SUSTAINABLE DEVELOPMENT ECONOMICS AND GLOBAL INVESTMENT TRENDS

Abstract. This article provides a brief overview of current global trends in the development of a sustainable economy, as well as investment trends. Among the identified trends, the following are noted: the predominance of economic interests of states over political differences, the formation of a multipolar world, the rapid growth rates of technologization and digitalization, their merging with all spheres of life, the rapid development of the IT sphere, the formation of new energy trends against the background of the structural transformation of energy balances, qualitative methodological changes in the field of education, demographic and environmental problems, as well as the COVID-19 pandemic. Currently, the needs in the field of international investment are significantly high. Problems related to the role of investments in the development of the world economy are considered. The issues of using investment resources to achieve the goals of sustainable development of the world economy are gaining priority. It is noted that for the implementation of an effective economic policy, countries need to attract foreign investment. The analysis carried out in the article confirms that the investment attractiveness of the country, the stability of the national financial system, and the legal protection of entrepreneurship play a decisive role in attracting foreign direct investment.

Keywords: global world trends, sustainable economic development, quality of life, investment trends, analysis.
At present, in the current world economic system, traditionally aimed at economic growth, a vector aimed at solving social and environmental problems is more and more clearly traced. In this regard, within the framework of economic theory and practice, there is a constant search for various new approaches and measures to improve the economic situation in the world. The paradigm of sustainability, reflected in the packages of documents of UN conferences, which are key for the common future, was developed and supported by almost all world powers at the end of the last century. At present, the vector of sustainable development is being actively discussed by the international community, indicators of sustainable growth and their comparability are being analyzed.

The paradigm of sustainable development (also called the «model of the future of civilization») was formed at the end of the last century as a symmetrical response to the emerging threats, due to the global deterioration of the economic situation. This concept is aimed at changing the attitude of mankind to the investment environment, as well as improving the quality of life in conditions of economic growth. Of scientific interest is the study of sustainable development trends at various levels of economic systems (micro and macro), as well as the identification of its possible aspects and factors of influence, such as: the triad - environmental, social and economic, to which information, technological, legal and others. These aspects are in close interaction, and have a common goal - to improve the well-being of humanity in the context of long-term development.

The current state of the world economic system is characterized by a high level of turbulence, which has a negative impact on economic processes. All this leads to structural transformations and violations of market mechanisms, to transformations in the socio-economic sphere, and many others. etc. The uneven economic development of countries is observed, the negative consequences of the crisis phenomena occurring in Europe, the USA, etc. are obvious. The contradiction in the processes of globalization and regionalization is growing. These processes lead to an imbalance in the world economic system, namely: on the one hand, they complicate the processes of economic development, and on the other, they contribute to their growth. In this regard, it is necessary to understand which main
global trends are currently determining the development of the world economy, which factors have the greatest impact on it in the context of sustainability.

The main trend in the development of modern civilization is the predominance of economic interests over various geopolitical contradictions. Against the background of the development of the above tendency, the formation of a multipolar world is observed. The main decisions in the framework of international legal issues of the economy of sustainable development are taken by the UN General Assembly. At present, according to experts, the authority of the UN is declining in the international arena, key decisions made by the UN by a number of countries have been repeatedly questioned, and sometimes even ignored [1].

The tendency of technologization - the development of neo-industrialization - has a significant impact on sustainable development. At the head of neo-industrialization are human resources and intellectual capital, as well as innovative networking, investment and computer technologies. Those states that are actively involved in the processes of technologization of their economies, creating and expanding all kinds of innovative cooperation in the form of clusters, technological platforms, etc., attracting investors, increase labor productivity, their business activity and, ultimately, competitiveness in the world economy. However, it should be remembered that with the growth of industry, the negative impact on the environmental component of sustainable economic development often grows.

At present, the IT-technologies industry is growing at a tremendous speed, including advanced developments in the development of artificial intelligence, additive technologies, etc., which cannot but affect the resilience indicators of countries [2]. As noted by analysts, in the near future the industry will undergo significant changes, this will affect the socio-ecological and economic indicators of the countries. The global impact of digitalization, which is rapidly penetrating all areas of the economy, creates a new platform of opportunities for both business and the life of the population.

At the head of this economy is the knowledge economy and information economy. The main features of the information economy are personalization and individualization of consumption. Thus, the digital economy on a global scale is
becoming the most important driver of global economic growth. Experts predict various positive effects in the context of sustainability from technologization and digitalization of society:

– an increase in the quality of life of the population;
– the emergence of innovative forms of doing business;
– opportunities for monitoring activities due to transparency and high speed of data transfer;
– growth in labor productivity;
– cost optimization associated with simplifying the information transfer process, etc.

An important aspect of sustainable economic development is the quality of life of the population, despite the controversial nature of its concept in science. Its concept covers such parameters as life expectancy of the population, mortality, fertility, number of diseases, etc., as well as indicators of the education of the population, the possibility of obtaining high-quality affordable education, and finally, the creation of a comfortable living environment, including safety, environmental characteristics, etc. As noted by experts, advanced advances in science and technology currently allow improving the quality of life at various levels.

Along with the desire to increase the quality of life, at present, the acute problem of imbalance between developed and developing countries remains unresolved, and it manifests itself even within the framework of various developing countries.

In modern conditions of the development of the world economy, almost all sectors and branches of the economy are experiencing a real need for a significant amount of investment resources. Domestic investments are insufficient for countries to implement effective structural policies and renew fixed assets. They are forced to attract foreign investment. Today, the need for international investment is unusually high. Several trillion US dollars in financial investments are required annually [2, 17 p.].

Meanwhile, foreign investment is not important in and of itself. The main thing is the rationality and efficiency of their use in the national economy, which makes it
necessary to form an effective economic, legal and organizational mechanism for regulating foreign investment. At the state level, foreign investment is regulated by the national investment policy, the main instruments of which are aimed at supporting priority sectors in the interests of the state and ensuring national security.

The global investment policy is aimed at developing a package of measures aimed at ensuring a favorable investment climate in all regions of the world, including economically problematic countries. Obviously, in the context of the growth of the scale of international investment activity, the role of international organizations will increase.

A limiting factor in the development of international investment cooperation is the strengthening of protectionist tendencies in recent years. Suffice it to mention the fact that the American leadership introduced a special procedure for considering proposals for foreign investment in the United States. Another example of the manifestation of protectionism was the decision taken by the European Union to restrict the access of foreign capital to the energy sector of European countries [3, 74 p.].

Any investment activity is associated with various risks. The level of risks directly depends on the investment attractiveness of the country, on the perfection of investment law, legal protection of entrepreneurs, especially minority shareholders, on the development of shadow activities that go far beyond what is generally considered acceptable in market relations. In this regard, it is not surprising that countries are striving to find joint solutions to boost international investment.

In the world, there are certain restrictions on foreign investment in the capital of companies in certain sectors of the economy, which are established to protect «sensitive industries». The restrictions apply to projects related to the production and processing of plutonium, the operation of nuclear reactors and waste disposal. In the field of sea and air transport, restrictions are imposed on the participation of foreign capital in the creation of joint stock companies. In the agricultural sector, companies with foreign participation cannot receive special financial assistance and subsidies for the production and processing of products. Direct investment in foreign countries is an important area of economic policy.
The largest volume of American investments in the European Union is concentrated in the manufacturing industries of Great Britain, the Netherlands, France, and Germany. The largest investments were made in the production of cars. The countries of the European Union specialize in the production of high quality cars. For Germany and the UK, the automotive industry is one of the leading sectors of the economy due to the presence of a large number of highly qualified workforce, professional research centers engaged in the development of innovative technologies, as well as a developed infrastructure [4, 83 p.].

An important sector of investment in the economy is finance and insurance. A large amount of capital is kept on deposits in European banks. Investors invest their capital in securities. More than 90% of portfolio foreign investments are made between developed countries, therefore developed countries are more involved in the global portfolio investment system than any other region of the world.

The UNCTAD World Investment Forum is held once every two years with the participation of representatives of the political circles of countries, government authorities, representatives of private business, international organizations, and academia. UN agencies, the World Bank, the World Trade Organization (WTO), and the World Association of Investment Promotion Agencies (WAIPA) are participating in the preparation of the forum.

Forum 2020 was dedicated to investing in sustainable development in the new era of globalization and industrialization. The forum noted a decrease in investment flows, the inability to reach the pre-crisis level of direct financial investments in the ten years after the Great Recession [5, 30 p.]. During the World Investment Forum, representatives of governments of states and international organizations discussed the possibility of reforming the international investment system. The digital economy is enabling the creation of thousands of new small businesses that can use web platforms to provide online business services and sell digital products to foreign customers, entering the global market almost since its inception. Manufacturing in the digital economy is designed to be flexible, small-scale and available to consumers via the Internet. The supply of digital products via e-commerce is becoming an increasingly common form of export, given that it can be done without
establishing a permanent establishment in the recipient country.

A special place at the forum was given to the issues of investing in the «green» economy. The green economy is now perceived as an important area of structural reform. It represents a kind of demand driver for innovations implemented in the field of environmental modernization.

Until recently, green investment was seen as the common economic feasibility of investing in pollution prevention across all states. Their financing was supposed to be carried out mainly at the expense of multilateral financial institutions.

Investment Promotion Agencies (IPA) are one of the tools for attracting investments, which facilitate interaction between investors and the state. The main activities of the IPA are:

– providing the required information to foreign investors;
– formation of a favorable image of the country;
– development of partnerships with firms from third countries;
– monitoring of the current legislation and the restrictions adopted in the country for foreign investors;
– formation of proposals for the development of regulation of investment activities [5, 32 p.].

The functions of the IPA also include supporting reinvestment, reducing investment costs, and supporting the activities of investors.

An investment promotion agency is viewed as an institution capable of informing a foreign investor about the state of the investment climate in the recipient country of interest and investment procedures.

Thus, in conclusion, it can be noted that the evolution of the concept of sustainable economic development is associated with the emergence of acute global problems of humanity of an ecological and social nature. The study made it possible to identify and analyze global modern world trends that affect the prospects for the sustainability of the world economy. Among the main trends, it was noted that, despite the many geopolitical contradictions in the world and their constant growth, at present there is a predominance of the economic interests of states over political differences.
Reference:

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