

## Emerging Countries Taking on The World: The BRICS\*

Ahmed ALOUANI

PH.D. of Economics, CEMAFI, University of Nice-Sophia Antipolis, Nice, France  
And Assistant Professor at the Higher Institute of Business Administration, Gafsa, Tunisia

Correspondence should be addressed to: Ahmed ALOUANI; [alouaniahmed2015@gmail.com](mailto:alouaniahmed2015@gmail.com)

\* Presented at the 40th IBIMA International Conference, 23-24 November 2022, Seville, Spain

Copyright © 2022. Rafał ROSIŃSKI

### Abstract

Over the past thirty years, the Western world has witnessed the rise of previously underdeveloped countries, which have established themselves as major players on the world economic scene. Brazil, Russia, India, China, joined since December 2010 by South Africa within the “BRICS” group, are among the most prominent of them. The objective of this work is to see: what is the exact weight of the BRICS in the new world economy? Can we consider the BRICS as an economic pole?

**Keywords:** BRICS, Emerging, Challenges of competition, disoriented, who govners, vulnerable, economic pole.

**JEL:** G01 O57 P52