

To make a conclusion, it should be pointed out that the statement about the possible decrease of FDI inflow in the UK after Brexit is ambivalent and now cannot be confirmed despite existing uncertainty. And it is very likelihood that it depends on the way the UK will settle this political situation, and more specifically, whether it will join the EU single market in the aftermath or not.

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SECTION 6

MARKETING COMMUNICATION AND ADVERTISING IN MODERN BUSINESS. INTERNATIONAL BUSINESS IN AN ONLINE ENVIRONMENT

AUGMENTED AND VIRTUAL REALITY AS NEW INSPIRATION FOR MARKETERS

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In today's world, producers are giving up trying to draw consumers' attention to their products. Nowadays, in the era of information boom, people have created so called mental barriers to protect themselves from massive flow of information,

including aggressive advertising. We no longer pay much attention to any kind of adverts. Certainly, marketers are concerned about this change in consumers' behaviour and now they do their best to attract people's interest. They tend to use technology, which is an inseparable part in many spheres of our life. The introduction of augmented and virtual reality technologies has become a new stage in marketing.

Augmented reality (AR) technology enhances the physical environment overlaying virtual elements. It works through displays or through the camera on your smartphone. AR has been attracting marketers' interest in recent years, as it can change consumer experiences, from how people find new products to how they decide which ones to buy. AR can enhance product previews such as allowing a customer to view what is inside a product's packaging without opening it. One of the examples is Lego Digital Box. It is a display with a web-camera, which lays an image of a finished construction over a scanned box. AR can also be used to help select products from a catalog. For example, Ikea developed an app for smartphones called Ikea Catalogue. It gives an opportunity to see through display of your smartphone how furniture will suit the room.

Virtual reality (VR) is a computer technology, which uses special software to generate realistic images, sounds and other sensations to simulate 3D environment. Today this technology works with special head mounted display. The headset covers your entire vision totally immersing you in a computer generated 3D world. As you move your head, it tracks your movements and updates the display. Companies are trying to apply it to different spheres of their activity. The famous company Marriott Hotel created a unique teleportation experience for the public. It teleports you first to a Marriott Hotel and then to the beach in Hawaii. A telephone booth-like structure with heaters and wind jets takes people on a trip to Hawaii and London. Volvo has also introduced a notable example of VR in advertising. They offered a test drive app for smartphones using special headsets with lenses in which you put a smartphone.

Companies introduce AR and VR because of their considerable advantages compared to traditional advertising. They are impactful, memorable and novel. They generate much stronger emotions because of a new experience they provide which still makes it more memorable. It makes people remember the product as well as the brand itself and results in positive attitudes. Therefore, AR has significant influence on people's behaviour especially in a decision-making process. One more peculiar advantage of VR is its ability to immerse people into a different world. For producers advantage is obvious: there are much less distractions, which influence people's perception of information and future decisions. Consumers are focused only on a certain product and the message the producer wants to send.

The main disadvantage is inconvenience. Using AR or VR implies constantly using smartphones or headsets to get this experience. Besides, special apps and equipment are costly and complicated to develop. Hence, the second disadvantage is high cost of using AR and VR.

In conclusion, it should be mentioned that AR and VR are not about creating a completely new reality. It is about enhancing what already exists. The real mission of AR and VR is integrating the technology so that it enhances the customer experience. It makes experience easier, more fun, and more convenient. This topic is of high interest because AR and VR are new and fast-developing technologies especially in marketing sphere.

FUTURE OF THE BLOCKCHAIN IN BANKING

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Blockchain, mostly known as the backbone technology behind Bitcoin, is one of the hottest and most intriguing technologies currently in the market. Since 2013 Google searches for “blockchain” have risen 1900%. Similar to the rising of the internet, blockchain has the potential to truly disrupt multiple industries and make processes more democratic, secure, transparent, and efficient. Entrepreneurs, startup companies, investors, global organizations and governments have all identified blockchain as a revolutionary technology

The blockchain can be defined as an incorruptible digital ledger of economic transactions that can be programmed to record not just financial transactions but virtually everything of value. As Panelist Lee Braine, a computer science PhD in the CTO’s office at Barclays said “It’s a way of chunking transactions into a batch, called a *block*, and then a way of hashing them with the previous block to ensure immutability”.

Such system has obvious benefits. First of all, the blockchain database isn’t stored in any single location, meaning the records it keeps are truly public and easily verifiable. Also, no centralized version of this information exists for a hacker to corrupt. And finally, its data is accessible to anyone on the internet. So, the main dignities are decentralization, publicity and absolute transparency.