

## PREFACE

This collection of abstracts was prepared on the basis of presentations made by the students of various universities on the premises of Belarus State Economic University (BSEU) on April 13, 2018.

Interuniversity Research Student Conference “ECON – 20...: World Economy and International Business” is a free-of-charge event annually held by the Department of Business English for all students who study economics and have a good command of English. The main idea of preparing and giving papers in English is determined by the fact that over 50 percent of all research publications in the world are done in English as a lingua franca.

For the 5<sup>th</sup> Interuniversity Research Student Conference “ECON – 2018: World Economy and International Business” the Department of Business English has invited highly professional and known specialists to judge the speakers’ presentations and choose the best ones. We express our sincere gratitude to Y. Zisser, V. Stolyarik, A. Dunaevsky, K. Archakova, L. Belyak, and BSEU professors Y. Vashkevich and E. Petrushkevich for their cooperation and invaluable contribution.

According to the topics researched, the abstracts fall into five main sections:

1. Modern trends in the development of the world economy;
2. Modern trends in the development of the economy of Belarus;
3. Current issues of international management and marketing;
4. Marketing communication and advertising in modern business;
5. Digital reality (international business in an online environment, and so on).

The issue in question is addressed to undergraduate and graduate students, as well as lecturers of economics related universities and all those who are interested in the spheres of economy and business.

The Department of Business English is ready to welcome new and former participants at our next conferences which normally take place every April. You can contact us by e-mail [inyaz1@bseu.by](mailto:inyaz1@bseu.by) or [bseu-econ2018@yandex.ru](mailto:bseu-econ2018@yandex.ru).

*Sincerely yours, the organizing committee*