

# Globalization in Russia

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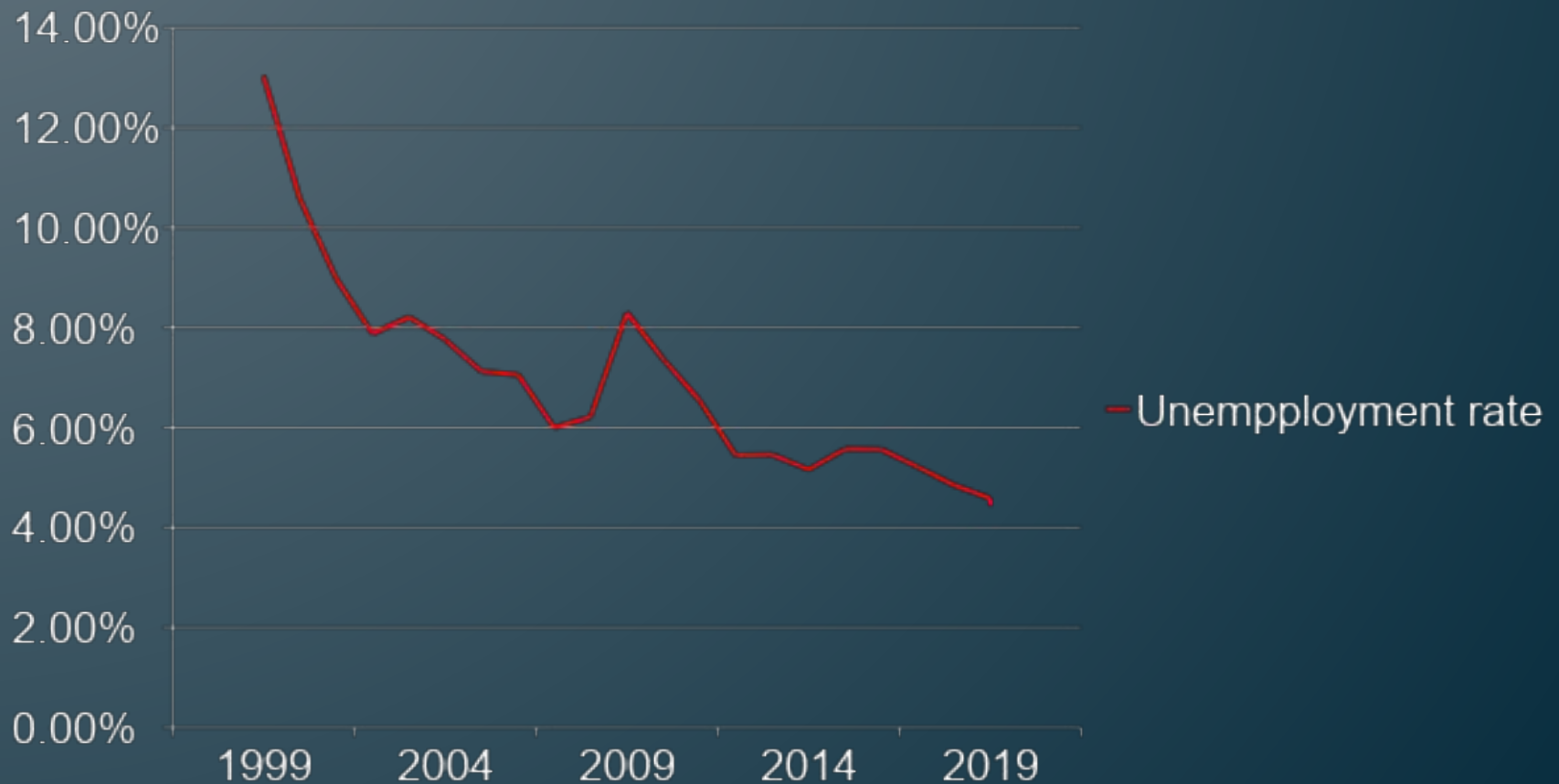
# Job opportunities



# Globalization's influence on labor market:

- Increasing number of vacancies
- Decreasing of unemployment rate
- Growth of the flow of specialists
- Technology exchange
- Process of economic transformation
- Economic growth

# Globalization's influence on labor market:



# Economy:

- International financial system
- World trade
- Activities Of Multinational Corporations (Creating cross-national industries that take advantage of the availability of resources, labor, and tax systems)
- The merging of national markets and their further standardization



# Culture



# Globalization's impact on culture of Russia:

- Westernization;
- The emergence of socio-cultural unity of humanity
- Growth of international communication
- Imposing a certain way of life, often contrary to the traditions of this society
- Americanization
- Bringing international cooperation to a new level of quality



# Fashion





# Globalization's influence on fashion industry in Russia:

- Russian fashion market catches up global market
- Russian clothing retail market is being spurred by foreign brands investments (ex. H&M)
- Class and mass fashion is replaced by "fast fashion"

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