

## CONTENTS

<b>SECTION 1. MODERN TRENDS IN THE DEVELOPMENT OF THE WORLD ECONOMY.....</b>	<b>6</b>
Aksenchik Anastasiya. TRENDS IN SHADOW ECONOMY DEVELOPMENT .....	6
Alena Dudkova. DE-DOLLARIZATION IN THE EURASIAN UNION: "RUBLE SUBSTITUTION" OR STRENGTHENING OF NATIONAL CURRENCIES .....	8
Maria Zhurba. WORK-LIFE BALANCE AS AN AREA OF INVESTMENT IN HUMAN CAPITAL .....	10
Kseniya Zenko, Darya Kirpichnikova. IMPACT INVESTMENT INFLUENCE ON THE ECONOMY .....	12
Maksym Ivashkov. CRYPTOGRAPHIC TECHNOLOGIES AS AN INSTRUMENT FOR ENSURING ECONOMIC STABILITY OF UKRAINE .....	14
Nadezhda Konchevskaya. THE SHARING ECONOMY: A NEW TREND OR BEGINNING OF THE NEW ERA .....	15
Kseniya Kuzmina. BUSINESS COACHING .....	17
Viktoryia Rudenkova. INTERCONNECTION BETWEEN CORRUPTION AND LEGAL NIHILISM IN INTERNATIONAL ECONOMY .....	21
Daria Samosadova. PECULIARITIES OF APPLYING UNIVERSAL BASIC INCOME IN DIFFERENT COUNTRIES .....	23
Anastasiia Chepelenko. FEATURES OF REGIONAL DEVELOPMENT OF THE EU AT THE PRESENT STAGE .....	25
Elizaveta Chernosheikina, Sofia Osetrova. CHINA'S MASS-PRODUCED GOODS: PARADOXES AND TRENDS .....	27
<b>SECTION 2. MODERN TRENDS IN THE DEVELOPMENT OF THE ECONOMY OF BELARUS .....</b>	<b>28</b>
Hanna Antonchik. LEVEL OF FINANCIAL LITERACY OF POPULATION IN REPUBLIC OF BELARUS .....	28
Svetlana Braytseva, Mariyam Arpentieva. INDEPENDENCE OF REGIONAL MANAGEMENT IN BELARUS .....	30
Darya Vitashkevich. SMALL BUSINESS IN BELARUS, THE USA AND EUROPE .....	33
Kirill Vlasovets. ECOLOGICAL PROBLEMS: MODERN TRENDS AND THE SITUATION IN BELARUS .....	35
Gleb Gerasimenko. ROLE OF INSTITUTIONS IN THE NATIONAL ECONOMY .....	38
Anna Glinskaya, Darya Matveychuk. THE GENDER PAY GAP IN BELARUS .....	40
Alexandra Kiptsevich. DIRECTIONS IN THE DEVELOPMENT OF PUBLIC PROCUREMENT IN THE REPUBLIC OF BELARUS .....	42
Hanna Kasmynina. ASSESSMENT OF FINANCIAL LITERACY OF THE POPULATION OF THE REPUBLIC OF BELARUS .....	44
Nadezhda Kostenko, Ekaterina Konyahina. BUSINESS IN THE VILLAGE .....	46
Anna Nikitenko. MODERN TENDENCIES OF THE DEVELOPMENT OF THE SHADOW ECONOMY .....	48

<b>SECTION 3. CURRENT ISSUES OF INTERNATIONAL MANAGEMENT AND MARKETING</b>	<b>50</b>
Evgenia Averyanova. OPPORTUNITIES OF THE ECONOMY OF IMPRESSIONS.....	50
Valeria Barkouskaya. BEHAVIORAL PSYCHOLOGY IN BUSINESS.....	52
Kseniya Bazhko. THE FEATURES OF MARKETING ACTIVITY OF THE «TIENS» COMPANY	53
Ekaterina Bondarchuk. A SKILL OF THE TOP EMPLOYEE OF THE FUTURE.....	55
Marta Budrevich, Polina Shinkevich. NAMING.....	57
Aleksey Dubovik. NEUROGRAPHICS .....	59
D.I. Zimmukhova. BACTERIA, OIL INVENTING.....	60
Roman Krivetskiy, Anna Gutovets. MALE AND FEMALE MANAGERS IN THE CHANGING BUSINESS COMMUNITY .....	61
Yuliya Lamaka. SOFT SKILLS AS A GUARANTEE OF A SUCCESSFUL CAREER .....	64
Ksenia Parfeniuk. REMOTE TECHNICAL RECRUITMENT IN THE US MARKET: AI VS. HUMAN APPROACH .....	66
Anastasia Soychik. EVENT MANAGEMENT IN BELARUS.....	69
<b>SECTION 4. MARKETING COMMUNICATIONS AND PSYCHOLOGY OF MARKETING .....</b>	<b>70</b>
Olga Bukhalovich, Nadezhda Siskevich. GEOMARKETING: LOCATION COUNTS .....	70
Victoria Komalova. MARKETING COMMUNICATIONS ON THE BELARUSIAN MARKET.....	72
Kotova Darya. PSYCHOLOGY OF NEEDS: FORMATION AND DEVELOPMENT .....	73
Victoria Kuzmicheva. MARKETING COMMUNICATIONS .....	76
Kirill Timofievich. PRODUCT PLACEMENT: CONCEPT AND EXAMPLES.....	77
Krystsina Tsikhanovich. MULTI-LEVEL MARKETING.....	79
Ekaterina Tsybruk. THE PSYCHOLOGY OF MONEY .....	81
Yana Shkornik, Alesya Stetskaya. PURCHASE MOTIVATORS .....	83
Yaroslav Yatskouski. THE POTENTIAL OF USING OPEN DATA OF BSEU STUDENTS IN MARKETING .....	85
<b>SECTION 5. ADVERTISING IN MODERN BUSINESS .....</b>	<b>87</b>
Julia Altukhova. STEREOTYPING IN ADVERTISING.....	87
Alieksandra Gaiduchenya, Polina Medvedskaya. THE DEVELOPMENT OF ADVERTISING OF BELARUSIAN BRANDS IN BELARUS AND ABROAD .....	88
Alexey Danilenko. ADVERTISEMENT ISSUES IN THE MODERN WORLD.....	89
Maria Dovgaya. OUT-OF-HOME ADVERTISING .....	91
Nikita Dunyashenko, Yuliya Pustoshilo. WI-FI ADVERTISING .....	93
Alexandra Kerez. SHOCKVERTISING AS A WAY TO PUBLIC ATTENTION .....	94
Mikhail Kindruk. INFLUENCE OF CULTURAL BACKGROUND OVER THE ADVERTISING COMMUNICATION IN JAPAN .....	97
Darya Medvedenko, Veronika Neusikhina. THE EMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOR .....	99
Anna Orlova. INTERNET ADVERTISEMENT: NEW ERA OF ADVERTISING OR ANNOYING INNOVATION.....	101

Ekaterina Feschenko. THE ROLE OF ADVERTISING IN THE SYSTEM OF INTEGRATED MARKETING COMMUNICATIONS .....	103
<b>SECTION 6. DIGITAL REALITY. INTERNATIONAL E-COMMERCE. TRENDS OF IT BUSINESS DEVELOPMENT IN BELARUS.....</b>	<b>105</b>
Belko Ruslan. THE INFLUENCE OF THE HIGH TECHNOLOGY PARK ON THE DEVELOPMENT OF DIGITAL ECONOMY OF BELARUS .....	105
Anton Kuznetsov. THE USE OF EYE TRACKING IN BUSINESS .....	107
Ekaterina Lobko, Alina Moysa. MAKING MONEY ON INSTAGRAM .....	109
Darya Meleshko, Veronica Konoplyanik. E-COMMERCE IN BELARUS: MYTH OR REALITY..	112
Julia Palchuk. TRADING VIA THE INTERNET .....	114
Razumova Ekaterina. EFFICIENCY OF UNMANNED AERIAL VEHICLES APPLICATION IN THE BANKING SECTOR.....	116