal structural changes and reforms to increase competitiveness in the global market. The current model of Ukraine's economic development, characterized by a significant dependence on imports of high-tech goods, raw material orientation of exports, deindustrialization trends and unfavorable investment climate, which is further complicated by the war, poses threats not only to recovery and growth in the post-war period, but also to opportunities for future European integration.

Methods

The methodological basis for writing the article was the use of the abstract and logical method to summarize scientific approaches to defining the essence, manifestations and trends of globalization, systematization methods for summarizing the impact of globalization on the development of the world economy, a combination of index analysis and time series analysis to analyze the indicators of global economic development and assess the impact of global crises on the financial and economic situation. A comparative analysis of the growth trends of Ukraine's GDP and world GDP for the period 2007-2023 is carried out, which led to the conclusion that there are no close linear relationships and that the national economy is relatively more turbulent than the global economy. A correlation analysis was carried out between the indicators of development of the national economy (GDP, external debt, balance of payments, inflation indices) and the global economy (GDP, world trade, world inflation, employment, global debt) to determine the degree of integration of the Ukrainian economy into the global economy.

Results and Discussion

The essence, manifestations and trends of globalization in modern conditions

Today's world is highly globalized, which has a significant impact on human development and all spheres of life, including economics, technology, culture and politics. Globalization promotes market integration, knowledge sharing and acceleration of scientific and technological progress, while creating new challenges, such as economic inequality, environmental threats and increased competition between countries. As defined by the British Dictionary [5], globalization is the development of an increasingly integrated world economy characterized by free trade, free movement of capital, and the use of cheaper foreign labor markets.

According to the European Commission, globalization is the process of opening up economies and borders, which has accelerated in recent decades due to the growth of trade, capital flows, migration and the spread of technology. It creates opportunities for the EU, providing consumers with lower prices and more choice, but also entails competition with low-wage countries, which can lead to job losses, lower wages, and offshoring [42].

It should be emphasized that globalization is shaping an interconnected world economic system where states interact in an unstable environment. Global interdependence contributes to the joint resolution of political, economic, social, and environmental issues [19]. Based on the study of economic globalization trends, the Bank for International Settlements experts concluded that the growth of close global economic integration between countries has brought significant benefits, namely: it has contributed to the growth of living standards and helped a significant part of the world's population to get out of poverty; trade openness has increased production efficiency and significantly expanded consumption opportunities; financial openness not only supports international trade but also creates greater opportunities for diversifying risks and gains. Globalization also facilitates access to finance and promotes the exchange of knowledge and technology between countries [7].

World Bank experts emphasize that globalization contributes to poverty reduction. This is confirmed by the fact that during the period of rapid globalization, the average income in the world increased by 24%, the poverty rate decreased from 35% to 10.7%, and the income of the poorest 40% of the population increased by almost 50% [16].

Digital technologies have a significant impact on the development of the world market and transformational processes in globalization. The study by Lund et al. [14] confirmed that the development of new technologies and digitalization significantly affect global offshoring and stimulate further globalization, as they allow companies to manage global supply chains in a more flexible and transparent way, reducing the need for physical presence in offshore zones to maintain competitive advantages.

At the same time, globalization poses certain threats. In the article "Globalization and Regional Growth in Europe: Past Trends and Future Scenarios" by Capello et al. [6] analyzes the impact of globalization on regional development in Europe. They identify several risks associated with globalization:

- 1) deindustrialization and the growth of the service sector, in particular the relocation of production functions abroad, may lead to a reduction in industrial production in some countries and regions, which negatively affects economic structure and employment;
- 2) decentralization of interrelated business functions between regions, which may lead to a loss of economic integrity and reduced efficiency;
- 3) growing regional disparities, as some areas benefit more from global processes than others;

4) increased dependence on global economic fluctuations: regions that are highly integrated into the global economy may be more vulnerable to international economic crises and changes. The authors emphasize the importance of developing strategies to mitigate these risks, in particular by supporting innovation, developing human capital, and adapting to new economic realities [6].

The basis of globalization is economic relations, which form the main manifestations of globalization, among which the leading positions are occupied by the transnationalization of the international economy, the development of international business and the growth of TNCs [8, 22, 43], international investment, international labor market [26], diffusion of innovations [44, 45] and international labor supply, international financial and credit relations and capital flows [7, 9], global logistics systems [27], international tourism [28]. In general, these aspects of globalization intertwine and mutually support each other, forming the current picture of the world economy.

The main actors of transnational business in the context of globalization are transnational corporations that possess capital and technologies that allow them to develop their activities in different markets of the world. According to Rosińska-Bukowska [22], at the current turbulent stage of global development, transnational corporations also face the need to change business strategies to adapt to the growing political, financial, energy crises and changes in the configuration between advanced economies and fast-growing developing countries.

International investment plays an important role in the development of the global economy and its convergence. In 2023, global foreign direct investment flows decreased by 2% to \$1.3 trillion due to trade and geopolitical tensions that caused a global economic slowdown. The decline exceeds 10% if we exclude several European countries with large fluctuations in investment flows [9]. Significant structural changes in the distribution of global investment flows are expected in the future, with an increase in sustainable development (ESG) investments, a shift of capital towards the technology and digital sectors, increased regionalization through nearshoring and friendshoring, and a reorientation of financial flows to countries with less geopolitical instability [7].

An important component of globalization is tourism, which contributes to the economic, cultural, and social integration of different countries and regions. Tourism is an important source of income for many countries, providing a significant share of GDP and stimulating infrastructure development (airports, hotels, roads) and job creation. Tourism is currently the area of globalization that has recovered most rapidly in the context of the recent global crises. According to the UNWTO [28], in 2024, international tourism almost fully recovered (by 99%) to pre-pandemic levels. An estimated 1.4 billion international tourist arrivals were recorded, which is 11% more than in 2023 [28]. Globalization and integration in tourism and hospitality are manifested in the expansion of international networks, standardization of services, digitalization of booking and personalization of services through modern technologies. Multinational hotel corporations are adapting to local markets, taking into account cultural, economic and regulatory peculiarities. At the same time, there is a growing trend towards sustainable development, environmental initiatives and improving the quality of service through the use of artificial intelligence and process automation [29].

The research made it possible to systematize the main trends in the development of globalization that have emerged in the current environment and will continue to have a significant impact on the development of the global economy, economies of world regions, individual countries and industries:

- 1) the development of artificial intelligence, which accelerates digital transformations of the economy and society at all levels, changes the nature and forms of development of international economic relations [14]. Today, one in three companies uses AI systems in several business departments, and 83% of them consider the introduction of such technologies a strategic priority. AI algorithms can increase the number of potential customers by 1.5 times. Over the past five years, the number of companies using artificial intelligence has increased by 300%. The global AI market is expected to reach half a trillion dollars this year [30].
2. Regionalization and “glocalization”, i.e. the gradual transition from classical globalization to the strengthening of the role of regional economic blocs and local business strategies [6, 24].
3. The development and diversification of global supply chains, reducing dependence on individual regions and the introduction of nearshoring and friendshoring [27].
4. Structural and geographical changes in international trade, the rise of protectionism, the renegotiation of trade agreements and the change in the balance of power between countries [7, 42].
5. The growing impact of geopolitical risks and conflicts, sanctions and trade wars on world markets [46, 25].
6. Transition to the knowledge economy, where scientific research, startups and high-tech industries play a key role [44, 14].

These trends are shaping the future of globalization, directing it towards more adaptive, technological, and environmentally friendly development models.

Challenges to the development of the global economy in the context of turbulent changes

One of the indicators of global economic development is global GDP. It measures the aggregate value of all goods and services produced within a certain territorial area over time, usually a year. Analyzing changes in GDP helps economists and policymakers understand economic trends and make decisions to promote stability and development. Other indicators of global economic development include the volume of world trade and its dynamics, the level of employment, and the dynamics of global debt. Table 1 shows the main indicators of global economic development.

Table 1. Dynamics of the global economy

Year	World GDP, trillion US dollars	World trade volume, trillion US dollars	Global debt, trillion US dollars	Number of employed, billion people	Global inflation rate, %.
2007	58,6	13,8	126	3,11	4,14
2008	64,4	15	137,8	3,18	6,28
2009	60,9	13,2	131,6	3,12	2,63
2010	66,7	14,3	140,6	3,2	3,6
2011	74,3	15,3	148,8	3,26	4,9
2012	75,5	15,9	157,6	3,31	3,9
2013	77,7	16,7	166,7	3,36	3,52
2014	79,8	17,5	176,3	3,41	3,16
2015	75,3	18	186,2	3,46	2,7
2016	81,5	18,8	196,8	3,51	2,68
2017	82,4	19,7	208	3,57	3,24
2018	86,5	20,8	220,3	3,63	3,63
2019	87,7	21,4	233,1	3,69	3,26
2020	85,4	17,3	246,1	3,62	4,66
2021	97,4	21,8	263,8	3,73	5,52
2022	101,4	24,7	282,2	3,78	8,63
2023	105,6	23,5	300,1	3,36	6,66
Growth,%	80,2	70,3	138,2	8,0	2,5

Source: compiled by the authors based on [47, 48, 49]

The table shows that in the period 2007-2023, there was a significant growth of the global economy, but the trends observed are not positive and indicate negative structural shifts in production and finance, which will have a negative impact on the further development of the global economy and the socio-economic development of individual countries. In particular, the growth rate of world trade is lower (70 percent) than the growth rate of global GDP (80.2 percent), which indicates a gradual glocalization and a decline in the efficiency of international supply chains. The growth of global debt, which increased by 138.2% between 2007 and 2023, is a threat, indicating that countries are accumulating debt obligations at a faster rate than they are creating added value. The moderate growth of the number of employed (+8%) in the global economy, along with other indicators, on the one hand, indicates an increase in labor productivity due to the introduction of new technologies, and on the other hand, an increase in unemployment and a decrease in social security, which creates preconditions for the development of social turbulence in different regions [26]. The increase in inflation starting in 2020 peaked in 2022 (8.63%). In 2023, inflation slowed slightly to 6.66%, but given the increased global turbulence, we can expect further spikes in global inflation.

The growth of global debt has potentially serious consequences for the global economy, including threats to financial stability, limited fiscal policy options, and increased risk of default for highly indebted countries [9]. This could lead to turbulence in financial markets, changes in the ability of countries to service their obligations, and limit their ability to respond to economic challenges by restricting fiscal space. The global economic system also faces the risk of increased financial difficulties and a negative impact on international trade and investment, which could create difficulties for global economic growth [9, 16, 49].

Analyzing these indicators in a dynamic manner, we can clearly see the impact of three factors of global turbulence on the development of the world economy in this period, namely: the global economic crisis of 2007-2009; the Covid-19 pandemic in 2020-2021; and Russia's war against Ukraine, which began in 2022. In each of these periods, there was a slowdown in global economic growth, rising global debt, a decline in world trade, and rising unemployment (Figure 1).

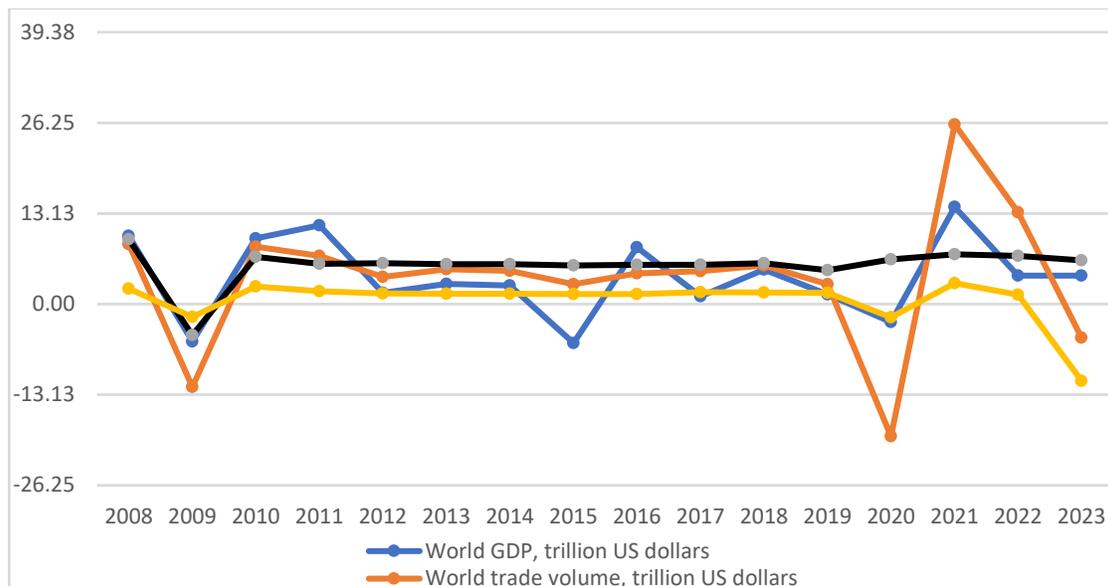


Figure 1. Growth rates of global economic indicators, % to the previous year
Source: calculated by the author based on Table 1

The largest decline in all indicators of the global economy was observed during the global financial crisis of 2008-2009, the results of which were reflected in the global economy in 2009. The global financial crisis was one of the largest economic shocks in the postwar period. It originated primarily in the credit markets of developed countries, particularly the United States, the United Kingdom and Europe, but its effects had a significant impact on economic activity in all countries and regions. The financial crisis resulted in a sharp decline in global industrial production in late 2008 and a significant reduction in GDP in most leading economies. The economic downturn in the G7 countries

worsened in the last quarter of the year, especially in Japan, and spread to other regions, including Asia, Latin America, and Eastern Europe. In some East Asian countries, GDP declined by more than 5% during this period. Although the economies of China and India continued to grow, their growth rates slowed significantly [31].

Under the influence of the COVID-19 pandemic, the global system has experienced hysteresis, a phenomenon where its current state depends on past events. According to Song et al. [32], increasing urbanization and the increasing integration of the world economy have contributed to global interconnectedness, which in turn has made globalization an important factor in the spread of diseases, which is one of the reasons for the globalization of the COVID-19 pandemic. As can be seen from the graph (Figure 2), the COVID-19 pandemic has dealt the greatest blow to global trade (-19%), caused a decline in global employment (-2%), a decline in global GDP (-2.9%) and an increase in global debt (+6%). According to research [33], the pandemic has triggered such processes in the global economy as the transition to recession in a significant number of developed economies, the growth of digitalization of the economy and society, and the beginning of gradual processes of de-globalization.

The gradual recovery of the global economy after the Covid-19 pandemic in 2021 was interrupted by a new global shock caused by the war that Russia started against Ukraine in early 2022. This had implications not only for the global economic recovery in the context of a slowdown in global trade and GDP, but also created the basis for the development of de-globalization processes [34].

Both the pandemic and economic turmoil are changing the behavior of key agents (firms, managers, teams), affecting strategic decisions on investment, location in value chains, and long-term risk perception [24].

Scholars [10, 23] argue that trade globalization probably reached its peak in 2007-2010, and foreign direct investment inflows in 2007-2011. Then, the world began the processes of gradual curtailment of international economic activity, gradual loss of influence of global institutions in the context of intensification of various global crises and changes in the political vector from liberal to realistic in some countries, which leads to the following effects and processes:

- increased polycentricity, which intensifies competition between world centers, leads to redistribution of resources and markets, use of economic pressure in the struggle for energy resources;
- the growth of protectionism and the desire of countries to strengthen national economies by minimizing import dependence;
- regionalization of virtual networks for cybersecurity and control of information exchange [19].

In the context of gradual de-globalization and glocalization, accompanied by increased economic turbulence, countries should focus on economic development strategies that strengthen their resilience and independence. This includes stimulating domestic production and innovation, promoting regional integration and diversifying trade partnerships, actively adopting technology to increase competitiveness, and strengthening economic sovereignty by supporting critical industries and strategic resources [25]. At the same time, it is important to adapt policies to new global challenges, such as digitalization, energy transformation, and changing supply chains.

Assessing the Impact of Globalization on the Financial and Economic Situation in Ukraine

Analyzing the impact of global turbulence on Ukraine's economy, in particular on GDP, it can be noted that in general, trends in Ukraine follow the general trends of the global economy, but with a certain time lag. This is confirmed by the dynamics of GDP growth in Ukraine and global GDP (Figure 2).

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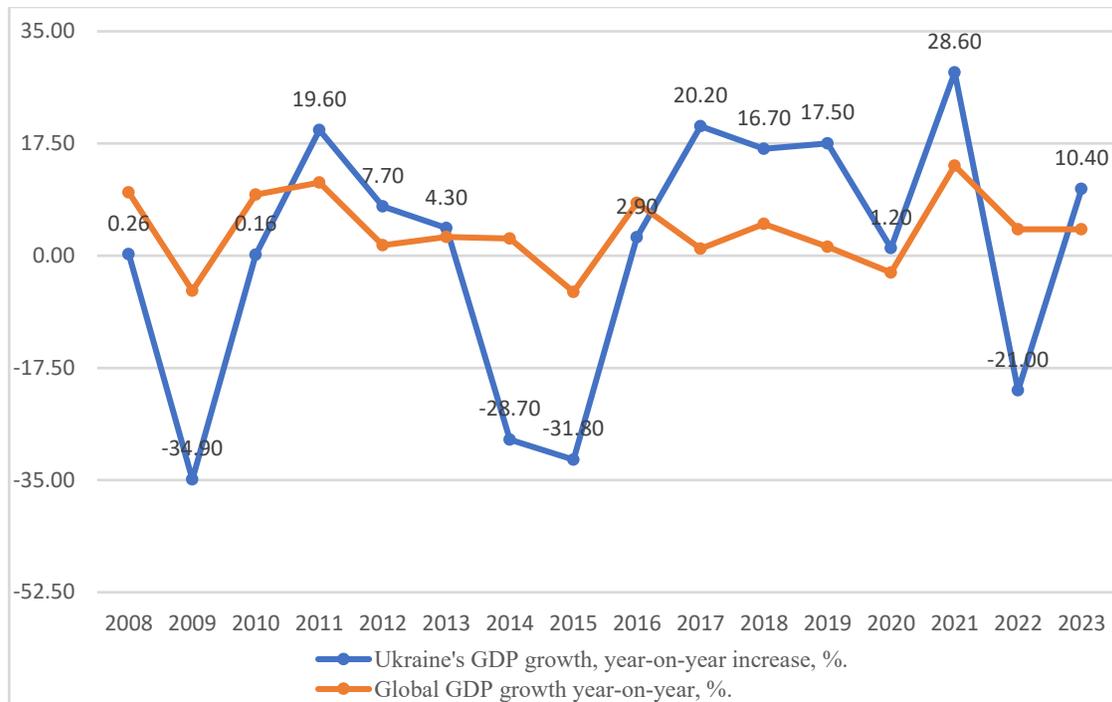


Figure 2. Comparative GDP growth rates of Ukraine and global GDP
Source: Calculated by the author according to the Ministry of Finance of Ukraine [51]

The dynamics of Ukraine's economic development in the period under study is characterized by high turbulence compared to global trends. This indicates that the main factors of instability are of domestic origin. The key reasons for this situation are political and geopolitical changes, in particular, Ukraine's strategic choice in favor of European integration, which led to the severance of economic ties with the Russian Federation and the CIS countries, as well as structural reforms [36]. The unprecedented pressure on the economy was caused by Russia's military aggression, which began in 2022 and led to the occupation of part of the territories, which increased internal instability and uncertainty.

As Ukraine remains under-integrated into the global economy, external economic crises have had a limited impact on its economic situation [19]. This is confirmed by differences in the dynamics of macroeconomic indicators at the global and national levels. For example, in 2022, global GDP growth slowed by 3.2%, while Ukraine's economy experienced a significant drop of 21%. This demonstrates the high vulnerability of the Ukrainian economy to crises, including the COVID-19 pandemic and the Russian-Ukrainian war. Another indication of the mixed economic trends is the inflation rate in 2023: globally, it was 8.6%, while in Ukraine it reached 21.5%. This indicates a much higher level of inflationary pressure in the country compared to global average trends [51].

To assess the impact of globalization on Ukraine's financial and economic situation, a correlation analysis based on the data in Table 1 and the indicators of Ukraine's economic development for the period 2008-2023 was conducted, the results of which are presented in Table 2.

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Table 2. Correlations between Ukraine's financial and economic situation and indicators of the global economy

Indicators	World GDP, trillion US dollars	World trade volume, trillion US dollars	Global debt, trillion US dollars	Number of employed, billion people	Global inflation rate, %.
GDP of Ukraine	0,32	0,17	0,24	0,02	0,63
Gross external debt of Ukraine	0,58	0,49	0,56	0,18	0,39
Balance of payments of Ukraine	0,51	0,46	0,53	0,36	-0,07
Inflation index in Ukraine	-0,08	0,10	-0,02	0,09	0,05

Source: based on [47, 48, 49, 51]

The obtained correlation coefficients (almost all of which are below 0.5) confirmed the low level of integration of Ukraine's economy into the global market. As Sharov [2] notes, a country's low integration into the globalized economy can have several advantages, including greater economic autonomy and stability. Such a country is less dependent on external economic fluctuations, financial crises, or changes in global trade flows. It has the ability to develop its own domestic markets and production, protect local industries, and pursue economic growth without significant external influences. In addition, low integration can allow a country to retain more control over its economic policy, adjusting it according to national interests [2].

Meanwhile, Poluyaktova [52] emphasizes that increasing the economy's integration into the global economy would have positive consequences, including: an increase in the quantity and quality of consumer goods on the world market; technological advances that reduce production costs and lower prices for many consumer goods; much greater access to information and the spread of new opportunities for communication at the global level; higher living standards and improved basic social indicators in various spheres of human activity; improved mutual

According to domestic Ukrainian scholars, the peculiarities that constrain the impact of the positive effects of globalization on the development of Ukraine's economy are as follows:

1. The predominantly raw material orientation of exports and the predominantly negative balance of payments, which poses risks to economic growth [37].
2. Growing dependence on external debt obligations. Ukraine's public debt is dominated by external debt, with the volume of external borrowing increasing more than 7 times between 2009 and 2020. The largest share in the structure of external debt is borrowings through the placement of securities on the international market, which account for about 60%. Funds from international financial organizations, the main use of which is to cover the state budget deficit, account for 30% of the total external debt [41]. In the context of the war, Ukraine's external debt grew at an accelerated pace, and by the end of 2024, Ukraine's public debt reached approximately UAH 7 trillion, which is about 92% of gross domestic product. This creates significant risks for the financial situation in Ukraine and the possibility of economic recovery after the war [40].
3. External labor migration, to which wartime migration was added in 2022, poses significant risks to economic development and post-war recovery in Ukraine. According to the Council of the EU, Ukraine's population could decline by 24-33% as a result of migration, depending on the duration of hostilities and the unstable operation of infrastructure. More than 7.9 million Ukrainians have left the country because of the war [39, 53].
4. High-risk environment for foreign investment due to the threat of destruction or seizure of assets, rising inflation and declining purchasing power, labor shortages due to physical loss of population and migration, reduced transit opportunities and disruption of international logistics, unstable tax legislation, high levels of corruption and bureaucracy, as well as lack of clear strategic management and inefficient use of funds raised [38].

To ensure the future integration of Ukraine's economy into the world market on the basis of effective use of domestic potential and external opportunities provided by globalization, it is necessary to carry out structural changes in the economy towards the development of production of high value-added products and to formulate an effective strategy of foreign economic relations, including industrial modernization, introduction of innovative technologies [54], development of scientific and technical potential and investment in education and increase of the quality of life. An important aspect is to intensify cooperation with international financial institutions, search for new markets and attract foreign investment, and create a favorable business environment by improving the legal and tax climate, fighting corruption, and reducing bureaucratic barriers. Thus, the strategic approach to economic development should be comprehensive and focused on Ukraine's long-term stability and competitiveness on the global stage.

In order to strengthen Ukraine's global integration in the postwar period, it is advisable to implement economic diversification strategies, intensify innovation incentives, and promote foreign direct investment [55]. It is also important to take into account the existing economic potential, the accumulated experience of recovery and adaptation, and to ensure the development of competitive industries that will contribute to sustainable economic growth and integration into global markets.

Conclusions

Globalization as a process of integration of the world economy and society has both positive effects (rising living standards, increased access to goods and services, and the spread of innovations) and negative consequences (economic crises, growing inequality, loss of economic sovereignty, environmental problems, and the growing influence of transnational corporations). The research has identified key trends that determine the further development of the global economy, including the rapid development of artificial intelligence, regionalization and "glocalization", diversification of global supply chains, growing uncertainty due to conflicts, and the transition to a knowledge economy.

An analysis of the impact of global crises, such as the financial crisis of 2008-2009, the COVID-19 pandemic (2020-2021), and the war in Ukraine (since 2022), has confirmed their negative impact on the global and national economies. These events have caused a slowdown in globalization and increased regional imbalances, requiring the adaptation of economic strategies in response to new challenges.

A correlation analysis of the relationship between the indicators of the national economy of Ukraine (GDP, external debt, balance of payments, inflation indices) and the global economy (world GDP, international trade, global inflation, employment, and total debt) confirmed the low level of Ukraine's integration into the global market, which is reflected in low correlation coefficients (mostly below 0.5). The main factors limiting the positive impact of globalization are dependence on external borrowing, raw material orientation of exports, high emigration, unfavorable investment climate, and insufficient integration into international scientific and technical cooperation, which have been significantly exacerbated by the war. To increase the level of global integration of the national economy, it is necessary to implement strategies for economic diversification, stimulating innovation, and attracting foreign direct investment.

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