

важливим залишається питання про вступ нашої країни у такі організації та альянси як НАТО та ЄС.

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THE IMPORTANCE OF THE IMPACT OF THE CULTURAL VALUES ON INTERNATIONAL ECONOMIC RELATIONS

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Cultural differences between societies are one of the most significant causes of the economic prosperity of some states and the underdevelopment of others. Certain cultural characteristics impede a country's economic development, while others contribute to it. Cultural norms, religion, language and even names influence specific labour market practices, economic growth and redistribution policies. The aim of the study is to examine the role of cultural values and diplomatic relations in shaping healthy economic relations.

International economic relations are an economic subsystem of the world economy, the specificity, purpose and mechanism of which are determined by its social type (socially regulated market economy) and the processes of economic integration and globalisation. Through international economic relations, countries can exchange experience, production, labour, scientific, technical, financial and information resources, improve political and economic relations. Lack of knowledge of this or that culture in everyday life, during business negotiations can lead to acute disagreements, and even political and military conflicts at any level - domestic, state, international, etc. Especially noticeable is the problem of ignoring cultural values at the international level at the moment. For international relations there are also the terms "intercultural conflict" or "culture war", which are interpreted as the impact through a variety of non-military tools on the cultural space of another state, resulting in its transformation in the direction necessary for the subject of culture war. The purpose of such a war is to alienate the individual from the culture in which he is rooted and his cultural identity. Or, conversely, to protect citizens from the destructive influence of foreign cultures.

Today's world is characterised by multidirectionality, which means a multiplicity of interactions between states in different spheres. This increases the importance of diplomatic contacts. International intergovernmental organisations are now playing an increasingly important role as the framework within which states deal with issues of day-to-day communication. Today, diplomacy and negotiation affect the very state of international relations and the processes of globalisation and integration. After all, every independent decision in both market and political conditions implies responsibility for it, for the results of activity according to this decision. New challenges and threats to security have emerged and the role and

importance of multilateral institutions in preventing and resolving conflict situations is crucial as never before.

Culture is a set of definite values that prescribe a person's a certain behaviour with its inherent feelings and thoughts, Thereby exerting a managerial influence on it. Economic culture is not only a part or "sort" of culture together with its other types (political, juridical, communicative, gastronomic, physical culture), but also a "projection" of the whole culture onto the sphere of economy and economic relations, since all culture, all its values and norms somehow manifest themselves and act in the sphere of economy as well.

The American sociologist Jonathan Turner [1] defined cultural conflict as that which arises from "differences in cultural values and beliefs that are the subject of disagreement between people". An example of this disagreement is the controversy over abortion: for many people, it is primarily a moral issue involving questions about the beginning of life, the right of the foetus, the right to self-determination and whether other people have the right to make decisions about a woman's body.

Until recently, most economists ignored the cultural factor when analysing economic phenomena and processes. In most cases this was due to difficulties with a clear definition of the concept of "culture". However, many researchers argue that traditions and habits inherent in certain ethnic groups, confessions and population groups have a serious impact on their economic achievements. But at the same time, the founder of classical economic theory, Adam Smith (Smith, 2018) [2], believed that cultural factors sometimes have a much greater influence on human behaviour than the primitive pursuit of personal gain. The rapprochement of culture and economy is of particular importance in international affairs. Many prominent and authoritative politicians recognise that the real foundations of European integration are culture and European humanism, and that economic integration is successful if it is mediated by a cultural component.

Based on the above concepts and provisions, we can conclude that today cultural values make a huge contribution to the development of international economic relations, including all areas of interaction at the international level. The slightest misunderstanding of the cultural values, traditions, and customs of an individual or country can lead to great negative consequences.

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МЕЖДУНАРОДНЫЕ ЦЕЛИ УСТОЙЧИВОГО РАЗВИТИЯ

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В 2015 году Организация Объединенных Наций установила 17 целей в области устойчивого развития и поставила перед собой цель достичь их к 2030 году. Все 193 государства-члена Организации Объединенных Наций согласились с этими 17 целями, чтобы покончить с бедностью, обеспечить процветание и защитить планету. Цели в