

Positive aspects:

1. Social networks can provide an opportunity to keep in touch with friends, relatives, acquaintances, which can increase the sense of connectedness and reduce the feeling of loneliness.

2. Using social networks can cause positive emotions and improve mood, especially when receiving support from other users.

3. Social networks can also provide various kinds of information.

4. They can be useful for both professionals and students. Social networks can be used for job search, for the exchange of experience and knowledge.

Negative aspects:

1. Fascination with social networks can become a problem if every time there is free time, a person starts flipping through the social media feed.

2. Constantly comparing your life with the lives of other people.

3. Depersonalization: People who spend a lot of time on the Internet may forget how to communicate with people in real life.

4. Reduced productivity.

5. Social media posts can lead to misunderstandings of people, as well as lead to conflicts.

6. Threat to privacy.

Conclusion. It is important to remember that all people are completely different, and the impact of social networks on mental health can be unique. Therefore, it is important to find a balance in the use of networks and maintain communication with friends and relatives in real life.

REFERENCES

1. Why social media is ruining your life / Catherine Ormerod. – Phoenix, 2022. – 285 p.

2. The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power / Shoshana Zuboff. – Profile Books, 2019. – 692 p.

УДК 32

DOING BUSINESS IN WORLD MODERN ECONOMY

*Н. С. Климошевский, студент группы 10504222 ФММП БНТУ,
научный руководитель – канд. пед. наук Л. В. Соловьева*

Резюме – в данной статье рассматривается глобализация как ключевой термин мировой экономики, а также исследуется техническое развитие, привилегии и т. д.

Resume – this article considers globalization as a key term for the world economy, and also examines technical development, privileges, etc.

Introduction. Today's global economy has changed rapidly over the past few decades due to globalisation, technological advances and changing consumer preferences, leading to economic growth and development. As a result, companies

are faced with increasing competition, changing regulations and changing consumer preferences, making doing business in today's global economy more challenging and problematic. This article examines the key factors that companies must consider when doing business in today's global economy, including globalisation, technological advances, changing consumer preferences and the role of government policy.

Main part. Globalisation is one of the key drivers of economic growth in today's global economy. The process of globalisation has led to the integration of markets, economies and cultures, giving companies access to customers and suppliers around the world. The benefits of globalisation are numerous, including increased access to markets, improved production efficiency and lower costs for consumers. But globalisation also brings challenges for companies, such as increased competition, disrupted supply chains and complex regulation.

One of the biggest challenges of globalisation is the increased competition that companies face. As markets become more integrated, companies compete not only with local and regional companies, but also with global companies with significant advantages in size, resources and know-how. To succeed in this competitive environment, companies must be flexible, innovative and customer-oriented. They have to react quickly to market changes, adapt their products and services to local needs and use technology to improve efficiency and productivity.

Another challenge of globalisation is the increasing complexity of supply chains. As companies operate in multiple countries and regions, they become more vulnerable to supply chain disruptions such as natural disasters, political instability and trade barriers. To mitigate these risks, companies need to diversify their supply chains, invest in risk management strategies and build strong relationships with suppliers and customers.

Technological advances are also a major driver of economic growth and development in today's global economy. The rapid pace of technological innovation has changed the way business is done, enabling process automation, increasing productivity and creating new products. However, technological advances also pose challenges for business, such as the need to adapt to new technologies, the risk of cyber-attacks and the impact on employment and the workforce.

One of the main benefits of technological advances is the ability to automate processes and increase productivity. Companies can use automation to reduce costs, increase productivity and improve quality. For example, robots and artificial intelligence can be used to streamline manufacturing processes, reduce waste and improve quality control. They can also use the cloud to store and access data, collaborate with partners and improve customer service.

However, the rapid pace of technological innovation is also a challenge for companies. To stay competitive, companies need to constantly adapt to new technologies and innovations, but this is costly and time-consuming. They also need to invest in cyber security to protect their data and systems from increasingly sophisticated and frequent cyber-attacks. In addition, technological advances can

have a significant impact on employment and the workforce: some occupations are becoming obsolete, while others require new skills and knowledge.

Changing consumer preferences are another important factor that companies need to consider in today's global economy. Consumers are becoming more confident and demanding, placing higher demands on products and services that meet their needs and values. To succeed in this changing environment, companies need to be flexible, customer-centric and socially responsible.

Conclusion. One of the key trends in changing consumer preferences is the shift towards sustainable and ethical products and services. Consumers are increasingly concerned about the impact of their consumption on the environment and society, and are willing to pay more for products and services that align with their values.

REFERENCES

1. The specifics of doing business in different countries [Electronic resource]. – Mode of access: <https://pf.hse.ru/703061121.html>. – Date of access: 21.04.2023.
2. The role of business in modern world [Electronic resource]. – Mode of access: <https://iea.org.uk/publications/research/the-role-of-business-in-the-modern-world>. – Date of access: 21.04.2023.

УДК 338.224

INNOVATIVE BUSINESS MODELS IN THE REPUBLIC OF BELARUS

*Ю. М. Козинец, студент группы 10507222 ФММП БНТУ,
научный руководитель – канд. пед. наук А. И. Сорокина*

Резюме – в данной статье описываются такие новаторские и инновационные бизнес-модели, как круговая доставка, платформы обмена и совместного использования и продукт как услуга. Все эти бизнес-модели работают в условиях циркулярной экономики. В статье также анализируется использование этих бизнес-моделей.

Summary – this article describes such pioneering and innovative business models as 'circular delivery', 'exchange and sharing platforms', and 'product as a service'. All of these business models operate in a circular economy. The use of these business models is also analysed in this paper.

Introduction. Although people have always tried to make the most of natural resources and their derivatives, in recent times this mode of profit generation has become irrelevant because natural resources are exhaustible. Today, the concept of circular economy (circular economy) has become popular. And also this type of economy has developed many innovative business models, which are in demand in the Republic of Belarus.

Main part. The classification of innovative business models created by the consultancy Accenture distinguishes between circular supply, resource recovery, exchange and sharing platforms, product life-cycle extension: repair / renewal,