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## **MODERN BUSINESS TRENDS**

Understanding trends are crucial for a successful business. Successful businesspersons understand and follow the most significant trends in their businesses. Business owners always consider major industry trends and new technologies that will significantly affect the way they operate and drive their success. Here are the top trends in modern business: artificial intelligence, online-shops, marketing of social networks, blockchain technology.

The development of artificial intelligence is a very important business factor. According to the survey, 72 percent of businessmen interviewed around the world believe that artificial intelligence is a "business advantage". The same study showed that senior executives were looking for artificial systems to help their employees with repetitive and simple tasks, such as filling documents (82%), planning (79%) and graphics (78%) [1].

Online shops are extremely popular today. Many people buy goods online, because it is very convenient and fast. Everyone can buy goods without leaving home. A computer or phone and the Internet are all that you needed for this. Many people believe that they can buy unique things at a low price in such shops.

Marketing of social networks as a new concept in business is growing rapidly. Trends are forcing professionals to move to a new level of communication with clients: to provide live communication, interactive and interesting content that helps to create long-term loyalty to the brand. Social networking is a good way to advertise a business as more than 5 billion people use the Internet today [1].

The blockchain is an ingenious invention allowing digital information to be distributed but not copied. Some scientists point to wider understanding and adoption of blockchain technology in big and small companies, e.g.: large consulting firms are building out entire blockchain

practice areas and developing key alliances in the space; IBM recently forged a blockchain collaboration with Nestlé, Walmart, Costco and others to improve global food supply chain safety. Similar to the Internet itself and social media, blockchain will enable new digital transactions that will disrupt traditional businesses like document authentication and title searches [2].

Therefore, to start and run a business, everyone needs to take into account many different things such as considering personal and business finances, researching the market and competitors, getting realistic about the risk involved, understanding business trends [3].

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## **METHODS OF OVERCOMING INFLATION IN UKRAINE**

Inflation as an economic phenomenon has existed for a long time. It is believed that its appearance is connected even with the emergence of money, with the functioning of which it is inextricably linked. The term inflation (from the Latin *inflatio* - swelling) first began to be used in North America during the Civil War of 1861-1865 and meant the process of swelling paper and money circulation. In the nineteenth century this term was also used in England and France. Widespread in the economic