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**GLOBALIZATION AND GLOBAL GOVERNANCE IN THE
FOURTH INDUSTRIAL REVOLUTION (INDUSTRY 4.0)**

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Abstract. The relevance of the research is development of globalization and global governance in the Fourth Industrial Revolution (INDUSTRY 4.0) gaining great practical importance, because globalization is invading our lives and contributes to evolutionary changes that transform society, economy, man, government. **The purpose of the article** is to conceptualize new knowledge about globalization and global governance in the context of the Fourth Industrial Revolution (INDUSTRY 4.0). **Objectives of the research:** 1) to analyze the methods and approaches to analysis of globalization and global governance in the Fourth Industrial Revolution (INDUSTRY 4.0); 2) to reveal the essence of globalization and "arguments in its favor, which are at the same time arguments against" (Eric S. Reinert); 3) show the impact of globalization on economic modernization; 4) to analyze the formation of the concept of global economy and global management in the context of new technological breakthroughs; 5) determine the impact of globalization and global governance on the digital development of the world; 6) to find out the essence of the subject and object of the discipline "Globalization and Global Governance"; 7) to analyze the conceptual and categorical

apparatus of the discipline "Globalization and Global Governance" in the context of the theory of complex systems; 8) to reveal the functions of the global manager as a factor in the development of global systems thinking. Research methodology. Synergetic methodology contributes to the development of globalization and global governance in conditions of uncertainty and adaptation to change. The result of the study. Practical measurements of the impact of globalization and global governance should pay particular attention to the way technology and society coexist. The main goal is to show that the fundamental and global nature of this revolution is inseparable from all countries, economies, sectors and people, which will allow us to better adapt to the powerful technological transformation, direct and subdue its potential.

Keywords: globalization, global governance, the Fourth Industrial Revolution, global systems thinking, digitalization of society.

Problem statement in general and its connection with important scientific or practical tasks

The relevance of the topic is that global governance today is the most dynamic and innovative development area that is taking over the world. This is facilitated by globalization, the new digital age, the development of information and communication technologies, big data analysis -Big DATA. The rapidly evolving field of information technology shows that today's global world is deepening with incredible speed, and this applies to every field, every science, business, entrepreneurship, insurance, medicine, education. We have proven that global governance is evolving through the development of digital technologies that bring change and contribute to the development of successful entrepreneurship and business. Innovations have already come to our world and will change the world at an unprecedented rate and this will apply to all industries and all areas, and in the long run will contribute to the smart society development and smart technologies in the context of modern global digital civilization [1].

An analysis of recent research and publications that have led to

the solution of this problem and on which the author relies.

In context of the Friedman and Robertson works, globalization acts as a civilizational phenomenon. The opposite of globalization is glocalization, which complement and interpenetrate each other. Robertson's approach to globalization is multidimensional with an emphasis on sociocultural processes. Hybridization is the creation of a global culture, as the processes of globalization can be described as processes of hybridization. Among all interpretations of globalization, the most common is that the world becomes more unified and standardized due to technological, commercial and cultural synchronization coming from the West. modernity. Globalization is all those processes through which the peoples of the world are involved in a single world society through the processes of economic internationalization and the spread of market relations, resulting in the formation of a global economy as a production that is globalized through global finance. In interstate relations there is an increase in the social density of the world, which leads to a

"world society". In the cultural context, the focus is on global communications and global cultural standardization, in the historical context on global history, and in the legal context on the internationalization of human rights standards. As a result of globalization, globalism is formed as a political theory of deepening governance of globalization and the world system. The theory of globalization becomes an appendage of the theory of modernization. According to Schumpeter, the real drivers of economic development are inventions and innovations that create demand for investment capital and create significant gaps in technological development, there are new industries with lots of new products, radically changing production processes, as innovation and learning change economic development. Sabuto Okita believed that a poor country could take its technology to the next level by jumping from one product to another with ever-increasing knowledge. Robertson speaks of the presence of global artifacts in the local context, as well as the process of institutionalization, during which the global creation of locality [2].

The purpose of the article is to conceptualize new knowledge about globalization and global governance in the conditions of the Fourth Industrial Revolution (INDUSTRY 4.0). **Objectives of the research:** 1) to analyze the methods and approaches to the analysis of globalization and global governance in the Fourth Industrial Revolution (INDUSTRY 4.0); 2) to reveal the

essence of globalization and "arguments in its favor, which are at the same time arguments against" (Eric S. Reinert); 3) show the impact of globalization on economic modernization; 4) to analyze the formation of the concept of global economy and global management in the context of new technological breakthroughs; 5) determine the impact of globalization and global governance on the digital development of the world; 6) to find out the essence of the subject and object of the discipline "Globalization and Global Governance"; 7) to analyze the conceptual and categorical apparatus of the discipline "Globalization and Global Governance" in the context of the theory of complex systems; 8) to reveal the functions of the global manager as a factor in the development of global systems thinking.

Highlighting previously unsolved parts of the general problem to which this article is devoted

Globalization can be defined as the intensification of world social relations, which combine remote localities, the intensification of world social relations, as globalization to world history, the idea of numerous trajectories of modernization. as a time of intercivilizational meetings (Benjamin Nelson), because all societies create their modernity. Globalization can reinforce localism or go hand to hand with it: "think globally, act locally." [3]. Thus, globalization, according to Robertson, is the universalization of

particularism, the strengthening of supranational regionalism, ways of organizing relations - transnational, international, macronational, national, micronational, microregional, local. In the context of globalization, there are corporations, international organizations, non-governmental organizations, as a result of which the internationalization of the state takes place. There is an interaction of the state-centric and multicentric world, hybrid spaces of the global landscape, global processes and global relations are developing. The analysis shows that these processes develop unevenly, contradictorily, asymmetrically. Globalization means the contraction of the world and awareness intensification of the world as a whole. Global processes play the large parts role of social transformation in the world [4].

Presentation of the basic material research with substantiation of the obtained scientific results

The research is based on globalization and global governance as a complex social and economic phenomenon and a dynamic process. Globalization has become an increasingly influential paradigm in the sciences of man, society, the modern world, which is complex and dynamic, considered in the context of modernity and postmodernity. Postmodern theorists see globalization as a transition from tradition to modernity and postmodernity. The global eliminates the nation-state as a determining factor in social life. International social, political and cultural organizations organize among

themselves and begin to represent their national mediators in the context of the implementation of the "global economy without borders." Globalization can be seen as a consequence of the universal logic of modernity. The transition from national to global is realized in a post-industrial and informational order, resulting in an informalized world system. Even today we can talk not only about Europeanization and Americanization, but also about the Japaneseization of the social economic space [5].

1. Methods and approaches to the analysis of globalization and global governance in the Fourth Industrial Revolution (Industry 4.0)

Methods and approaches to the analysis of globalization in the conditions of the fourth industrial revolution (Industry 4.0) aim to reveal deep changes in all industrial branches: new business models appear, are rebuilt from production system, established models are destroyed, production, consumption, transportation systems are rebuilt and supply. The deep uncertainty that accompanies the development and assimilation of new technologies, we still do not know how the transformations caused by the industrial revolution will unfold [6]. However, their complex relationship, which can be revealed through a synergetic method or approach, implies that all stakeholders in the world community - governments, business, science, civil society - must work responsibly to better understand new trends. We need a comprehensive vision of how technology will change

our lives and the lives of future generations, and what changes economic, social and humanitarian contexts are undergoing. The method of cross-cultural analysis is aimed at comparing economic, political, social, cultural and educational factors, as well as structural elements of these systems in terms of their transformation, which indicate that technological change is so powerful that make our time and most promising, and at the same time full of the strongest potential threats in human history. The method of system and structural analysis allows us to consider globalization as one that develops at a geometric rather than a linear pace. This is due to the versatility and close interconnectedness of the modern world, as well as the fact that some technologies give rise to new, even more powerful ones, and globalization is seen as a complex dissipative system with several subsystems that constantly interact with the environment [7]. The combination of synergetic and systemic methods allows to explain the features of globalization in normal and catastrophic regimes and the transition to sustainable development. The system method of globalization analysis helps to consider globalization as a complex self-organizing system consisting of a number of subsystems that perform their functions and are characterized by: integrity, structure, interaction of system and environment, autonomy, adaptability, hierarchy, uniqueness of systems, plurality. The cybernetic approach to globalization means that

it distinguishes structural components as input parameters, which are based on the governing body, the object and the subject of management, the source data, the feedback [8]. A synergetic method or approach based on self-organization that exists when the system is able to make its structures more complex. In the economy, self-organization occurs mainly in the market through price mechanisms, but occurs within communities and households. *Forecasting method.* Thanks to the ability to predict, you can avoid mistakes and succeed in all areas of our lives. However, few people can predict what to invest in, what new product the market is able to carry and what to expect in the political arena. Even leading experts often guess certain things rather than analyze the possibilities of their policies. The methodology for measuring quality, developed by American scientists A. Sen and M. Nussbaum, is based on two basic concepts: 1) capability and functioning. The vector of functioning is what a person manages to achieve in society (education, income, health, leisure), and opportunity is a set of alternative vectors of functioning from which an individual can make a choice [9].

2. Globalization: "arguments in favor are at the same time arguments against" (Eric S. Reinert)

Globalization, as interpreted by the Washington institutions, ie the World Bank and the IMF, means in practice the rapid economic integration of rich and poor countries, in particular in trade and investment.

There are many arguments in favor of free trade and integration, some of which are cultural in nature, that free trade creates contacts, but most of them are economic in nature. If close economic integration is carried out properly and at the right pace, it has the potential to elevate all countries - both rich and poor - to a higher socio-economic level. The most convincing arguments in favor of and against globalization can be found in the sphere of production [10]. *The first argument* in favor of globalization is that the production of goods and services often takes place under conditions of significantly increasing economies of scale: the larger the market and the more units produced, the cheaper it is to produce the goods and services we consume. There is a huge potential for improving the well-being of all. *The second argument* tends to free trade, technological change and innovation, the development of products of continuous development of new knowledge. The costs of innovation and technological change can be shared among more consumers, and innovation and improvement potentially enrich every single citizen of the world faster and cheaper. New breakthrough technologies and innovations require new knowledge and create it, generating new types of economic activity, which are characterized by a high level of knowledge and a high level of profit. These industries are also dominated by Schumpeter's imperfect competition, high entry barriers, high risks and high rewards. This state contrasts with perfect, or commodity

competition. The market, if not intervened, will tend to increase rather than decrease the existing wage differences between different countries. Market magic will tend to increase the already existing asymmetry between rich and poor countries. Education is increasingly seen as the key to increasing wealth in the "third world" [11]. Thus, the arguments for globalization under certain conditions also become arguments against globalization, given how it is happening now. A better understanding of the economic mechanisms that drive economic development helps to elucidate the reasons why this development is so unevenly distributed among countries and individuals. Globalization instead of equalizing prices and living standards also leads to the profits' polarization. Capital becomes the engine of the development of capitalism, which often displaces knowledge. The dramatic economic development of China, India and South Korea is seen as an example of globalization [12].

3. The impact of globalization on economic modernization

The impact of globalization on economic modernization is a dialectically internal heterogeneous phenomenon based on the spread of ICT and the diversity of forms of spatio-temporal relations on a planetary scale. The preconditions for globalization are STP, which creates the material basis of international economic relations and global governance. One direction of the complex and contradictory globalization process is the formation

of conditions for rapid and high-quality technological renewal of the national economy, large-scale modernization of the production and technical base of national enterprises, the formation of a new technological structure [13]. The globalization concept is based on the sustainable development principles. In the economic and managerial literature, an approach that considers the relationship and interaction of globalization and modernization has become widespread. The process of modernization is seen as improvement, renewal of the object, bringing it into line with new requirements and standards, technological conditions, quality indicators, which lead to radical changes in all areas of activity. Overtaking modernization means attracting foreign investment and technology, management standards, the use of specialists [14]. Modernization is a mobilization process based on the internal modernization of the country, which ensures the self-development of the state. Individual modernization shows that it is possible to catch up and overtake leaders like Germany, Great Britain, the USA, Japan. Globalization overcomes internal barriers to the dissemination of information, contributes to the renewal of the legal and information field. Globalization is associated with the spread of technological development. The impact of globalization contributes to both the progress and the regression of their economies. Ukraine should not open the door to free trade until there is a strong national-industrial

base. Symmetrical economic integration - between equals - is good for both parties. Asymmetric integration tends to make poor partners even poorer [15].

4. Formation of the concept of global economy and global management in the conditions of new technological breakthroughs

The technological revolution 4.0, which is developing with incredible speed, has formed a new digital world that has brought automation, robotics, the development of artificial intelligence, the development of new breakthrough technologies, which are commonly called nanotechnology, biotechnology, socio-humanitarian technologies. The conditions of informatization and digitalization are aimed at the formation and development of the digital society, built on digital technologies, which are commonly called digital, which shape the digital culture [16]. The digital component together is "Digital Intelligence", which is formed by the intellectual part of society, which is a priority in the development of the technological industry. We are trying to identify the conditions for the formation of the concept of digital economy and digital management in the context of new technological breakthroughs, based on the creation of a digital society dominated by information asymmetry, and to reveal a new mission of digital economy and digital management to change the dominant social philosophy. based on the great role of scientific and technological advances that transform our reality. In modern conditions of the information society new types of

digital economy (neoeconomics, information economy, Internet economy, innovative economy, economy of "knowledge society") are formed, which require appropriate digital management and training of the management elite as a creative class formed on the basis of information, knowledge, intelligence, experience [17]. The digital society consists of a large set of algorithms that are controlled by information and communication and computer technologies that penetrate digital management and form an information-oriented economy based on the intellectual and creative component represented by human (intellectual) resources. One of the basic principles of modern neoeconomy is that new technological changes are a prerequisite for long-term economic growth. It was for this idea that Robert Merton Solow received the Nobel Prize in 1987 for "fundamental research in the field of economic growth theory." Direct control with digital technology makes a good manager even better. The digital economy involves the digitization of more and more information, goods and services, resulting in huge improvements in telecommunications, increasing the role of networks and standards. Contrary to the vast array of economic theory, no country has ever risen from poverty without an innovation system. Ukraine must work to build a strong national innovation system [18].

5. The impact of globalization and global governance on the digital development of the world

Globalization affects the digital development of the world. Digital goods have significantly lower marginal costs of production than physical ones; bits are cheaper than atoms, not to mention human labor. One manufacturer with a website can theoretically meet the needs of millions of customers. Thanks to technology, a digital world is created in which more products are produced with less use of resources such as raw materials, capital and labor. All manifestations of technical or technological progress are based on digital technology, which is a powerful engine of growth and prosperity (today there is such a thing as computer wealth) [19]. We are trying to prove that the average worker today is wealthier than his or her counterpart in previous generations precisely because of the wealth brought by innovation and technology [20]. Many Americans believe they still live in a country of opportunity that offers the greatest chance for economic development. However, high levels of inequality can motivate people to work harder and increase overall economic growth. The country's prosperity depends on innovation and it is not necessary to waste the innovative potential that will bring prosperity in the long run. Today, we live in a world where machines are replacing humans, robots and artificial intelligence are evolving, and the advent of robots and the development of robotics could threaten future unemployment. Automation poses a threat to low-skilled and low-skilled workers. The analysis shows that the process of

dissemination of large amounts of data (BIG DATA) owned by organizations continues; a large number of new professions have appeared; robotics. Who knows what our future may be like, but the world of the future should be looked at differently today, as it is a world of innovators, breakthrough technological ideas. In the digital age, new tools that accelerate the flow of bits and copies. If the first global digital revolution is the constant copying of products so that the product becomes a commodity [21]. The second global digital revolution is the division of a product into parts, the product becomes a stream of services that are transmitted from the common web. It becomes a platform for enrichment and innovation. The third global digital revolution has been made possible by the first two, as flows of powerful services and ready-made items are available at a low price, enabling the creation of new products and completely new product categories. The steady trend towards dematerialization and decentralization means that flows become inevitable [22]. Over time, in the information society, mass circulation of books changed the way people thought, printing presses began to print mass circulation of books and changed the way people thought, printing presses printed books quickly, the cultural power of books began to spread reproductive machines. People on the screen began to ignore the classic logic of books and there was awe of inexpensive copies of books. Books are being converted to low-cost digital formats

and can appear on any screen and at any time. A book has evolved from an artifact into a stream that floats on the screen and becomes a process of being a book. Wikipedia is the first book - a network, a web of connections created by collective intelligence. " If books helped to develop worldview thinking, then screens stimulate utilitarian thinking by reading from the screen in a flash and thinking in real time. Possession has lost its past value, and in its place came access to information. Digital technologies have accelerated all processes and began to simulate the transition from products to services. Software becomes the first product to become a service. Not so long ago there was another form of labor organization - the platform. A platform is a foundation created by a firm that allows other firms to build their own services and product on it. Later, a new generation of platforms emerged that had many of the characteristics of markets, which were essentially partly markets and partly platforms. One such example is iTunes for iPhones. Apple has a platform that has also become a market for mobile applications. Generations of platforms have further expanded the power of roars. The ecosystem of the platform is becoming a multilateral market, a clear example of which is Facebook. Eco-systems are governed by coevolution, a biological dependence in which competition is combined with cooperation [23]. Dematerialization, decentralization, mass communications contribute to the emergence of a large number of

platforms as a "service factory". The movies, books, and games we have access to live in the cloud, and the cloud is a colony of a billion computers that are intertwined and act like a big computer. These clouds, though invisible, control our digital lives. The mastered reason to place something in the clouds is a deep exchange of data. There is no single architecture for them, so all its characteristics are constantly evolving. Today, all business and much of society is dependent on computers, and cloud computing makes it easier to justify the technological revolution. The ability to use better infrastructure for cloud access is the main reason why so many new digital companies have sprung up in Silicon Valley over the last 10 years [24]. Over the next 30 years, the trend towards dematerialization, decentralization, the use of platforms and clouds will continue. The technological breakthroughs associated with the development of the Internet have led to the commercialization of the Internet, the proliferation of open source software, the revival of the World Wide Web, and the use of services. Technological innovations are invading our lives as a factor in the development of services according to demand. Networks, platforms and artificial intelligence are changing business, education, government, financial markets and the economy [25]. Global algorithm-driven digital technologies are transforming our lives and society. The World Wide Web is becoming a separate world, and with the reasonable display and

processing of data, great opportunities and prospects for further development. Under the auspices of Apple, there has been a change of generations: from the personal computer to the smartphone and from the web to mobile, where the iPhone is the platform in which advanced programs are launched for the first time. Innovation and information activity has gradually slowed down after the death of Steve Jobs, but the company continues to be a major player in the mobile phone market, and its original design solutions will continue to make us "think differently" about the possibilities of a new technological future. Network platforms are a powerful tool to shape the next generation economy, in which technologies create new types of work based on creativity, innovation [26].

6. The essence of the subject and discipline object "Globalization and Global Governance".

Global Governance is a system of institutions, principles, political and legal norms, behavioral standards, which determine the regulation of transnational and global problems in natural and social spaces. Such regulation is carried out by the interaction of states (primarily through established or multilateral structures and mechanisms, as well as non-state actors in the global space. *The subject of global governance* is the management of global activity in various forms through communication and cooperation with foreign business partners. *The object of global management* is the management activities for the implementation of

business activities to address strategic objectives: 1) development of foreign markets; 2) search and use of resources and investments;

3) achieving competitive advantages; 4) achieving security in the public space, non-governmental sectors. The subjects of global governance are the managers of the companies themselves and their interaction with foreign partners. The concept of "global governance" was formed in the twentieth century in the context of the new global world order and its adequate system of global governance. G. Perlmutter testified to the formation of global civilization and the formation of a new global government. In the context of his works, three aspects of the formation of companies are distinguished: 1) the introduction of the mentality of global civilization; competence in global business; 3) global intercultural competence. The first concepts of global management were formed: 1) the concept of "human governance" and "human governance" by R. Folk; 2) the concept of non-alternative global governance S. Medovytsia; 3) basic concepts of global governance: the concept of absolute advantages (A. Smith); the concept of comparative advantage (D. Ricardo); the concept of the global life cycle (Vernon); 4) a concept based on the achievements of all schools and areas, from the school of scientific management F. Taylor and ending with the school of D. Forrester, R. Akoff) [27].

Modern concepts of global governance include the following: synonymous, planetary, national and

civilizational. *The differences between the principles of global governance and their national models are as follows:* 1) the basic difference - the content, role and specifics of the external business environment; 2) special consideration of the national and cultural specifics of communications; 3) new criteria for success in global business; 4) the new role of the knowledge management system. Three key intangible assets play an important role in shaping the subject of global governance: 1) concepts; 2) competence; 3) connections; 4) the choice of global governance strategy (J. Collins model); 5) communication as a management function that relates to the processes and is the most important in the system of global governance.

7. Conceptual and categorical apparatus of the discipline "Globalization and global governance" in the context of the theory of complex systems

Of all the interpretations of global governance, the most common is that the world is becoming more unified and standardized through technological, commercial, and cultural synchronization emanating from the West. According to Elborov, global governance is all the processes as a result of which the peoples of the world are involved in a single world society, called global. In economics, global governance is called the economic internationalization and spread of capitalist relations of production [28]. The global economy is a system generated by globalized production and global finance. In

international relations, the focus has shifted to increasing the density of interstate relations and the development of global political life. In cultural studies, the focus is on global communications and global cultural standardization. Global governance can be studied in the categories of open synthesis of several disciplines and approaches. Historically, they range from cross-cultural trade to modern multinational corporations, multinational banks, international institutions, technology exchange, and a transnational network of social movements. Globalism is the political doctrine of deepening or managing a specific way of global governance that deepens the economic internationalization or corporate globalism of transnational enterprises. Modernity sets the tone in thinking about the conceptual and categorical apparatus of global governance. Combined with globalization, modernity sets the structure and periodization of the origins of global governance. The World Council of the Future has been working for several years to develop a Global Governance Action Plan (GPACT) based on equity. The UN 2030 agenda, which contains 17 Sustainable Development Goals, in the context of which sustainability policy is first and foremost a national policy.

The conceptual and categorical apparatus of the discipline "Globalization and Global Governance" unfolds in the context of the theory of complexity, which emerged in the 1950s, was developed as a tool to help managers better understand and improve production

processes. It was one of the first methods to demonstrate that even organizations that seem simple can exhibit unexpectedly nonlinear behavior. The conceptual and categorical apparatus of the discipline "Global Management" is formed in the context of system dynamics, which helped managers to improve understanding of business processes and all management activities. Systems thinking focuses on the cyclical relationships between the components of a system and the nonlinear cause-and-effect relationships within it. Systems thinking is similar to system dynamics, it is more subjective in assessing complex structures, its main value is that it allows you to focus on the problems of systems rather than people. System dynamics and system thinking do not deny the existence of nonlinear processes - *globalization, glocalization, modernization, regionalization, hybridization, demonstrating the practical dimensions of these processes*. Managing organizations with inflexible models or rigid plans is ineffective. Productivity is a gradually emerging property that emerges through the self-organization and evolution of teams. Management 3.0 helps such teams grow, self-organize, and adapt to changes in the environment. The theory of complex systems, in the context of which the conceptual and categorical apparatus of the discipline "Global Management" is analyzed, develops in the context of general systems theory, cybernetics, dynamical systems

theory, game theory, evolutionary theory [29].

8. Functions of the global manager as a factor in the development of global systems thinking

A global manager can have the following competencies: ability to develop and use strategic skills; ability to manage change; ability to manage cultural differences; ability to create flexible organizational structures and function in them; ability to work in a team; ability to communicate; ability to learn and transfer knowledge of the organization; tolerance for uncertainty; maximum stress resistance; new levels of competence for creativity and ingenuity; ability to timely recognize various production and marketing problems [31]. The new global digital economy requires global managers to have global responsibilities to take advantage of the international division of labor and shape global systems thinking. Self-organizing systems are able to create their own rules. All that is needed for such a system to work is a series of simple restrictions. It is important for global managers to set these constraints correctly. It is important for global managers to set these constraints correctly, rather than trying to construct all the rules that the system will work on. This means that the role of global governance is to manage the systems, not the people who make up those systems. Leadership and management are two sides of the same coin, so both roles are part of the work of a global manager. A self-organized team can

have three types of assignments: 1) internal, which this team has from the beginning; 2) external - that they are put by the manager; 3) autonomous - their team sets itself. Practical measurements of the impact of globalization on the digitalization of global governance in the context of technological development of the world 4.0 aim to: 1) raise general awareness of the rapidity of the technological revolution and its multifaceted impact; 2) to create an idea of the technological revolution, within which the basic problems are outlined and ways to overcome them are proposed; create a platform that inspires the public and public sectors to cooperate and partner [30].

CONCLUSION

Practical impact measurements of the globalization and global governance should draw particular attention to the way technology and society coexist. The main goal is to show that the fundamental and global nature of this revolution is inseparable from all countries, economies, sectors and people, which will allow us better adapt to the powerful technological transformation, to direct and subdue its potential.

The practical impact measurements of the globalization on the global governance digitalization in the context of technological development of the world 4.0, we can include: 1) implanted technologies; 2) our digital presence; 3) visual perception as a new area of interaction (interface); 4) portable Internet; 5) continuous computerization; 6) a supercomputer in your pocket; 7) storage for all; 8) Internet of things

and for things; 9) connected house; intelligence and work for "white collars"; 15) robotics; 16) bitcoin and 10) "smart" cities; 11) "big data" for decision-making; 12) unmanned blockchain; 17) 3D printing and 3D vehicles; 13) artificial intelligence and production; 18) neurotechnology and decision making; 14) artificial more.

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ГЛОБАЛИЗАЦИЯ И ГЛОБАЛЬНОЕ УПРАВЛЕНИЕ В УСЛОВИЯХ ЧЕТВЕРТОЙ ПРОМЫШЛЕННОЙ РЕВОЛЮЦИИ (INDUSTRY 4.0)

Аннотация. Актуальность данного исследования состоит в том, что развитие глобализации и глобального управления в условиях Четвертой промышленной революции (INDUSTRY 4.0) приобретает большое практическое значение, т.к. глобализация врывается в нашу жизнь и способствует эволюционным изменениям, которые трансформируют общество, экономику, человека, управление. **Цель статьи** - концептуализация новых знаний о глобализации и глобальном управлении в условиях Четвертой промышленной революции (INDUSTRY 4.0).

Задачи исследования: 1) проанализировать методы и подходы к анализу глобализации и глобального управления в условиях Четвертой промышленной революции (INDUSTRY 4.0); 2) раскрыть суть глобализации и «аргументы в ее пользу, которые являются одновременно аргументами против» (Эрик С. Райнерт) 3) показать влияние глобализации на экономическую модернизацию; 4) провести анализ формирования концепции глобальной экономики и глобального менеджмента в условиях новых технологических прорывов; 5) определить влияние глобализации и глобального управления на цифровое развитие мира; 6) выяснить сущность предмета и объекта дисциплины «Глобализация и глобальное управление»; 7) дать анализ

понятійно-категоріального апарата дисципліни «Глобалізація і глобальне управління» в контексті теорії складних систем; 8) розкрити функції глобального менеджера як фактора розвитку глобального системного мислення.

Методологія дослідження. Синергетическа методологія сприяє розвитку глобалізації і глобального управління в умовах неопределенності і адаптації к змінням. **Результат дослідження.** Практическіе измерения влияния глобалізації і глобального управління повинні привлечь особе внимание к способу сосуществования технологий и общества. Главная цель - показать, что фундаментальная и глобальная природа этой революции неотделима от всех стран, экономик, секторов и людей, что позволит лучше приспособиться к мощной технологической трансформации, направить и покорить ее потенциал

Ключевые слова: глобалізація, глобальне управління, Четверта промислова революція, глобальне системне мислення, цифровізація общества.

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ГЛОБАЛІЗАЦІЯ І ГЛОБАЛЬНЕ УПРАВЛІННЯ В УМОВАХ ЧЕТВЕРТОЇ ПРОМИСЛОВОЇ РЕВОЛЮЦІЇ (INDUSTRY 4.0)

Анотація. Актуальність дослідження у тому, що розвиток глобалізації і глобального управління в умовах Четвертої промислової революції (INDUSTRY 4.0) набуває великої практичної ваги, тому що глобалізація вривається в наше життя і сприяє еволюційним змінам, що трансформують суспільство, економіку, людину, управління. **Мета статті** – концептуалізація нових знань про глобалізацію і глобальне управління в умовах Четвертої промислової революції (INDUSTRY 4.0). **Завдання дослідження:** 1) проаналізувати методи і підходи до аналізу глобалізації і глобального управління в умовах Четвертої промислової революції (INDUSTRY 4.0); 2) розкрити суть глобалізації та «аргументи на її користь, які є водночас аргументами проти» (Ерік С. Райнерт); 3) показати вплив глобалізації на економічну модернізацію; 4) здійснити аналіз формування концепції глобальної економіки і глобального менеджменту в умовах нових технологічних проривів; 5) визначити вплив глобалізації та глобального управління на цифровий розвиток світу; 6) з'ясувати сутність предмета і об'єкта

дисципліни «Глобалізація і глобальне управління»; 7) дати аналіз понятійно-категоріального апарату дисципліни «Глобалізація і глобальне управління» в контексті теорії складних систем; 8) розкрити функції глобального менеджера як чинника розвитку глобального системного мислення. **Методологія дослідження.** Синергетична методологія сприяє розвитку глобалізації і глобального управління в умовах невизначеності та адаптації до змін.

Результат дослідження. Практичні виміри впливу глобалізації та глобального управління мають привернути особливу увагу до способу співіснування технологій і суспільства. Головна мета показати, що фундаментальна і глобальна природа цієї революції невіддільна від усіх країн, економік, секторів і людей, що дозволить краще пристосуватися до потужної технологічної трансформації, скерувати та підкорити її потенціал

Ключові слова: глобалізація, глобальне управління, Четверта промислова революція, глобальне системне мислення, цифровізація суспільства.

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