

## CONTENTS

<b>PANEL 1. MODERN TRENDS IN THE DEVELOPMENT OF THE WORLD ECONOMY .....</b>	<b>10</b>
Al-Attabi Salah Jameel Hatem TECHNOLOGICAL INFRASTRUCTURE AND ITS ROLE IN DIGITAL TRANSFORMATION .....	10
Kseniya Astapenko DIGITALIZATION OF THE ECONOMY AND ITS IMPLICATIONS ON THE GLOBAL COMMUNITY .....	11
Ashish Bhoutika, Tawheed Nabi INCREASING POVERTY AND HUNGER IN INDIA: A COMPARATIVE STUDY .....	13
Vladislav Belko, Alina Velentei THE IMPACT OF THATCHERISM ON THE WORLD ECONOMY .....	15
Julia Bogatko, Darya Yakhnovets FROM A VUCA TO A BANI WORLD .....	17
Darya Branovitskaya, Arina Khinevich ARTIFICIAL INTELLIGENCE – A STEP INTO PROGRESS OR A POTENTIAL THREAT? .....	19
Olga Busko USING TAX TOOLS TO OVERCOME THE PANDEMIC .....	21
Valeria Bukhovetskaya, Renata Kirilenko THE DOUGHNUT ECONOMICS: AN ECONOMY THAT SERVES PEOPLE AND THE PLANET .....	23
Kseniya Gorokhovich ARTIFICIAL INTELLIGENCE: FRIEND OR ENEMY? .....	25
Fedor Gritsev, Zakhar Novitskiy SHADOW GLOBALIZATION: INSTITUTIONAL TRENDS .....	27
Artyom Zagumenkin THE DARK SIDE OF CRYPTO: DEALING WITH FRAUD AND SCAMS .....	29
Arina Zmeyerova GREENFLATION .....	30
Caroline Ignatovitch THE IMPACT OF THE MIGRATION ON THE MODERN WORLD ECONOMY .....	32
Ann Kot, Viktoriya Naletko DEVELOPMENT OF INTERNATIONAL ELECTRONIC COMMERCE .....	34
Nikita Kryshstal, Matvey Papko CROWDSOURCING .....	36
Landelong A CONTEMPORARY TRENDS IN CHINA’S ECONOMIC DEVELOPMENT .....	38
Darya Lisitsa, Polina Yakubovich DEVELOPMENT OF EXCHANGE PROGRAMS IN HIGHER EDUCATIONAL INSTITUTIONS .....	39
Aleksandra Naidenko, Veronika Vorontsova SLOWBALIZATION AS A GLOBAL ECONOMIC TREND .....	40

Ksenia Sakevich THE EUROPEAN UNION: THE POST-PANDEMIC RECOVERY.....	43
Elizaveta Sivashchanka AVERAGE BROAD MONEY AS ONE OF THE MAIN MONETARY INDICATORS OF BELARUS: ANALYSIS AND FORECAST .....	44
Margarita Stankevich ATTEMPTS TO BRIDGE THE DEVELOPMENT GAP OF VARIOUS COUNTRIES.....	47
Nikita Trusevich CHINA’S REAL ESTATE MARKET.....	48
Maria Khripacheva RESHORING AS A MODERN TREND OF THE WORLD ECONOMY REGLOBALIZATION.....	50
Eugene Chizh, Zlata Kolyada THE IMPACT OF THE PANDEMIC ON THE LABOUR MARKET .....	52
Valeriya Shabanova PROBLEMS AND PROSPECTS OF FUNCTIONING OF OPTIMUM CURRENCY AREAS FUNCTIONING IN THE WORLD ECONOMY	54
Diana Shchedrenok EARTHQUAKE IN TURKEY 2023: CAUSES AND CONSEQUENCES .....	56
<b>PANEL 2. MODERN TRENDS IN THE DEVELOPMENT OF THE WORLD ECONOMY. REFLECTION OF GLOBAL BUSINESS TRENDS IN THE ECONOMY OF THE REPUBLIC OF BELARUS.....</b>	<b>59</b>
Alina Autukh, Lada Alexeeva THE IMPACT OF IMPORT SUBSTITUTION ON THE CONSUMER HABITS OF THE CITIZENS OF BELARUS.....	59
Daria Adamovich, Sophia Kucharavenko THE ROLE OF MONETARY POLICY IN ACHIEVING PRICE STABILITY .....	61
Anastasiya Alayeva, Elvira Mustafina HUMAN DEVELOPMENT INDEX OF BELARUS: CHANGES WITHIN 10 YEARS.....	63
Anastasiya Buraya, Evgeniya Melnik OUTSOURCING IN THE BANKING SECTOR IN THE REPUBLIC OF BELARUS.....	65
Angelina Gribanova THE REPUBLIC OF BELARUS IN THE CONTEXT OF GLOBAL GREENING AND DIGITALIZATION OF THE ECONOMY .....	67
Matvei Ignatuyk, Maxim Belenkov CUMULATIVE PENSION PROGRAMMES AS A TOO FOR SOLVING THE PROBLEM OF LOW PENSIONS IN BELARUS ....	69
Vladislav Kalinovskiy MUSIC INDUSTRY WITHIN THE FRAMEWORK OF INTERNATIONAL ECONOMIC RELATIONS OF THE REPUBLIC OF BELARUS.....	71
Nikita Lutik THE DIRECTIONS OF SMALL BUSINESS IN THE REPUBLIC OF BELARUS IN COMPARISON WITH THE ECONOMY OF POLAND AND RUSSIA.....	73

Irina Medvedeva HOUSE FLIPPING .....	75
Ellina Noskova YOUNG PEOPLE’S AWARENESS OF SUSTAINABLE CONSUMPTION: BELARUSIAN PERSPECTIVE.....	77
Veronica Romanovskaya, Maryia Kukuruza PROSPECTS OF THE IOT TECHNOLOGIES IN AGRICULTURE OF THE REPUBLIC OF BELARUS .....	80
Darya Senko, Alina Tolkach THE STOCK MARKET IN THE REPUBLIC OF BELARUS .....	82
Anna Skakun “THE GREEN ECONOMY” AS A NEW TYPE OF ECONOMIC DEVELOPMENT.....	84
Lizaveta Shauruk THE BENEFITS AND CHALLENGES OF REFERENCE PRICING OF PHARMACEUTICALS .....	86
Anastasia Shcherbak INTEGRATION OF THE REPUBLIC OF BELARUS INTO THE GLOBAL WORLD ECONOMY.....	88
<b>PANEL 3. CURRENT ISSUES OF INTERNATIONAL MANAGEMENT AND MARKETING (EXPERIENCE ECONOMY; EVENT MANAGEMENT; ECONOMIC PSYCHOLOGY, HR-MANAGEMENT, ETC.) .....</b>	<b>91</b>
Anastasia Abushkevich, Polina Gatsura THE EXPERIENCE ECONOMY IN TOURISM SECTOR .....	91
Arina Alishevich THE PSYCHOLOGY INSIDE AN EYE-CATCHING ADVERTISING	
Yana Antonova TELEWORKING: HOW TO MAKE IT WORK BETTER .....	95
Oksana Batsko, Juliya Kuprash CONFLICT MANAGEMENT .....	97
Anna Bydnaya, Anastasia Yershova CURRENT MARKETING ISSUES: SAVYSHKIN PRODUCT CAMPAIGN .....	98
Valeriya Zgirskaya, Olga Lameyko EXPERIENCE ECONOMY .....	100
Anastasia Zybkovskaya NECESSITY FOR DIVERSITY, EQUITY AND INCLUSION (DEI) IN THE WORKSPACE .....	102
Polina Kerestsedjiyants, Yana Bashura NEUROMANAGEMENT – A NEW BRANCH OF MANAGEMENT.....	104
Anton Leonov THE ECONOMY OF IMPRESSIONS AS A NEW MODEL OF ECONOMIC DEVELOPMENT .....	106
Elizaveta Lipovkina, Marina Grom PERSONALIZATION IN MARKETING .....	108
Alina Melkova, Margarita Silvanovich HR MANAGEMENT .....	110
Anna Mytnik, Polina Kuis THE SIMILARITIES AND THE DIFFERENCES BETWEEN SPORTS MARKETING AND SPORTS MANAGEMENT .....	112

Alina Nosova POLICY MEASURES TO COPE WITH TAX COMPLIANCE: BEHAVIORAL DETERMINANTS .....	114
Elisabeth Pautova, Angelina Kolybenko EXPERIENCE ECONOMY: BUSINESS IS A THEATRE .....	117
Adelina Pentelina, Yana Chirko CROSS-CULTURAL DIFFERENCES IN MANAGEMENT.....	118
Vyacheslav Petreev, Darya Demid A BEHAVIOURAL INSIGHT ON SAVINGS	120
Nikita Potachits, Elnur Chepelnikov RISK MANAGEMENT.....	122
Margarita Rovnejko SENSOMARKETING AS A FIELD OF APPLICATION OF THE DEVELOPMENTS OF EXPERIMENTAL PSYCHOLOGY .....	123
Alina Silivonchyk, Diana Galaido NAMING AS THE BASIS OF A SUCCESSFUL PROJECT .....	125
Polina Solovei GLOCALIZATION IN MARKETING .....	127
Daryia Khanetskaya UNEMPLOYMENT AND PSYCHOLOGICAL DISTRESS AMONG YOUNG PEOPLE.....	129
Elizaveta Sharlay NATIONAL BRANDING AS A TOOL FOR PROMOTING A COUNTRY'S SOFT POWER .....	132
<b>PANEL 4. MARKETING COMMUNICATIONS AND ADVERTISING IN MODERN BUSINESS .....</b>	<b>135</b>
Yaroslav Borovkov, Daniil Chernyak DOOMSCROLLING.....	135
Kristina Bril, Maria Korolenya WEB-MARKETING IN THE REPUBLIC OF BELARUS .....	137
Ksenia Buldova, Maria Trykaziuk REGIONAL BRANDING .....	139
Milana Golovach, Elizaveta Rindevich ARTIFICIAL INTELLIGENCE IN MARKETING COMMUNICATIONS .....	141
Veronika Goncharenko, Sofia Grishchenko NEUROMARKETING AS A TOOL IN SOCIAL NETWORKS .....	143
Karina Derman, Anastasia Litasova THE PROBLEM THAT HAS NO NAME .....	145
Melissa Efimenko, Valeria Rybak SOCIAL MEDIA ADVERTISING AIMED AT CHILDREN: STRATEGIES AND IMPACT.....	147
Ekaterina Zhukovskaya, Glafira Khavstovich ADVERTISING IN MODERN BUSINESS: CURRENT TRENDS IN 2023 .....	149
Alina Zaharenko, Victoria Markevich SHOCK ADVERTISING: IS IT EFFECTIVE? .....	151

Kseniya Kibardina, Darya Lukashova THE ROLE OF MARKETERS IN BUSINESS .....	153
Yuliya Korenevskaya MARKETING COMMUNICATIONS AND ADVERTISING IN MODERN BUSINESS .....	154
Lada Litviniuk SHORT-FORM VIDEO AS AN EFFECTIVE MARKETING TOOL.....	156
Aleksandra Lozhkina, Maria Semenova NEUROMARKETING IN THE RETAIL SECTOR.....	158
Alexandra Mitrakhovich ADVERTISING AS A TOOL OF THE UNIVERSITY'S MARKETING STRATEGY .....	160
Juliya Mitskevich, Valerya Sedlovskaya WHAT ENCOURAGES A PERSON TO MAKE PURCHASES ONLINE?.....	161
Maria Muha, Nadezhda Pozniak HIDDEN MARKETING: MESSAGES THAT ONLY THE MIND HEARS .....	163
Karina Olshevskaya, Ekaterina Sokolovskaya BRAND AS A TOOL TO CREATE A COMPETITIVE ADVANTAGE FOR THE COMPANY .....	165
Margarita Rovnejko CHOCOLATE CONSUMERS' PREFERENCES: THE ROLE OF PALATABILITY TRAITS AND TASTINGS IN PRODUCT SELECTION.....	167
Diana Serbo, Alitsiya Snopko THE EFFECTIVENESS OF VARIOUS TYPES OF ADVERTISING IN BELARUS AND GREAT BRITAIN.....	169
Veronika Sergel MARKETING COMMUNICATIONS AND ADVERTISING IN MODERN BUSINESS.....	171
Diana Silchenko PSYCHOLOGY OF ADVERTISING.....	173
Darya Trokhimovich HOW TO CREATE A SUCCESSFUL SLOGAN.....	175
Victoria Hodenkova, Ulyana Yanushko SOCIAL MEDIA ADVERTISING: PERSONALIZED ADVERTISING.....	176
Kristina Shaban COMMUNICATION STRATEGIES AND TACTICS FOR BRAND PROMOTION IN THE FASHION INDUSTRY (ON THE EXAMPLE OF ZARA)	178
Jiya Maheshwary DEVELOPMENT TRENDS IN MARKETING COMMUNICATIONS IN MODERN BUSINESS .....	180
<b>PANEL 5. DIGITAL REALITY. INTERNATIONAL BUSINESS IN THE ONLINE ENVIRONMENT; TRENDS OF IT BUSINESS DEVELOPMENT IN BELARUS.....</b>	<b>184</b>
Disha Jindal, Ritika Sagar, Dr Ridhima Sharma THE EFFECT OF DIGITAL MARKETING ON PURCHASING MINDSET OF CITIZENS OF BELARUS .....	184

Syed Rizwana Qadri, Mudasir Ahmad Dar	ROLE OF DIGITAL PAYMENT IN INDIAN ECONOMY AN EMPIRICAL ANALYSIS .....	187
Yelena Buren, Elizaveta Bezdovitskaya	E-COMMERCE: PROBLEMS AND SOLUTIONS .....	189
Darya Voronovich	THE ROLE OF ARTIFICIAL INTELLIGENCE IN BUSINESS .....	191
Anna Gavrilovich, Artem Shmat	DEVELOPMENT TRENDS OF INTERNATIONAL DIGITAL PLATFORMS .....	193
Pavel Gorchakov, Kirill Kashpar	IT BUSINESS DEVELOPMENT IN BELARUS	194
Oksana Drozdova, Lubov Mashei	PASSWORDLESS AUTHENTICATION: ARE WE READY TO GIVE UP PASSWORDS? .....	197
Julia Elsukova	THE DIGITAL DIVIDE: CAUSES AND WAYS OUT.....	199
Darya Lisitsyna, Alina Kurkina	VR-SUIT: REALITY OR VIRTUALITY? .....	201
Ksenia Miroshnikova	TRENDS OF IT BUSINESS DEVELOPMENT IN BELARUS.....	203
Vladislav Khodosevich, Vyacheslav Vertinsky	E-COMMERCE IN BELARUS: PROBLEMS AND SOLUTIONS .....	204
Diana Khololovich, Vladislava Melenchuk	ARTIFICIAL INTELLIGENCE IN THE SECURITIES MARKET .....	206
Christina Chaikova	CYBERLIFE OF AN AVERAGE BELARUSIAN.....	208
Evgeniy Shareiko, Ivan Perevoznikov	ECONOMIC IMPACTS OF ARTIFICIAL NEURAL NETWORKS .....	211
<b>ONLINE PANEL .....</b>	<b>213</b>	
Jiya Maheshwary	DEVELOPMENT TRENDS IN MARKETING COMMUNICATIONS IN MODERN BUSINESS .....	213
Apoorva Abrol	NUTRITION KNOWLEDGE AND HEALTH STATUS AMONG WORKING WOMEN OF PUNJAB: A CROSS-SECTIONAL ANALYSIS .....	215
Mohsin Showkat, Razia Nagina	DIGITAL FINANCIAL INCLUSION AND WOMEN; GENDER DISPARITY IN THE DIGITALIZATION OF FINANCIAL SERVICES .....	216
Sauliha Kirmani, Tanima Dutta	THE EFFICIENCY OF BANKS IN INDIA: WHAT DOES THE FUTURE ENTAIL? .....	217
Tina Paul	EMPLOYEE ENGAGEMENT AND THE ETHICAL CHALLENGES: A THEORETICAL ANALYSIS.....	220
Dr. Nidhi Bhagat Anurag Kumar	INTERNET BRANDING: FLOURISHING INTERNET AS A BRANDING TOOL .....	223

Reetika Malik THE GREEN ECONOMY AND DIGITAL ECONOMY: AN OPPORTUNITY OR A CHALLENGE?.....	224
Megha Bakshi, Dr. Rajesh Verma EMPIRICALLY TESTING DIFFERENT TYPES OF MEDIA TO RAISE AWARENESS OF CAUSE-RELATED MARKETING CAMPAIGN: EVIDENCE FROM INDIA.....	226
Content Chimusaka Munjeri, Napinder Kaur FISCAL POLICY AND ECONOMIC GROWTH IN INDIA.....	226
Reetika Malik THE GREEN ECONOMY AND DIGITAL ECONOMY: AN OPPORTUNITY OR A CHALLENGE?.....	228
Dr. Purnima Satija, Kewaljeet Singh IMPACT OF YOUTUBE FITNESS INFLUENCER ON USERS' INTENTION TO EXERCISE .....	229
Saumya Surendran JUGGLING ACTS: A STUDY ON WORK-LIFE BALANCE OF WORKING WOMEN IN HIGHER EDUCATION IN JAMMU AND JALANDHAR.....	231
Sourav Sharma, Dr. Priya Mandiratta UNICORN STARTUPS AND EMPLOYMENT GENERATION IN INDIA AN EXPLORATORY STUDY.....	233