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THE DISRUPTION OF THE WORLD ECONOMY AND ITS EFFECTS

A DISRUPTURA DA ECONOMIA MUNDIAL E SEUS EFEITOS

LA DISRUPCIÓN DE LA ECONOMÍA MUNDIAL Y SUS EFECTOS

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ABSTRACT

This article analyzes the disruption of the world economy and its effects on international trade, business strategies, and the positioning of developing countries, with emphasis on Brazil. It is based on the understanding that trade has historically been one of the main drivers of global economic growth, although the contemporary scenario reveals instabilities caused by factors such as the pandemic, geopolitical conflicts, technological transformations, and changes in production chains. Methodologically, this is a theoretical and analytical study based on a literature review and critical interpretation of recent economic data. The results indicate that the global economy is undergoing a simultaneous process of crisis and renewal, in which new growth poles emerge, inequalities widen, and opportunities arise for countries and companies capable of adapting. It is concluded that economic disruption requires strategic repositioning by governments, organizations, and educational institutions, highlighting the importance of foreign trade, innovation, and international cooperation.

KEYWORDS*: World economy. Globalization. International trade. Strategy. Brazil.*

RESUMO

O presente artigo analisa a disruptura da economia mundial e seus efeitos sobre o comércio internacional, as estratégias empresariais e o posicionamento dos países em desenvolvimento, com ênfase no Brasil. Parte-se da compreensão de que o comércio sempre foi um dos principais motores do crescimento econômico global, porém o cenário contemporâneo revela instabilidades provocadas por fatores como pandemia, conflitos geopolíticos, transformações tecnológicas e mudanças nas cadeias produtivas. Metodologicamente, trata-se de uma pesquisa de natureza teórica e analítica, baseada em revisão bibliográfica e interpretação crítica de dados econômicos recentes. Os resultados indicam que a economia global passa por um processo simultâneo de crise e renovação, no qual emergem novos polos de crescimento, ampliam-se desigualdades e surgem oportunidades para países e empresas capazes de se adaptar. Conclui-se que a disruptura econômica exige reposicionamento estratégico de governos, organizações e instituições de ensino, sendo essencial o fortalecimento do comércio exterior, da inovação e da cooperação internacional.

PALAVRAS-CHAVE: Economia mundial. Globalização. Comércio internacional. Estratégia. Brasil.

RESUMEN

El presente artículo analiza la disrupción de la economía mundial y sus efectos sobre el comercio internacional, las estrategias empresariales y el posicionamiento de los países en desarrollo, con énfasis en Brasil. Se parte de la comprensión de que el comercio siempre ha sido uno de los principales motores del crecimiento económico global; sin embargo, el escenario contemporáneo revela inestabilidades provocadas por factores como la pandemia, los conflictos geopolíticos, las transformaciones tecnológicas y los cambios en las cadenas productivas. Metodológicamente, se trata de una investigación de naturaleza teórica y analítica, basada en revisión bibliográfica e interpretación crítica de datos económicos recientes. Los resultados indican que la economía global atraviesa un

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proceso simultáneo de crisis y renovación, en el que emergen nuevos polos de crecimiento, se amplían las desigualdades y surgen oportunidades para países y empresas capaces de adaptarse. Se concluyE que la disrupción económica exige un reposicionamiento estratégico de gobiernos, organizaciones e instituciones educativas, siendo esencial el fortalecimiento del comercio exterior, de la innovación y de la cooperación internacional.

***PALABRAS CLAVE**: Economía mundial. Globalización. Comercio internacional. Estrategia. Brasil.*

1. INTRODUCTION

Since ancient times, trade has been one of the main drivers of global economic growth. In the current context, however, the recovery of a stable and sustained economic cycle remains uncertain, particularly because of the lingering effects of the COVID-19 pandemic, geopolitical tensions, the slowdown in developed economies, and structural changes in global value chains.

Against this backdrop, globalization has become increasingly embedded in people's lives and in the functioning of national economies, reshaping the flows of goods, services, capital, people, and knowledge. Digital concepts, advances in information technology, and the expansion of international trade have created new opportunities, while also posing significant challenges for businesses, governments, and workers

This study aims to analyze the effects of disruptions in the global economy, with particular emphasis on their implications for business strategies, foreign trade, and Brazil's position in the international arena.

2. METHODS

This study adopts a qualitative, theoretical, and exploratory research design. The methodological approach was based on a literature review and documentary analysis of economic scholarship and institutional data, with particular emphasis on reports issued by international organizations and seminal works on strategy and international trade.

The analytical framework sought to critically interpret recent transformations in the global economy by identifying emerging trends, their impacts, and their potential implications for developing countries, with a particular focus on the Brazilian context.

3. GLOBALIZATION, INTERNATIONAL TRADE, AND STRATEGY

Globalization has intensified economic integration and increased the need for companies to strengthen their organizational preparedness to compete in international markets. Small and medium-sized enterprises, in particular, have faced growing challenges related to production scale, innovation, and their ability to adapt to the requirements of foreign trade.

Within this context, strategy plays a central role. Derived from the Greek term strategos, strategy refers to the establishment of long-term objectives and the efficient allocation of resources required to achieve them. In the business environment, it involves market analysis, the assessment of internal capabilities, and the continuous monitoring of external conditions.

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The twenty-first century is characterized by a semi-globalized economic environment in which no single strategy is universally applicable. Companies and countries must therefore combine international integration with adaptation to local specificities, while taking economic, technological, and political factors into account.

4. GLOBAL ECONOMIC DISRUPTION

The global economy is undergoing a period of transformation marked by structural shifts in the main centers of economic growth, with emerging economies such as China and India assuming increasingly prominent roles. At the same time, accelerated digitalization, geopolitical tensions, and the reorganization of production chains have contributed to an environment of heightened uncertainty.

The main consequences include trade instability, widening inequalities, and the emergence of new opportunities for sectors and countries capable of innovating and adapting. Economic disruption should therefore be understood not merely as a crisis, but also as a process of renewal and reconfiguration of the global system.

5. EFFECTS ON BRAZIL

In Brazil, these effects are reflected in exchange-rate fluctuations, changes in production chains, and impacts on exports, particularly because of the country's dependence on commodities. At the same time, opportunities have emerged from the diversification of global suppliers and the strengthening of sectors such as agribusiness, energy, and mining.

Adaptability, technological modernization, and participation in more sophisticated global value chains have thus become decisive factors in the country's strategic repositioning within the international arena.

6. FINAL CONSIDERATIONS

The disruption of the global economy is a complex phenomenon that combines instability with renewal. Its effects extend to governments, companies, and individuals, requiring adaptive strategies and a long-term perspective.

It can therefore be concluded that strengthening foreign trade, investing in innovation, and fostering cooperation among the government, the productive sector, and educational institutions are essential for developing countries such as Brazil to transform challenges into opportunities and enhance their competitiveness within the global economic system.

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