XVI Міжнародна науково-практична конференція «B2B MARKETING»

ĽORÉAL

Amirreza MOBARAKI

Student of the Department of International Economics Nataliya YUDINA Ph.D. in Economics, Associate professor,

Associate professor of the Department of Industrial Marketing National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"

NEW WAVE OF CORONAVIRUS DISEASE IN CHINA: CONSEQUENCES TO THE GLOBAL ECONOMY

The scientific community of the world has not yet officially announced what the source is the reason of the Coronavirus disease. On the one hand the results of different studies show that the virus is a product of natural evolution, it is genetic and has been passed from bats to humans through other mammal. On the other hand, it may be possible that the virus was made by a human. But the pandemic of the coronavirus disease COVID-19 has synchronised the global economy and turned into the reason of the global economic crisis [3-5].

The People's Republic of China is a state with a population of over one billion in East Asia. It is the second largest country on the continent. China as one of the economic hubs plays one of the decisive roles at the global level. In contrast the fact that China was the first country, which had faced with the coronavirus disease in 2019, the number of coronavirus (Covid-19) cases in China as of December 9, 2022 achieves just 357 652 case [1], thanks to its Zero-COVID policy. Compare that this indicator is 101 213 638 cases in the USA; 44 675 509 in India; 38 331 430 in France; 36 726 061 in Germany; 35 563 044 in Brazil [1].

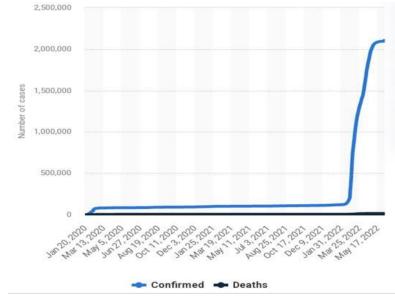


Figure 1 - The number of novel coronavirus COVID-19 cumulative confirmed cases in China 2020-2022 [2]

XVI Міжнародна науково-практична конференція «B2B MARKETING»

But now the situation is changing although there is a few information about the real figures. For example, the number of novel coronavirus COVID-19 cumulative confirmed cases in China has rapidly started to increase much since January 2022 (Fig. 1) in contrast to one of the highest levels of the rate of COVID-19 vaccine doses (241.55 per 100 people that is the 13 place) in the world [2]. This means that the number of 357 652 COVID-cases [1] is too many for China by December 9, 2022.

Now China implements very stringent limitations for any activity to fight with the virus sharing in the country. The Chinese companies need to limit there workers to go to work. This means that it will turn into the decreasing of the Chinese production and as the result the decreasing of the Chinese economy.

As the consequences of this difficult situation in China According to our forecast this situation will reflect to the global economy soon in the future. China operates right on most markets in the global economy. And the decreasing of the rate of production of the Chinese goods will ensure the short of them. As the result companies of other countries in the world faces with the marketing opportunities to replace the Chinese goods on the global market. But will the world markets be ready to consume more expensive goods? Will the global market face the next crisis of the global economy?

Literature

- 1. Elflein J. COVID-19 cases worldwide as of December 9, 2022, by country or territory. *Statista.com* Dec 9, 2022. URL : https://www.statista.com/statistics/1043366/novel-coronavirus-2019ncov-cases-worldwide-by-country/
- 2. Zhang W. the number of novel coronavirus COVID-19 cumulative confirmed and death cases in China 2020-2022. *Statista.com* Jul 27, 2022. URL : <u>https://www.statista.com/statistics/1092918/china-wuhan-coronavirus-2019ncov-confirmed-and-deceased-number/</u>
- 3. Yudina Nataliya. Business Forecasting of Marketing Activity Riskiness of Companies in Markets. *Economic Bulletin of National Technical University of Ukraine* "*Kyiv Polytechnic Institute*". №17(2020). P. 372-383. URL : <u>http://ev.fmm.kpi.ua/article/view/216380/</u>
- Guo X., Yudina N. Contemporary Evolution of the Economic System of China. Tendencies of China's Historical Economic Development. Visioner-2030: Scientific Forecast : Collection of Materials of the International Multidisciplinary Scientific and Practical Conference on the Occasion of the Science Day, Kyiv, May 29, 2020 / [compiler L. I. Yudina]. Kyiv, 2020. 86-90 p. URL : http://futurolog.com.ua/publish/19/zbirnyk.pdf#page=86.
- Yudina N. Economic "butterfly" and futurology of the War in Ukraine. The International Round Table War In Ukraine: Consequences For The World Economy. June 16, 2022. URL : <u>https://youtu.be/iZzU00C7g2A</u>. <u>https://www.facebook.com/watch/?v=1224182928408325</u>