МІЖНАРОДНИЙ ПОРЯДОК ДЕННИЙ

DOI https://doi.org/10.31392/UDU-nc.series22.2025.38.14
УДК 327:334.02:338.1:339

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GLOBAL TRENDS IN THE TRANSFORMATION OF THE WORLD ORDER

The modern world has entered a phase of profound systemic transformations, leading to a transition toward a polycentric and spatially fragmented world order. In this turbulent environment, multiple actors interact – states, corporate and supranational structures, regional blocs, global cities, and border territories, whose political agency is growing significantly. Increased geopolitical turbulence, the weakening of the global institutional architecture, and the interconnectedness of multidimensional global risks highlight the need for a systematic analysis of the trends that determine the dynamics of the transformation of the world order in the 21st century.

The purpose of this article is to analyze key global trends and justify their impact on the transformation of the modern world order; as well as identify the "strategic zones of presence" of states in the global space and their "geostrategic locations" in the new constellation of the world order. The research methodology is based on systematic analysis; comparative methods; strategic analysis (adapted McKinsey matrix); and scenario forecasting.

Research results: Based on an analysis of the global "risk landscape" and a map of the interrelationships between them, trends that have a decisive impact on the transformation of the world order have been identified (geopolitical confrontation, interstate armed conflicts, and the crisis of multilateral diplomacy; economic instability and cross-sectoral geo-economic shifts; climate turbulence; cyber vulnerability and the growing role of artificial intelligence; demographic and migration changes; erosion of social capital and trust). Based on an adapted McKinsey approach, a typology of "geostrategic locations" of states and possible trajectories of their development in the global space has been outlined, determined by the ability of countries to respond to global trends, strengthen strategic autonomy, and ensure the stability of political, economic, and security systems. Conclusions: The new world order is being shaped by multidimensional global trends that increase the turbulence of the geospace and open up new opportunities for its actors. The geostrategic positioning of states and regions in this environment depends on their ability to adapt to risks and exploit new opportunities in the context of global transformation.

Keywords: *global trends, world order transformation, geopolitical turbulence, geo-economic fragmentation, strategic centers of influence, border territory subjectivity, global security architecture.*

Introduction. The modern global world is experiencing an era of geopolitical turbulence and geo-economic fragmentation, accompanied by ongoing international conflicts, growing global competition, and large-scale transformations in the spheres of world politics, global security, and geo-economics. In such conditions, studying global trends and mechanisms of world order transformation becomes key to understanding the dynamics of the international system and determining possible scenarios for its development. The use of an integrated interdisciplinary approach allows for a deeper understanding of the interaction between global processes,

geopolitical shifts, and the evolution of the role of states within the new coordinates of the world order.

Analysis of recent studies and publications. The issue of global transformations and changes in the world order as a subject area of interdisciplinary research has been studied by many scholars from various scientific fields. Among them are: geographers (Robert Kaplan [Kaplan, 2013], Trevor J. Barnes, and Brett Christopher [Trevor, Brett, 2018]) who study the influence of geographical factors affecting the formation of new configurations of world development; political scientists (Zbigniew Brzezinski [Бжезінський, 2006; Бжезінський, 2012], Samuel Huntington [Huntington, 2007], Francis Fukuyama [Фукуяма, 2019], Chalmers Johnson [Джонсон, 2023]), who analyze the transformation of political systems, the dynamics of international interaction, and the changing roles of states in global politics; economists (Joseph Stiglitz [Stiglitz, 2016], Michael Spence [Spence, 2012], Erik S. Reinert [Райнерт, 2025], Daron Acemoglu, and James Robinson [Аджемоґлу, Робінсон, 2017]), who emphasize structural shifts in the global economy, the unevenness of globalization, and competition between economic models; experts in international relations (Henry Kissinger [Кіссінджер, 2018], Joseph Nye [Nye, 2023]), who emphasize the importance of interaction between countries and their role in world politics through the prism of world order, the "balance of power," and diplomacy.

Summarizing the approaches of Ukrainian researchers, it can be said that they consider the conceptual and applied aspects of the formation of a new world order through the prism of: fragmentation of the world system and competition between centers of power (Mykhailo Savchyn [Савчин, 2025]); the crisis of multilateral mechanisms and changes in the composition of actors in the international system (Alla Mishchenko [Міщенко, 2020]); the impact of global risks on the stability of states in the context of the formation of a new economic order (Ellana Molchanova, Kateryna Kovtonyuk [Молчанова, Ковтонюк, 2018]); the formation of new rules of interaction and geopolitical features of the world order in the 21st century (Igor Polishchuk [Поліщук, 2022]).

Despite the considerable interest of scientists in this issue, questions remain on the agenda about how global trends-geopolitical confrontation and the threat of a "new Cold War," geo-economic fragmentation and economic uncertainty, technological breakthroughs and artificial intelligence, demographic and migration changes, climate turbulence, and the new "energy geography" – are reshaping the structure of the world order and influencing the redistribution of global power? Moreover how are these processes changing the opportunities and limitations of states in the global context?

The purpose of this article is to analyze key global trends and justify their impact on the transformation of the modern world order; as well as identify the "strategic zones of presence" of states in the global space and their "geostrategic locations" in the new constellation of the world order.The objectives of the article are: 1) to identify and systematize key global trends (geopolitical, geoeconomic, sociocultural, technological, climatic) that are shaping the new configuration of the world order; 2) to assess the impact of global trends on changes in the strategic positions of states, their stability, vulnerability, and ability to influence global and regional processes; 3) to develop an analytical approach to assessing the "geostrategic location" and "zone of presence" of states based on an adapted McKinsey matrix, which allows for explaining possible trajectories of their development in conditions of global instability; 4) to form a typology of strategic zones of presence of states and outline strategies for each group, taking into account the impact of global trends.

Research methods. The study employed a set of complementary methods that ensured the scientific validity of the results, including: the system analysis method – to identify the interrelationships between global trends, their impact on international processes, and the transformation of the modern world order; comparative analysis – to compare the role of different states in the global system and analyze their responses to key global challenges; strategic analysis (adaptation of the McKinsey matrix) – to assess the positioning of states in the transformed world

order; the scenario forecasting method, which made it possible to outline possible trajectories of development of states depending on their "geostrategic location" and response to global trends.

Presentation of the main research material. Analysis of global processes in the 21st century shows that the world has entered a phase of profound systemic transformation, where old models of international interaction are losing their effectiveness and new forms of political, economic, and security organization are only just emerging. Despite considerable scientific interest in the issue of world order, its definition and interpretation remain difficult due to the multidimensional nature of contemporary global changes. The world order in today's conditions is not so much an established system as a dynamic configuration of interaction between global actors, which is constantly changing under the influence of major megatrends.

First of all, it should be noted that classical approaches to analyzing the world order were based on the dominance of the "balance of power" and the configuration of a bipolar or unipolar model of world organization. However, the acceleration of globalization processes, technological breakthroughs, the emergence of new centers of economic and political power, and the diffusion of power in favor of non-state actors have radically changed the architecture of international relations. As a result, a polycentric, fragmented, and at the same time turbulent world order is forming, within which not only states interact, but also corporate structures, regional blocs, global cities, border territories, and digital ecosystems, all of which are having a growing impact on global politics and economics. In these conditions, the role of new forms of subjectivity is growing – from digital and technological ecosystems to cross-border administrative and regional entities, which are increasingly involved in shaping the rules and processes of the new world order. The transformation of the world order is determined by a number of global trends that create new opportunities and constraints for international actors, the main ones being: geopolitical turbulence and the revival of confrontational models of interaction; geo-economic fragmentation, which complicates the functioning of global value chains; technological revolution, including the growing role of artificial intelligence and digital geopolitics; the transformation of security architectures, the intensification of hybrid threats and local conflicts; climate turbulence and changes in the resource base, which lead to a new "energy geography"; demographic shifts and migration, affecting social stability and regional interactions.

Studying global trends provides an understanding of how they change the structure of the international system, influence the redistribution of power, the formation of new alliances, and the configuration of interdependencies. In particular, polycentricity contributes to strengthening the role of medium-sized states, regional integration blocs, and border areas, whose political agency is increasing in response to changes in the spatial organization of international processes.

Within the framework of contemporary discourse, it is also important to analyze how states adapt to global trends. This adaptation involves: defining new strategic priorities in line with the transformation of the global environment; assessing the threats and opportunities arising from megatrends; building the capacity to ensure the resilience of political, economic, and security systems; and rethinking one's role in global and regional architectures.

In this context, the concepts of a state's "geostrategic location" and "strategic zone of presence" take on new meaning, as they determine in which part of the transformed world space it can effectively position itself, what resources it has for this, and what forms of influence it can generate (hard, soft, or smart power).

Monitoring global trends is becoming not only a tool for analysis, but also a necessary element for international actors to adapt to the new world order. Timely assessment of global dynamics, depth of response, and the ability to revise their own strategies determine the ability of states to remain active players in a polycentric and turbulent world. The development and adoption of a state's geostrategic decisions in the global space are based on the results of strategic analysis of global trends. The analytical data of The Global Risks Report 2025, which identifies critical risks to

global development over the next ten years (Fig. 1), can serve as an information base for analyzing global challenges and trends.

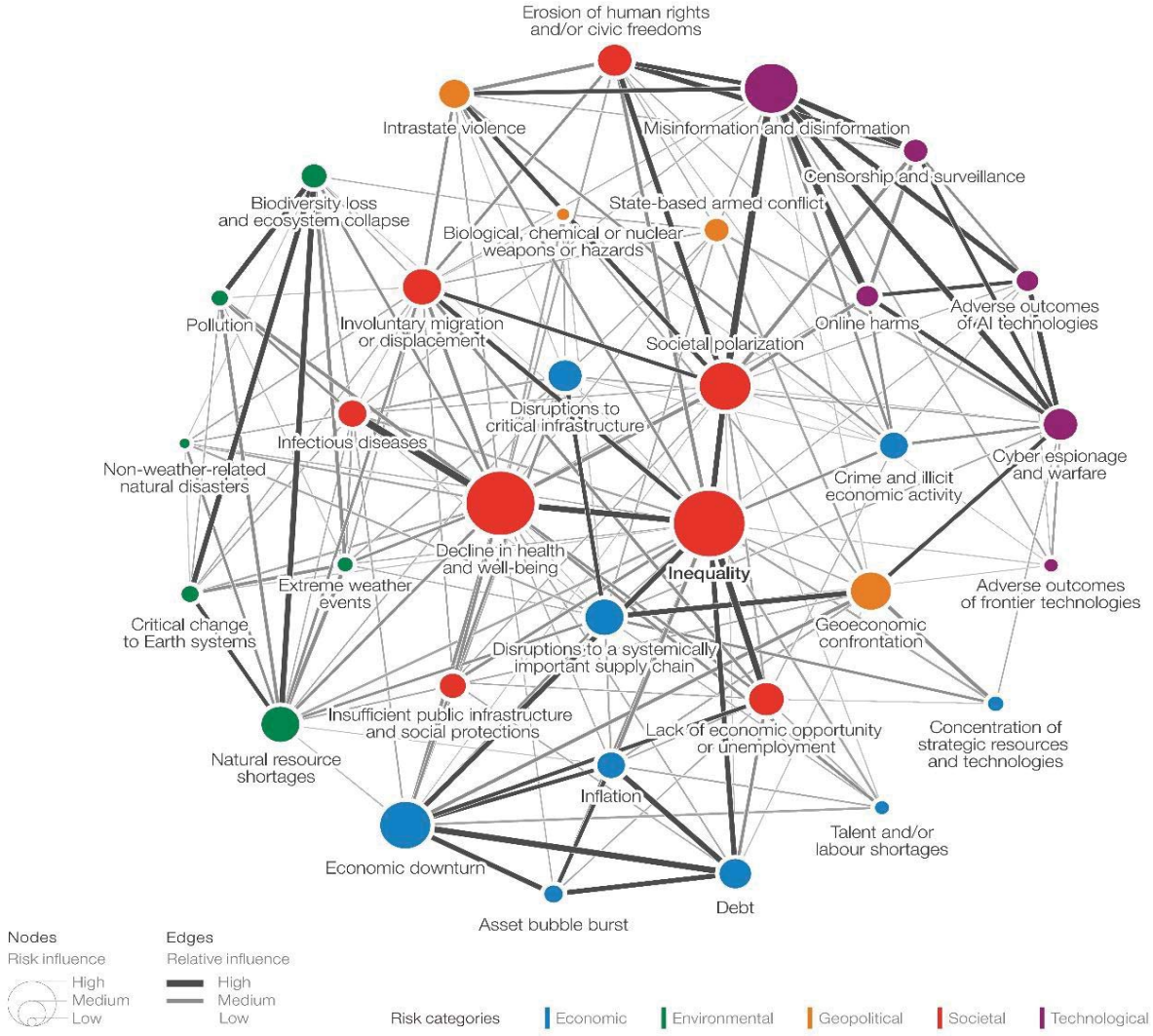


Fig. 1.
Global risk landscape: map of interrelationships
[The Global Risks Report, 2025]

According to The Global Risks Report 2025, the modern world has entered a phase of profound multidimensional turbulence, which experts describe as a "polycrisis" and a "great reset." The years 2023-2025 show a trend toward the complication of the international system, where geopolitical, economic, technological, and climatic shocks reinforce each other, creating the preconditions for the formation of a new configuration of the world order.

In the geopolitical sphere, the key trend is the intensification of conflict and the weakening of multilateral diplomatic institutions and global institutional mechanisms. The erosion of international law norms and the growing number of interstate conflicts are significantly changing the structure of international security. In addition to the full-scale Russian-Ukrainian war, new hotspots of tension have emerged: the escalation of conflicts between Israel and Palestine, as well as in regions of Africa, increased tensions between Venezuela and Guyana, and the aggravation of the situation around Taiwan.

Against this backdrop, the strategic confrontation between the US and China continues, increasingly taking on the character of a systemic rivalry, manifested in trade wars, competition for

technological dominance, and the geopoliticalization of access to critical resources and markets [Standage, 2023].

Significant transformations have taken place in the geo-economic sphere, negatively affecting the dynamics of the global economy and deepening its fragmentation. The slowdown in global economic growth against the backdrop of rising debt risks has created a state of chronic uncertainty. Although the global economy has managed to avoid the worst-case scenario – a global depression – the world's leading economies are still experiencing a phase of structural slowdown.

Inflationary pressures, recession risks in the US and EU, financial market instability, and volatility in energy and food prices are shaping a new "geo-economic geography" of vulnerabilities. Particular attention should be paid to the situation in China, where slow post-COVID recovery, deflationary risks, and the relocation of some production chains by transnational corporations as part of a de-risking policy to reduce the risks of potential US sanctions have the potential to transform global value chains.

These processes increase the fragility of the global economy, while reduced investment in human capital and uneven distribution of wealth increase society's vulnerability, undermine its future stability, and exacerbate socio-cultural risks. In particular, the "cost of living crisis" has become a global trend that threatens to deepen social polarization and increase poverty. According to experts, over the next decade, fewer and fewer countries will have the resources to invest in environmentally friendly technologies, education, healthcare, and innovative development models [The Global Risks Report, 2025]. Among the key items on the agenda remains the issue of growing poverty and uneven distribution of wealth (80% of all global wealth belongs to about 1% of the richest people). As we know, poverty generates other systemic problems, which subsequently cause social unrest in many regions of the world, provoking an increase in the risks of geopolitical confrontation and geo-economic fragmentation.

In recent years, the *technology sector* has seen an unprecedented acceleration in digital transformation. Artificial intelligence, big data technologies, network infrastructures, and 5G are shaping new areas of global competition. Global competition is shifting to the realm of cybersecurity, algorithmic advantages, and data control [Габер, 2020]. AI is becoming a tool for modeling political processes and international conflicts, forecasting economic and security scenarios, while at the same time it deepens digital inequality and creates new forms of technological asymmetry between states in today's "digital world."

Climate change and environmental risks are another defining trend that structurally affects the world order. Recently, there has been an increase in the number of natural disasters – hurricanes, floods, and extreme temperatures – causing economic losses amounting to billions of dollars. All this highlights the need to increase investment in achieving climate goals, leading to a large-scale transition to "green energy" and a change in global energy flows. A new "energy geography" is emerging, redistributing resources, defining political alliances, and creating the conditions for the emergence of "green superpowers."

Thus, the outlined global trends – geopolitical, geoeconomic, sociocultural, technological, and climatic – determine the vectors of transformation of the modern world order, creating new challenges for states and regions. The degree of resilience of the latter, their ability to adapt, respond to risks, and integrate into changing global processes will largely determine their positions in the new constellation of the world order.

In this context, assessing the geostrategic positions of states becomes an important analytical task. Geostrategic positioning refers to the current and potential role of a state in a transformed global environment, which influences its geostrategic priorities and national interests and is determined by the state's resource base, institutional stability, foreign policy orientations, and ability to shape its own strategic autonomy. This includes an analysis of geographical location, demographic characteristics, economic capabilities, cultural and civilizational capital, and interaction with regional and global centers of power, all of which determine the country's political

and economic influence in the international arena and the potential for expanding the state's "strategic zone of presence" in the geo-economic space.

In order to understand how countries are adapting to global trends and changes in the world order, it is important to assess their overall ability to operate in increasingly complex and uncertain conditions. In this context, various analytical tools are used, among which the global competitiveness ranking compiled by the World Competitiveness Center (IMD) [World Competitiveness Ranking, 2023] since 1989 plays an important role. This ranking provides a comparative assessment of the ability of states not only to generate economic growth, but also to maintain political stability, social cohesion, and institutional resilience – that is, the characteristics that determine a state's potential to act effectively in a transformed world order. Competitiveness in the 21st century cannot be reduced to GDP indicators; it encompasses a broader range of challenges, from political risks and social inequalities to innovative capacity and the quality of state institutions.

This study uses an adapted McKinsey matrix as an analytical tool for assessing the place of states in the new constellation of the world order, which allows for the comparison of two key parameters:

– the impact of long-term global trends and risks that determine the vectors of the transformation of the world order;

– the level of a state's geostrategic capacity, which includes economic, political, institutional, and security characteristics.

At the intersection of internal and external factors, a unique matrix of state positioning in the new world order is formed, allowing for an assessment of their scenario trajectories and ability to respond to global trends, as well as a deeper understanding of how global changes shape opportunities and constraints for states in a polycentric and turbulent world. According to the McKinsey methodology, the matrix is divided into nine strategic zones that reflect different combinations of the influence of global trends and the level of national capacity. This approach makes it possible to determine a state's "geostrategic location" in the new world order and to outline its "strategic zones of presence" in the global space – from the zone of geostrategic ascendancy to the zone of geopolitical vulnerability – as well as to determine its opportunities in the transformed world order (Fig. 2).

Countries in the first group of strategic zones (squares 1, 2, 3) are distinguished by their high ability to adapt to global trends and actively influence the formation of the trajectory of the new world order. These are countries that maintain or strengthen their status as key centers of influence – geopolitical, technological, economic, or civilizational. They are able to effectively combine the instruments of foreign policy, security, economic, and public diplomacy, building strategic models of behavior that ensure their expanded presence in the global space. Their strategy is based on using the advantages of their own institutional, economic, and technological power to strengthen their positions in a polycentric system and minimize the risks generated by global turbulence. It is these states that shape trends and set the pace of transformation of the modern world order.

The second group of strategic zones (squares 4, 5, 6) brings together states that are in a state of so-called adaptive dynamics – a situation where internal capabilities and external challenges are in unstable equilibrium. For them, global trends are both a source of new opportunities and significant adaptive pressure. Such states usually choose a moderate foreign policy model, compensating for structural imbalances (e.g., dependence on raw material exports, insufficient economic diversification, or limited investment attractiveness) through active diplomatic engagement and the expansion of foreign policy and foreign economic ties. This group includes states that are sensitive to global risks (squares 4 and 5), whose foreign policy is largely shaped by external trends. At the same time, countries in square 6 have more room to maneuver and can choose either a moderate or a more proactive model of behavior depending on the level of threats and their internal stability. Despite existing limitations, states in this group are able to strengthen

their positions in the global arena by developing institutional capacity, modernizing their economies, actively participating in regional integration processes, and maintaining multi-vector diplomacy. Their strategic behavior is based on the desire to reduce vulnerability to external shocks (trade conflicts, fluctuations in commodity prices, and food or energy crises) and at the same time to take advantage of opportunities that arise in conditions of global turbulence. These states are setting an example of adaptive development models that allow them to remain active participants in shaping the new configuration of the world order.

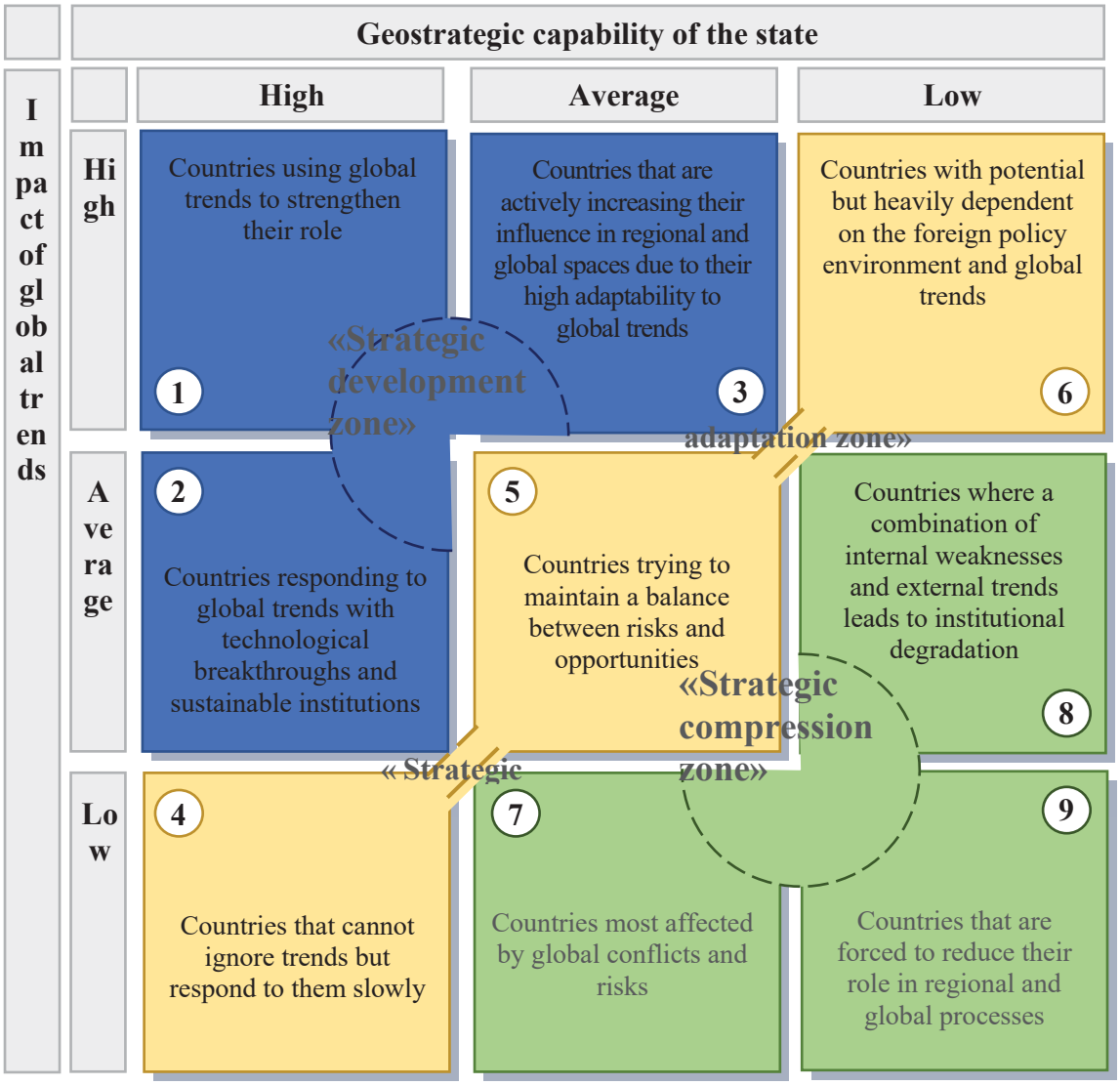


Fig. 4.
"Strategic zones of presence" of states in the global space (according to the McKinsey matrix methodology)
Note: developed by the author.

The third group of strategic zones (squares 7, 8, 9) covers countries that are in a zone of strategic compression, where high sensitivity to global risks is combined with limited internal capacity to counter external challenges. For these countries, global trends – geopolitical conflicts, geoeconomic fragmentation, price shocks, climate crises, or technological gaps – exert excessive

systemic pressure, limiting their opportunities for active participation in shaping the new world order. In such a situation, states tend to focus on moderate or defensive foreign policy models aimed at protecting basic national interests and minimizing the negative impact of the external environment. Geo-economic dependencies, in particular, their attachment to a narrow range of export markets or volatile commodities, increase their vulnerability and force them to use anti-crisis response tools instead of long-term strategic planning. As a result, the "strategic zone of presence" of such states in the global space is gradually narrowing, and their role in the international system is limited to the need to respond to external threats rather than shaping their own development trajectories. Having exhausted their remaining resources and competitive advantages, these states need to rethink their development models, modernize their institutions, and form a new strategic position – a new "geostrategic location" in the transformed world order.

Conclusions. The study found that the global trends of the 21st century – geopolitical, geoeconomic, sociocultural, technological, and climatic—are shaping a new, polycentric, and fragmented world order in which the roles of states, their stability, and their ability to influence international processes are changing. The main conclusions are as follows:

1. The transformation of the world order is caused by the overlap of multidimensional global processes, in which classic models of the international system based on bipolarity or unipolarity cease to be relevant. A new constellation of the world order is forming, where states, regional blocs, corporate actors, global cities, border territories, and digital ecosystems interact. Global trends are becoming a key factor in structural changes, defining new formats of interdependence, risks, and conflicts.

2. Assessing the impact of global trends requires an integrated methodological approach. In particular, the following are important for analyzing the positions of states in a transformed global environment:

– assessment of the impact of long-term global trends;

– analysis of the stability of political, economic, and institutional systems;

– determining the "geostrategic location" of a state – its actual position in the global space;

– identifying the "zone of presence" – potential areas of geopolitical, economic, and technological influence.

The application of interdisciplinary approaches to riskology, analysis of global interrelationships, and assessment of systemic vulnerability allows for a deeper understanding of how global trends shape opportunities and threats for states.

3. The adapted McKinsey matrix is an effective analytical tool for assessing the positioning of states in the new world order, as it allows for the comparison of two key parameters: 1) the strength of global trends (risks and opportunities); 2) the level of a state's strategic capability. As a result, three groups of geostrategic location zones for states have been identified:

– strategic growth zones – states capable of shaping trends in the new world order;

– adaptation pressure zones – states balancing between opportunities and external constraints;

– zones of strategic compression – states with high vulnerability to global risks and limited resources of influence.

This approach allows us to analyze states' development trajectories and assess their potential in shaping the new architecture of international relations.

4. Global trends in the transformation of the world order will determine the future roles of states and their ability to respond to systemic challenges. In particular, those states that are able to adapt to the conditions of a polycentric world, invest in sustainability, institutional development, technological autonomy, and human capital will have a chance to strengthen their position in the global system. On the other hand, countries that are unable to counter external shocks and modernize their internal structures risk finding themselves in a zone of strategic compression.

Prospects for further research. Further scientific research should focus on the applied analysis of Ukraine's position in the new world order, determining its potential "strategic zone of

presence," assessing internal stability, and developing models for adapting to global trends. Of particular relevance is research into how Ukraine can build its own development trajectory in conditions of geopolitical turbulence, high risk, transformation of the global institutional architecture, and the formation of regional security alliances.

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Глобальні тренди трансформації світопорядку

Сучасний світ вступив у фазу глибоких системних трансформацій, що зумовлюють перехід до поліцентричного та просторово фрагментованого світового порядку. У цьому турбулентному середовищі взаємодіють множинні актори – держави, корпоративні та наддержавні структури, регіональні блоки,

глобальні міста й прикордонні території, політична суб'єктність яких помітно зростає. Посилення геополітичної турбулентності, ослаблення глобальної інституційної архітектури та взаємопов'язаність багатовимірних глобальних ризиків актуалізують потребу в системному аналізі трендів, що визначають динаміку трансформації світопорядку XXI століття.

Мета статті – проаналізувати ключові глобальні тренди й обґрунтувати їхній вплив на трансформацію сучасного світопорядку; визначити «стратегічні зони присутності» держав у глобальному просторі та їх «геостратегічні локації» в новій констеляції світопорядку. Методологія дослідження базується на системному аналізі; методі компаративістики; стратегічному аналізі (адаптована матриця McKinsey); сценарному прогнозуванні.

Результати дослідження: на основі аналізу глобального «ландшафту ризиків» та карти взаємозв'язків між ними виокремлено тренди, що визначально впливають на трансформацію світопорядку (геополітична конфронтація, міждержавні збройні конфлікти та криза багатосторонньої дипломатії; економічна нестабільність і крос-секторальні геоекономічні зрушення; кліматична турбулентність; кібервразливість і зростання ролі штучного інтелекту; демографічні та міграційні зміни; ерозія соціального капіталу й довіри). На основі адаптованого підходу McKinsey окреслено типологію «геостратегічних локацій» держав і можливі траєкторії їхнього розвитку у глобальному просторі, що визначаються здатністю країн реагувати на глобальні тренди, зміцнювати стратегічну автономію та забезпечувати стійкість політичних, економічних і безпекових систем. Висновки: новий світопорядок формується під впливом багатовимірних глобальних трендів, що посилюють турбулентність геопростору та відкривають нові можливості для його акторів. Геостратегічне позиціонування держав і регіонів у цьому середовищі залежить від їхньої спроможності адаптуватися до ризиків і використовувати нові можливості в умовах глобальної трансформації.

***Ключові слова**: глобальні тренди, трансформація світопорядку, геополітична турбулентність, геоекономічна фрагментація, стратегічні центри впливу, суб'єктність прикордонних територій, безпекова архітектура світу.*

DOI https://doi.org/10.31392/UDU-nc.series22.2025.38.15
УДК 327.56(477:62-17)

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ДЕРЖАВИ ПІВНІЧНОЇ АФРИКИ ЯК СТРАТЕГІЧНІ ПАРТНЕРИ УКРАЇНИ

У статті всебічно розкрито тему потенціалу держав Північної Африки (Алжир, Єгипет, Лівія, Марокко, Туніс) як стратегічних партнерів України в умовах російської агресії. Наголошено на зростанні стратегічного значення регіону Магрибу, зумовленому ключовими чинниками: енергетичними ресурсами, логістичним потенціалом (Суецький канал, «Grain from Ukraine»), економічною вагою та необхідністю дипломатичної підтримки на міжнародних майданчиках. У статті використано такі методи: компаративний та історичний аналіз, системний підхід, кейс-стаді, методи моделювання та прогнозування.

Зроблено аналіз архітектури відносин до та після початку повномасштабного російського вторгнення. Виокремлено чинники, які зумовлювали обмежену ефективність попередньої дипломатії у 2014–2022 рр., та досліджено, як саме змінилося бачення партнерства після 2022 р., включно з інтенсифікацією діалогу та індивідуалізованим підходом через неоднорідну позицію країн Магрибу в ООН. Окремо розглянуто вплив на регіон російської пропаганди та економічних інтересів, які призвели до нейтралітету низки держав. Підкреслено успіхи в торговельно-економічній (позитивне сальдо торгівлі у 2024 р., аграрний експорт) та культурно-гуманітарній (освіта, публічна дипломатія) співпраці як інструменти протидії впливу Кремля.