

CONTENTS

SECTION 1. MODERN TRENDS IN THE DEVELOPMENT OF THE WORLD ECONOMY	3
Liudmyla Bohdanova. THE GLOBAL THREATS TO EUROPEAN SECURITY	3
Marta Budrevich, Polina Shinkevich. IS THERE A LINK BETWEEN A BLACK SWAN AND GLOBAL ECONOMY?.....	4
Roman Volodko. ECONOMIC CHALLENGES TO EUROPEAN UNION	6
Anna Glinskaya, Darya Matveychuk. THE IMPACT OF ROBOTICS ON THE WORLD ECONOMY DEVELOPMENT	8
Guan Chengbo. IMPROVEMENT OF FOREIGN TRADE COOPERATION OF THE REPUBLIC OF BELARUS WITH THE REPUBLIC OF CHINA.....	10
Polina Danilovich. INFORMATION AND KNOWLEDGE IN THE ECONOMY OF OUR TIME: TRANSITION TO THE KNOWLEDGE ECONOMY.....	11
Yana Demidovich. WHO WILL WIN: ECONOMY OR ECOLOGY?	13
Maryna Zhubanova. THE PUBLIC-PRIVATE PARTNERSHIPS IN THE SYSTEM COORDINATES OF ECONOMIC GROWTH.....	15
Anastasiya Kaspiarovich. THE IMPACT OF GLOBALIZATION ON THE ECONOMY	17
Alexandra Kerez. WHAT CHANGES US	19
Stanislau Kabernik-Berazouski. IMPACT OF INFORMATION TECHNOLOGY ON ECONOMIC GROWTH.....	20
Anton Kuznetsov, Maria Dovgaya. 8 TECHNOLOGY TRENDS IN WORLD ECONOMY	22
Elizaveta Kurban. IMPACT OF THE US-CHINA TRADE WAR ON THE WORLD ECONOMY	24
Nadezhda Lobanovskaya. GLOBAL ECONOMY: THREATS AND OPPORTUNITIES IN THE DEVELOPMENT	26
Hanna Liakh. THE IMPACT OF GLOBALIZATION ON THE ECONOMIC SECURITY OF STATES.....	28
Yauheniya Liashenka. INFORMATION TECHNOLOGY TRENDS	29
Elena Mazko. IS IT PROFITABLE TO LIVE ON CREDIT?	31

Andrii Matkovskiy, Anastasiia Chepelenko. SUSTAINABILITY TOOLS FOR COUNTRIES AROUND THE WORLD.....	33
Darya Medvedenko, Veronika Neusikhina. BRAIN DRAIN IN BELARUS VS CAN DREAMS COME TRUE IN YOUR COUNTRY?.....	35
Pavel Pazniakou. THE APPLICATION OF THE INCOTERMS 2020 TO THE INTERNATIONAL TRADE	37
Uladzislau Panezhanka. PROSPECTS FOR THE DEVELOPMENT OF DIGITAL ECONOMY	39
Stanislav Protopopov. ALGORITHMIZATION OF STOCK MARKET STRATEGIES	41
Ekaterina Svita, Alexandra Shekunova. THE PHENOMENON OF FINANCIALIZATION IN CONTEMPORARY WORLD ECONOMY	43
Nadezhda Siskevich. WHAT DOES EMOTIONAL INTELLIGENCE HAVE TO DO WITH BUSINESS?.....	44
Lizaveta Tsiarshchanka. THROUGH DIGITAL DISRUPTION TOWARDS A MORE INCLUSIVE SOCIETY	46
Polina Usovich. NEW OPPORTUNITIES FOR THE WORLD ECONOMY	48
Vladislav Chaikov. MERGER POLICY IN DIGITAL MARKETS	50
Anastasiya Chernyavskaya. FOREIGN EXPERIENCE OF FORMATION OF PROFIT	52
Chen Yubo. IMPROVEMENT OF INTERNATIONAL ECONOMIC COOPERATION IN THE CHINA-BELARUS INDUSTRIAL PARK “GREAT STONE”	54
Danila Shmidt. THE CONSEQUENCES OF BREXIT FOR THE FUTURE OF THE UK	55
Sofiya Edamo. RELATIONS OF JAPAN WITH THE USA AND CHINA IN THE XXI CENTURY. COMPARATIVE CHARACTERISTICS	57
Elizaveta Yuzko. THE BASIC TENDENCIES OF ECONOMIC DEVELOPMENT ...	58
Elizaveta Yakubova. CAN ZERO-WASTE LIFESTYLE RUIN THE WORLD ECONOMY?	60
SECTION 2. REFLECTION OF GLOBAL BUSINESS TRENDS IN THE ECONOMY OF THE REPUBLIC OF BELARUS.....	62
Evgeny Andreychik. ENERGY RESOURCES CONSUMPTION GROWTH AS A SUSTAINABLE TENDENCY IN FOREIGN COUNTRIES AND BELARUS.....	62
Olga Balandenko. MAJOR ISSUES OF THE INTERNATIONAL ECONOMY OF THE REPUBLIC OF BELARUS.....	63

Karina Baturo. BELARUS' ACCESSION TO THE WTO AS A MEANS OF INTEGRATION OF THE COUNTRY IN WORLD TRADE.....	65
Angelina Zaikovskaya, Tanya Belyatskaya. THE VALUE OF EUROVISION.....	68
Nastassia Heliuk, Yulia Mishchanka. IN PURSUIT OF ECONOMIC GROWTH: BARRIERS TO THE REPUBLIC OF BELARUS.....	70
Valiantsin Hleka. THE DEVELOPMENT OF SMALL CITIES AND RURAL AREAS IN BELARUS.	
Svetlana Hurbanovich, Daria Semenovich. DO WE REALLY NEED CROWDLENDING?	75
Aliaxandra Korban. GREEN ECONOMY IN THE REPUBLIC OF BELARUS	77
Anna Krivitskaya. WAYS TO RAISE PEOPLE'S INCOME IN BELARUS.....	79
Zlata Kutuzova, Yuliya Dorosh. NEW PLAYER ON THE FINANCIAL MARKET ..	80
Vladislav Mitsura, Polina Dudina. INVESTMENTS IN EDUCATION AS THE MAIN COMPONENT OF THE THEORY OF HUMAN CAPITAL	82
Angelina Naumovich. THE JAPANESE CONCEPT OF LEAN PRODUCTION: POSSIBILITY OF IMPLEMENTATION IN THE BELARUSIAN ECONOMY	84
Darya Pesnyak. DOWNTOWN REVITALIZATION	86
Ilja Rajchev. WORLD TRENDS OF ALTERNATIVE ECONOMY DEVELOPMENT IN FOREIGN COUNTRIES AND THEIR ADAPTATION IN BELARUS	88
Anastasia Stakhnovich, Valeria Semenovich. AMAZON GO AS A NEW WAY TO SHOP: BELARUSIAN EXPERIENCE IN THIS FIELD	90
Eva Suhotskaya. GREEN ECONOMY AND ITS IMPLEMENTATION IN THE REPUBLIC OF BELARUS	92
Anton Yusupov. IS THE BELARUSIAN STOCK EXCHANGE A FULL-FLEDGED INVESTMENT TOOL?.....	94
SECTION 3. CURRENT ISSUES OF INTERNATIONAL MANAGEMENT AND MARKETING (EXPERIENCE ECONOMY; EVENT MANAGEMENT; ECONOMIC PSYCHOLOGY, HR-MANAGEMENT, ETC.)	96
Alina Salnikova. CONCEPT OF PRODUCT IN MODERN MARKETING.....	96
Veronica Bazha, Valeria Prohorova. THE EXPERIENCE ECONOMY: WORK IS THEATER AND EVERY BUSINESS IS STAGE.....	97
Angelina Basai, Viktoria Rusalovskaya. DATA MINING: A TECHNOLOGY OF THE FUTURE.....	99
Darya Vitashkevich, Veronica Lashutko. CHALLENGES OF MANAGEMENT IN BELARUS	101

Anna Gutovets, Yuliya Pustoshilo. INTERNET AS A PLATFORM FOR SALES	103
Vladislava Dubkova. HR MANAGEMENT IN BELARUS: WAYS OF IMPROVING AND SUPPORTING	104
Maria Zhurba. WORD CHOICE AS THE KEY TOOL TO INCREASE B2B SALES VOLUME	106
Mohamad Zoulghina. BEHAVIORAL ECONOMICS PRINCIPLES FOR ANY BUSINESS	107
Yana Shkornik, Christina Klentak. MEETING INDUSTRY AS A FACTOR OF SOCIAL AND ECONOMIC DEVELOPMEHT OF BELARUS	109
Dmitry Kostusev. SALES AS THE COMPONENT OF SUCCESSFUL BUSINESS	111
Anjelika Lishko, Polina Krotovich. TEAL ORGANIZATION	112
Alexandra Kudelka, Valeryia Yurkoits. THE PHENOMENON OF EXPERIENCE ECONOMY IN THE MODERN WORLD. Michael Matusevich.....	116
ROLE OF TEAMBUILDING ACTIVITIES. IN CROSS-CULTURAL DIFFERENCES MANAGEMENT	116
Anna Orlova. IS IT EFFECTIVE TO DELEGATE WORK TO OUTSOURCING COMPANIES IN BELARUS?.....	118
Ksenia Parfeniuk. REMOTE IT RECRUITMENT TECHNOLOGIES	119
Angelina Fedorinchik, Khristina Plotnikova. COMMUNICATIVE COMPETENCE OF FUTURE ECONOMISTS AS A FACTOR OF INCREASING PROFESSIONAL ACTIVITY EFFICIENCY	121
Valeriya Rogova. EMOTIONS IN BUSINESS	123
Anna Turchinskaya. SECTOR-SPECIFIC FEATURES OF ORGANIZATIONAL CULTURE IN INFORMATION TECHNOLOGY COMPANIES.....	125
SECTION 4. MARKETING COMMUNICATIONS AND ADVERTISING IN MODERN BUSINESS	128
Anastasiya Boreiko. ADVERTISING’S INFLUENCE ON PEOPLE	128
Vlada Butenko. SOCIAL MEDIA ADVERTISING GROWTH AND ITS IMPACT ON INTERNATIONAL BUSINESS	129
Andrey Bychankov. NVIDIA’s RTX-RELATED MARKETING STRATEGY	131
Alieksandra Gaiduchenya, Polina Medvedskaya. THE BELARUSIAN FRANCHISE MARKET: TRENDS OF DEVELOPMENT	133
Yana Dudkova, Olga Loziuk. TV COMMERCIALS IN GLOBAL MARKETING AND BELARUS	134
Alesia Yermik. FOREIGN COMMERCIALS ON THE BELARUSIAN MARKET ..	136

Natalia Zalevskaya. MALE GENDER STEREOTYPES IN ADVERTISING	138
Victoria Komalova. NEW DIRECTIONS IN BELARUSIAN MARKETING ON THE EXAMPLE OF THE INTERNATIONAL COMPANY “CIVITTA”	140
Anton Kuzmich. INTERNET MARKETING TOOLS FOR INDUSTRIAL ENTERPRISES.....	141
Maryia Kunitskaya. NATIVE ADVERTISING	143
Ekaterina Lobko, Alina Moysa. ADVERTISEMENT AIMED AT GENERATION Z	145
Darya Meleshko, Veronica Konoplyanik. COMMUNICATIVE STRATEGIES FOR BRAND PROMOTION IN SOCIAL MEDIA ON THE EXAMPLE OF TIKTOK PLATFORM	147
Anastasia Naumenko, Ilya Gavrilovets. ADVERTISING IN MODERN BUSINESS	149
Angelina Nosik, Anastasya Sachuk. HOW TO MARKET FITNESS.....	151
Egor Olekhnik, Kristina Khilkovich. INSTAGRAM POSTS AND STORIES AS AN ADVERTISING TOOL FOR MODERN BUSINESS.....	153
Anzhela Pisareva. ADVERTISING IN MODERN BUSINESS	155
Darya Rusetskaya. CHANGES IN MODERN MARKETING	157
Hanna Sazonova, Ilya Namakonov. IMAGE OF CHINA THROUGH THE PRISM OF ASSOCIATION EXPERIMENT	159
Nastya Tamilo. PRINT ADVERTISING IS DEAD? NOT SO FAST...	160
Daniil Tataryntsev. MARKETING POLICY OF BELORUSNEFT: DIRECTIONS OF DEVELOPMENT	162
Viktoriya Kharlan. HOW THE USE OF EMOJIS AFFECTS THE RELATIONSHIP BETWEEN USERS AND BUSINESS	164
Maksim Shamich. MARKETING COMMUNICATION AS A KEY TO SUCCESS FOR MODERN BUSINESS	166
Azamat Elbuzdukaev. FEATURES OF ONLINE ADVERTISING	167
SECTION 5. DIGITAL REALITY. INTERNATIONAL BUSINESS IN THE ONLINE ENVIRONMENT; TRENDS OF IT BUSINESS DEVELOPMENT IN BELARUS	169
Kirill Afanasenko, Alexander Mezhenikov. SOCIAL NETWORKS AS AN EFFECTIVE TOOL FOR ATTRACTING CUSTOMERS AND GENERATING REVENUE.....	169
Sergei Veremeenko. FROM INTERNET ADDICTION TO INTERNET CULTURE	171

Alina Kamenets. INDUSTRIAL INTERNET OF THINGS AND ITS APPLICATION IN BELARUS	172
Vladislav Kaliaha. DIGITAL TRANSFORMATION OF A COUNTRY AS A SOCIAL AND ECONOMIC PHENOMENON	174
Ulyana Kasarotkina, Daria Krivonosova. CARSHARING IN THE REPUBLIC OF BELARUS: COMPARISON OF ONLINE PLATFORMS	176
Anastasia Kudravets. INSTAGRAM AS A SOURCE OF INCOME	178
Anastasia Kuchinskaya. DEVELOPMENT AND REGULATION OF IT BUSINESS IN THE REPUBLIC OF BELARUS.....	180
Maxim Makarov, Anastasia Kezlya. WAYS OF OPTIMIZATION OF WAREHOUSE EQUIPMENT IN SPECIAL ECONOMIC ZONE “BREMINO-ORSHA”.....	182
Anastasiya Mikulich. E-COMMERCE MARKET DEVELOPMENT IN THE REPUBLIC OF BELARUS	184
Dariya Protasova, Kseniya Gritskevich. 5 BUSINESS IDEAS TO START WITH NO MONEY.....	186
Viktoryia Rudzenkova. CONVERTIBLE LOAN AGREEMENT FOR IT-BUSINESS IN BELARUS	188
Vladimir Sabaev. HUMAN CAPITAL IN THE IT SPHERE OF THE REPUBLIC OF BELARUS: STATE AND PROSPECTS FOR DEVELOPMENT	189
Kseniya Siauruk. BUSINESS IN BELARUS.....	191
Alesya Stetskaya. HOW TO MAKE A WEBSITE INCREASE YOUR SALES	193
AlbinaUrish. DIRECTIONS FOR THE DEVELOPMENT OF DIGITAL ECONOMY IN BELARUS IN A CONTEMPORARY CONTEXT	195
Arina Shishmintseva. VENTURE CAPITAL FUNDING IN BELARUS: PROSPECTS, OBSTACLES, SOLUTIONS	197