

Ядролық қырып - жою мәселесі Академик Н.Н. Моисеевтің басшылығымен отандық ғалымдар "ядролық қыстың" жаһандық климатының моделін-тірі және жансыз табиғат пен қоғамдағы ядролық соғыс нәтижесінде болуы мүмкін процестердің математикалық сипаттамасын жасағаннан кейін ерекше өткір болды. Адамзаттың ядролық өзін-өзі жою қаупінен кейін энергетикалық және экологиялық проблемалар іске асырылды.

Қолданылған әдебиеттер тізімі:

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## **FAIR TRADE: POSITIVE AND NEGATIVE ASPECTS**

*Summary. The article examines the essence and necessity of fair trade existence in the international market as a way to protect farmers, workers and agricultural producers in the third world countries. The positive and negative results of the fair trade standards' implementation are analyzed. As a result, it can be argued that fair trade is a necessity for minimum protection of the most vulnerable segments of the world population.*

*Key words: fair trade, international trade, world market.*

**Introduction.** In today's world economic conditions, market prices do not always correspond to the adequate and real cost of production. Very often, farmers and workers at the beginning of the production chain receive wages that do not correspond to the effort expended or do not have advantages in the international trade. This unfair situation indicates the existence of unfair trade around the world. This is especially true in less developed and developing countries. Most often, these countries are agriculturally oriented and are engaged in the cultivation and export to the world market of bananas, coffee and cocoa beans, cotton, spices, dried fruits, tea, wine, etc.

An alternative approach that can solve the unfair situation on the world market is fair trade. This type of international trade is dictated by modern requirements for management and is based on direct cooperation between producers and consumers. Fair trade is also a catalyst for the economic development of developing countries.

**Study object and methodology.** Despite the great domestic and foreign scientific achievements in international trade, the problem of unfair trade remains ignored and little studied. Theoretical studies of fair trade various aspects generally do not take into account the study of the prospects of such trade, given the existing advantages and various disadvantages or even threats of this social movement. The main object of our study is the features, advantages and disadvantages of fair trade existence in the world market. The methodological bases of the study were the fundamental provisions of economics. Modern methods of scientific research, in particular qualitative analysis and synthesis, were used in solving the set tasks.

**Results.** International trade is the exchange of goods and services between sellers and buyers from different countries, which are mediated by currency exchange [1]. In turn, from the point of view of a separate national economy, international trade takes the form of foreign trade. Foreign trade is a set of exchange transactions for goods and services of a single country with all other countries.

International trade is a combination of two counter-flows: exports and imports. Exports are transactions for the export and sale of goods and services abroad, and imports – on the contrary – for the purchase of goods and services from abroad.

Thus, the objects of international trade are goods and services, and the subjects – the direct buyers of these goods and services, trade intermediaries and international and intergovernmental organizations.

In recent decades, there has been a significant increase in interest in the international fair trade. All over the world, including developed countries, there is a rapid increase in sales under the brand of “fair trade”, expanding the range of products with such labelling, improving distribution channels, etc. [2]. Purchasing products in accordance with fair trade standards is a powerful way to support producers in the third world countries, as a key feature of such trade is the purchase of goods directly from the manufacturer, bypassing intermediaries. Thus, fair trade increases the opportunity for decent wages for workers and farmers in developing countries.

Officially, fair trade is interpreted as a partnership based on a dialogue, transparency and respect, striving for justice in international trade, promoting sustainable development, offering better trade conditions and protecting the rights of marginalized producers and workers [3].

Generally, fair trade is perceived as a more moral way of doing business than the usual approach to international trade. However, there are sometimes criticisms of fair trade in the scientific literature.

Thus, fair trade can be viewed on both positive and negative sides. Among the positive aspects is that fair trade is [2]:

- a tool for combating global poverty;
- a system that creates long-term stable relationships between producers and consumers;

- a realistic and positive alternative for farmers, workers and producers in developing countries;
- a necessity to maintain and protect the environment and the environment in general.

Given these benefits, there may be a harmonious balance between fair and free trade. However, it is still worth noting the negative aspects of the existence of fair trade [2]. First of all, fair trade is irrelevant to large-scale poverty reduction in the world. This is due to the fact that this type of international cooperation does not contribute to economic development, and it is an obstacle for the poorer sections of the world's population to solve their problems and improve their financial situation.

Secondly, the large number of required certifications led to the fact that a part of the products belonging to fair trade was actually sold in order to reimburse the costs of certification. Also, the introduction of certain fair trade standards may lead to increased inequality in markets where strict rules are unacceptable.

Third, fair trade markets complain of non-compliance with established standards, and unscrupulous producers make a profit by avoiding them. Thus, fair trade, despite its positive intentions, does more harm by distorting local markets by setting high prices for only a small proportion of producers.

**Conclusion.** The study reflected the essence of fair trade in the international trade. Given the analyzed positive and negative aspects of the fair trade existence, it can be argued that this type of trade in the world market is still necessary, but needs further improvement.

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## **THE IMPACT OF THE SHADOW ECONOMY ON THE LIVING STANDARDS OF THE POPULATION**

*Annotation. The article deals with the problem of being in the shadow a part of countries' economies and its impact on the general standard of living and well-being of the population. The main possible reasons for the decrease in budget revenues and, as a result, a decrease in the well-being of the population, are revealed. It is determined that the shadow economy undermines the general development of the country's economy, and, consequently, the standard of living and development of the population.*

*Keywords: shadow economy, living standards of the population, welfare.*

**Introduction.** The level of income of the population is an indicator of its general standard of living and prosperity. Today, a big problem for many countries is staying a part of the economy in the shadow, which is especially important for developing countries, including Ukraine. Shadow economy affects the welfare and living standards of the population of these countries significantly. Failure to receive taxes, fines, penalties and other sources of the annual state budget has a