

The advantages of remote accounting include the following:

- accounting and reporting through online accounting;
- the ability to use the services of an accountant on a specific issue (for example, correctly calculate only taxes and file tax returns on time);
- reducing the cost of jobs;
- an outsourcing specialist most often works with a large number of clients from different industries, so his experience is much broader than that of a full-time accountant.

The service of full accounting outsourcing in the Republic of Belarus can be useful for large and medium-sized companies that need both constant accounting support and advice on emergency situations.

The disadvantages of remote accounting include not only the quality of the outsourcer's services may be below the level required by the customer, but the outsourcing company charges an additional fee for services.

Every year accounting outsourcing becomes more and more popular and in demand by start-up companies, as well as representatives of small and medium-sized businesses. Accounting outsourcing is now beneficial both to those who have just started their activities, and to investors who are interested in unlimited control over the process of an investment project, and, finally, to those who need to restore accounting or reduce their expenses. The main reason for the rapid development of the outsourcing services sector in the field of accounting is the desire to reduce the cost of maintaining a full-time specialist with consistently high quality of services received.

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FEATURES OF DOING BUSINESS IN COUNTRIES OF THE WORLD

Особенности ведения бизнеса в странах мира

The objective of this paper is to find out in which countries it is better to start a business, considering various factors and advantages of doing business abroad. Every year several rankings are published on the world's most business friendly countries. The studies, which are published annually, rank regions according to how business friendly they are. The Doing Business study, published by the World Bank Group, assesses regulations affecting different areas of doing business. The choice of

the country for opening and doing business depends on many factors. The tax system, quality of infrastructure, immigration laws, and development of technology and innovation are all worth considering. The climate, mindset and other social indicators are also important factors.

Let us consider Lithuania. Today, the country is developing steadily, as evidenced by the positive GDP growth in the past few years. Lithuania has industrial enterprises, such as shipbuilding, mechanical engineering, as well as companies focused on agricultural production. Tourist spectrum and fishery are widely developed. Directions for doing business in Lithuania are quite large. A large part of the local population is fluent in English. There are also Russian-speaking citizens.

In Norway there is an excellent option for investing in a country with a thriving economy and a flexible legal system. Norway ranks ninth in starting and running a business. An entrepreneur has the right to bring close family members with him, for whom employment opportunities and training at universities in Norway are open.

According to the World Bank, New Zealand is the most attractive country for doing business and ranks first in the Doing Business report. There are many special programs for foreign entrepreneurs to help make business immigration to New Zealand. Such concepts as corruption and administrative pressure of the state are extremely rare, which is a big advantage.

As for Switzerland, it ranks tenth in the Doing Business report. The most promising sector for investment is information technology and innovation.

The Canadian government is interested in attracting foreign investment and happily accepts foreign businessmen who can create new jobs and benefit the local economy. Incidentally, Canada has the world's third largest oil reserves. A high level of technology, economic and financial stability, an efficient tax system, and fair courts are just some of the advantages of doing business in Canada.

Britain ranks eighth in the ease of starting a business. Unemployment in the state is kept at 4.9 %, and inflation is about 0.3 %. The financial and banking sector is one of the central places in the world, which certainly attracts investors from different countries and helps increase the level of business immigration to the UK. The UK has significant reserves of natural resources, including natural gas, oil, and coal. Industrial production is characterized by a wide variety of products from food to shipbuilding and aircraft manufacturing. Any foreigner can do business in Britain. Citizens of the European Union and Switzerland have the same opportunities as local businessmen. Entrepreneurs from other countries, especially Russians and Ukrainians, usually use one of the work visas that allow them to fully conduct business and live in Britain.

The results of the study showed that in the 21st century there are many countries for opening and doing business, there are a lot of benefits and opportunities for foreign entrepreneurs. However, the most attractive countries for doing business are Norway (Norway has long-standing trade relations with the European Union, the

labor market is filled with highly qualified employees in the field of IT and finance) and New Zealand (business registration takes only one or two days, labor costs are relatively low, in terms of taxes: no taxes on wages, social security or capital gains).

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INTERNET MARKETING. TYPES OF INTERNET MARKETING

Интернет-маркетинг. Типы интернет-маркетинга

The purpose of the paper is to identify the most popular types of Internet marketing.

Internet marketing is a set of tools that are typical of classical marketing and adapted to the Internet space. Currently, Internet marketing is the future, as it has a global effect.

There are a large number of methods of implementing marketing on the Internet. To assess their popularity and effectiveness, a survey among students was conducted, and the most famous types of Internet marketing were identified:

1. Contextual advertising. When switching from one site to another, each Internet user is haunted by numerous advertising offers to buy a particular product. Contextual advertising takes into account the user's requests in search engines, and then offers him the product he was interested in earlier.

2. SMM. Social Media Marketing is aimed at working in social networks. Here, the specialist is provided with great opportunities for creativity. SMM is suitable for almost everyone: from a startup to large brands: where there is no longer about growing sales, but about engaging and creating a loyal audience in the form of customers.

3. SEO optimization. Classic SEO is based on key user requests. Yandex or Google robots search the tag for sites with the most relevant content for the search query. Moreover, to promote to the TOP, it is not enough to fill the page with keywords, a user must feel in the site with the contentment on the search query. Another factor that affects SEO is the behavioral characteristics of visitors. In other words, optimized content should engage users, encourage them to stay on the site longer, click on links, comment and be active.

Why is Internet marketing effective for promoting products and services, according to students?