

relevant to their needs. It also allows for targeted marketing and upselling opportunities based on individual customer profiles.

Furthermore, digitalization has transformed the way assortments are presented and distributed. With the rise of e-commerce and online marketplaces, organizations can expand their assortments beyond physical store limitations. This provides an opportunity to offer a broader range of products to customers, catering to diverse needs and preferences. Additionally, digital platforms allow for more agile assortment management, as businesses can quickly test new products, respond to market trends, and adjust their offerings in real time.

Despite the benefits, managing assortment policy in the digital era comes with challenges. The volume of data available requires robust analytical tools and processes to extract meaningful insights effectively. Organizations must invest in technologies and talent capable of analyzing and interpreting data to make informed assortment decisions. Additionally, the rapid pace of technological change necessitates a flexible approach to assortment management, as businesses need to adapt to emerging trends and consumer behaviors.

In conclusion, managing assortment policy in the context of digitalization demands a strategic and data-driven approach. Organizations need to harness digital technologies to gather insights, personalize offerings, and adapt to the dynamic market landscape. By effectively managing their assortments in the digital era, businesses can enhance customer satisfaction, drive sales, and gain a competitive edge in the market. Embracing digitalization as a tool for assortment management can position organizations for sustainable growth and success.

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**INTERNATIONAL INTEGRATION AS A FORM
OF INTERNATIONAL COOPERATION**
**МЕЖДУНАРОДНАЯ ИНТЕГРАЦИЯ КАК ФОРМА
МЕЖДУНАРОДНОГО СОТРУДНИЧЕСТВА**

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Keywords: integration processes, globalization, world economy, economic growth, international economic integration.

Ключевые слова: интеграционные процессы, глобализация, мировая экономика, экономический рост, международная экономическая интеграция.

Abstract. The article examines various approaches to the definition of "international economic integration"; defines the main components of the process of international economic integration; identifies its features and advantages. The main trends and directions of integration formations in the world economy are considered.

Аннотация. В статье рассмотрены различные подходы к дефиниции «международная экономическая интеграция»; определены основные составляющие процесса международной экономической интеграции; выявлены ее признаки и преимущества. Рассматриваются основные тенденции и направления интеграционных образований в мировой экономике.

In modern conditions, the increasing internationalization and openness of national economies, the international division of labor, dynamic changes in market conditions, the expansion of the production cycle, financial flows, labor movement beyond national borders, modern systems of transport, communication and information and other factors contribute to the rapid development of integration processes and their transition to a new qualitative level.

The current stage of development of the world economy is characterized by the transition to a post-industrial mode of production, acceleration of scientific and technological progress, growth of labor productivity based on intangible factors of production and international competitiveness of leading entities of the world economy.

In this regard, an in-depth study of the concept of innovative development of countries of the world under the influence of cyclical factors is becoming increasingly important for economic science and business practice.

Currently, there are two trends in the world economy. On the one hand, the integrity of the world economy is strengthening, its globalization, which is caused by the development of economic ties between countries, trade liberalization, the creation of modern communication and information systems, world technical standards and norms. On the other hand, there is an economic rapprochement and interaction of countries at the regional level, large regional integration structures are being formed – developing in the direction of creating relatively independent centers of the world economy.

In economic literature, there is no clear and unambiguous definition of the term "international economic integration". Belarusian and foreign authors in their studies provide a large number of different definitions of this concept. In the broadest sense, the term "integration" (from Latin integration – whole) is usually understood as the unification of various parts into a single whole.

The concept of integration as a new economic category was one of the first to be introduced into scientific circulation by the Dutch economist, Nobel Prize

winner in economics J. Tinbergen (1903–1994). He identified not only positive but also negative aspects of international economic integration.

A significant contribution to the development of the theory of international economic integration was made by functionalists, who believed that integration is a process of gradual transition from the traditional system of interstate cooperation in the region to the formation of supranational structures and the transfer of powers of sovereign states to these structures [1, p. 46].

Thus, the concept of integration is a complex, contradictory, multifaceted process of unification of adjacent states into a single territory, covering economic, political, financial and trade ties between the countries participating in the integration, which should be considered as a system of definitions of all phenomena and processes arising from the socialization of production and economies of states.

The process of international economic integration includes six main components:

- international division of labor;
- increasing the degree of openness of national economies;
- intensifying the development of international economic relations;
- growth of integration of the economies of the countries of the world;
- increase in the homogeneity of economic life;
- increase in scientific and technological progress.

The main features of international economic integration are:

- interpenetration of national production processes;
- structural changes in the economies of the participating countries;
- the need for and targeted regulation of integration processes.

The advantages of international economic integration include:

an increase in the size of the market – a manifestation of the effect of scale of production;

- increased competition between countries;
- ensuring better terms of trade;
- expansion of trade in parallel with the improvement of infrastructure;
- the spread of the latest technologies.

The negative consequences of international economic integration are:

– the outflow of resources (factors of production) from developing countries to developed countries;

– an increase in prices for goods as a result of oligopolistic collusion between transnational corporations of the participating countries;

- the effect of losses from an increase in the scale of production.

In the modern economy, various forms of international economic integration can be considered: preferential zone; free trade zone; customs union; common market; economic union; economic and monetary union.

An important tool for the development of an integration association is the development of a strategic planning system that allows for the implementation

of the set development goals, taking into account the strategic priorities of the member states, emerging risks and opportunities in the global economy.

Recognizing the specifics of external conditions and striving to form a high-tech and innovative Eurasian space, digital transformation of economies, stimulation of business activity and ensuring positive changes in the lives of citizens, the heads of state of the EAEU member states defined the vector of further development of the Union by adopting the Declaration on the Further Development of Integration Processes within the EAEU on December 6, 2018, and the Strategic Directions for the Development of Eurasian Economic Integration until 2025 on December 11, 2020, which became a logical continuation of the initiatives reflected in the Declaration.

Strategy-2025 is a program document for the development of the Union, which contains specific steps to improve Eurasian economic integration and represents the transition from the stage of formation (2015–2019) to the stage of project integration (2020–2025), allowing to provide conditions for specific joint economic projects both at the interstate level and at the level of individual economic entities. One of the possible ways of integrating a region into the global economy are joint and foreign organizations that promote development through cooperation and a properly chosen development strategy. In a competitive environment in the production of products, large enterprises seek to reduce their costs, while ensuring that product quality requirements are met. Most of the world's leading manufacturers focus on performing strategic functions and the most important production operations, mainly engaged in the final assembly of products, the development of new models and marketing.

Interstate integration is one of the most effective mechanisms for overcoming global crises in various spheres of human activity. Integration processes at the interstate level are the object of international legal regulation.

Thus, modern integration is an instrument of world politics, with the help of which the world community unites to effectively solve global problems of our time. Globalization processes enable modern states and regions to carry out integration processes. It is also a mechanism for effective interaction aimed at finding joint answers to the challenges and threats of the modern world and, as a result, ensuring sustainable and effective development. International economic integration plays an important role in the modern world, helping to use raw materials, fuel and labor resources more rationally, improving interregional ties.

At the same time, international economic integration contributes to the development of lagging countries, involving them in international economic relations; creates favorable opportunities for the development of mutually beneficial economic relations; allows for the coordination of economic policy issues, which leads to a decrease in the level of international tension.

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**KPI: CHARACTERISTICS, INDICATORS,
PECULIARITIES OF DEVELOPMENT**

**КПИ: ХАРАКТЕРИСТИКИ, ПОКАЗАТЕЛИ,
ОСОБЕННОСТИ РАЗРАБОТКИ**

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Ключевые слова: KPIs, измерение эффективности, эффективность организации, бизнес-среда.

Abstract. This text explores the critical aspects of Key Performance Indicators (KPIs), examining their characteristics, indicators, and peculiarities of development. Effective KPIs possess traits such as relevance, measurability, actionability, and timeliness, aiding in the evaluation of an organization's progress. The development of KPIs encompasses financial, customer, operational, and employee indicators, each offering unique insights into different facets of organizational performance. Collaboration, flexibility, and alignment with strategic objectives are essential for successful KPI development and ongoing refinement.

Аннотация. В статье рассматриваются важнейшие аспекты ключевых показателей эффективности (KPI), изучаются их характеристики, показатели и особенности разработки. Эффективные KPI-системы обладают такими характеристиками, как релевантность, измеримость, применимость и своевременность. Разработка KPI охватывает финансовые, потребительские, производственные показатели и показатели работы персонала, каждый из которых дает уникальное представление о различных аспектах деятельности организации. Для успешной разработки и постоянного