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TRADE RIVALRY IN THE XXI CENTURY

The history of society includes the history of social conflicts in all spheres of human activity (political, religious, military, cultural, etc.). Conflict is considered as a norm of coexistence of people in society, one of the forms of resolving contradictions in the historical process of society, a form of establishing priorities in the system of interests, needs, and social relations. The economic sphere is no exception [2, p. 202].

A «trade war» is a trade rivalry between two or more parties, with the goal of capturing foreign markets (offensive trade war) or preventing trade "occupation" of the national economy (defensive trade war). «Trade war» is a tool used by the country to realize its own interests in foreign markets, but this tool works in conditions of a low level of openness of the economy [3, pp. 173–174].

Structural changes occurring in the 21st century in the era of global economic transformation, under the influence of the scientific and technological revolution, specialization, etc. help to improve the sphere of globalization of commodity markets [4, p. 5].

The global economy has created a favorable environment for countries to quickly change their positioning in the global space and even use prohibited methods of competition, generating a large number of conflict situations and trade wars. A characteristic feature of modern trade wars is their scale, while the situation also affects other countries and world trade as a whole. In general, the initiators of trade wars are economically developed countries, between which they are often fought. This testifies not only to economic rivalry, but also to the actual redistribution of spheres of influence and the status of the country [1, p. 14].

The economic confrontation between countries under the influence of globalization has formed new trends and new conditions for business entities, which leads to negative differences in the world economy. In the process of existence, such differences will lead to increased economic competition between countries and may develop into global instability. It is important to understand the role of one country in the development of another in order to develop timely and effective measures to solve this problem [1, p. 15].

Under modern conditions, the state of the national economy depends not only on the internal potential, but also on the level of participation in the

international division of labor. At the same time, the process of globalization of international commodity markets brought not only new opportunities and prospects, but also dangers, especially for countries with transition economies. Therefore, the formation of global economic balance is necessary for the effective functioning of global markets [4, p. 57].

Technologies play an important role in the globalization of international commodity markets. Technology has revolutionized the global economy by: enabling software experts to network with companies around the world; successfully overcome the obstacles of globalization of international trade, thus transforming market positions; etc. The rapid development of technological innovations and the spread of multinational enterprises form the global economy, which is characterized by the aggravation of contradictions between global and national economic subjects of international relations, which leads to the transformation of the meaningful content of global and national interests, ways of implementing cooperation and competition strategies in the process of preserving existing ones and obtaining new ones comparative [4, pp. 57–163].

Theories of international trade remain one of the flourishing branches of economic science. This is due to the process of globalization, mainly related to trade and the traditional high expectations for international trade, another factor in the growth of economic well-being. In order for countries to be able to participate equally in globalization processes, it is necessary to formulate and implement a number of measures aimed at increasing the competitiveness of domestic enterprises in the world market. Today, not only individual products and companies, but also national economic, institutional and legal systems must meet the high standards of the world market [4, pp. 58–106].

The transformation of international commodity markets is a multidirectional process of unification and diversification of trade conditions, which occurs under the influence of globalization and deglobalization manifestations in international economic relations [4, p. 162].

Also, it is worth paying attention to the fact that numerous geopolitical, economic and social challenges can cause division at the global and regional levels. To address the root causes of geopolitical fragmentation and geoeconomic confrontation, it is necessary to strengthen cooperation between governments, business circles and international organizations to create the conditions for a strong and sustainable recovery and the formation of a new world order. So that the fragmentation of the world at the moment does not increase in the future [5, p. 46].

So, we can conclude that trade rivalry is the result of defending one's own interests in the international arena. International trade is one of the factors of growth of economic well-being. At the moment, there are all favorable

conditions for strengthening one's own positions in the global space. Under the influence of globalization processes, the confrontation between countries reached a new level. However, it is worth remembering that the process of globalization in international commodity markets brought not only positive opportunities, but also dangers.

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