

As far as business is concerned, more conventional, or rather more “old-fashioned” professionals appear to be more hesitant to use emojis in the business sphere. For the younger generation, it seems quite natural to take advantage of the benefits of emojis in business interactions. Still, the survey which involved about 1,000 American employees revealed that 76% of participants use emojis in their professional communications and 78% of them say that using emojis makes them more likeable.

To sum up, virtual communication provides interlocutors with cost savings, time efficiency, and increased access to information, which is undoubtedly advantageous for entrepreneurship. In its turn, emoji language has become a powerful tool for virtual communication, as it helps clarify meaning and tone, promote emotional expression, and improve social connections. With the right approach, emojis are quite a successful addition to our casual ways of online interaction. The conducted research makes us believe that emojis as a part of virtual communication are here to stay, and businesses tend to continue to adopt these handy pics exponentially.

A. Yurchik, M. Povnaya

А.В. Юрчик, М.Г. Повная

БГЭУ (Минск)

Научный руководитель С.С. Дроздова

EGYPT AND TURKEY AS POTENTIAL FOREIGN MARKETS OF THE REPUBLIC OF BELARUS

Египет и Турция как потенциальные внешние рынки Республики Беларусь

Choosing a potential sales market for organizations is always a difficult task. Currently, numerous sanctions have been imposed on Belarus by the United States, EU countries and others. Direct losses from the termination of exports to Europe this year amounted to about 6 billion US dollars. 80% of the losses were compensated as a result of increased exports to the markets of Russia and China [1]. However, the problem of reorientation of commodity flows from unfriendly countries to foreign markets of other countries is still very acute for Belarus. In this regard, the purpose of the conducted marketing research was to find and justify the possibility of increasing the export of domestic goods in the markets of countries such as Egypt and Turkey. These countries are potential trading partners for Belarus, but today the volume of exports to these countries is not large. In 2021, Belarusian exports to Egypt amounted to \$41.77 million US dollars, and to Turkey – 360.5 million US dollars. During the

desk study, the advantages of Egypt as a potential sales market were identified, associated with a convenient geographical location and a high level of technological development. At the beginning of 2022, the population of Egypt numbered about 105.8 million people. In 2021, the volume of GDP amounted to \$ 404 billion. USA, which is 5.4% more than in 2020. In 2021, according to the level of competitiveness determined on the basis of the global competitiveness index, the country is ranked 93rd in the world.

The analysis showed that domestic goods of light, textile and heavy industry will be in demand in the Egyptian market. The possibility of increasing exports to this country can be achieved through Belarus' participation in exhibition and fair events held in Egypt. However, there are also negative aspects that need to be taken into account when carrying out export activities to Egypt: the instability of the political situation in neighboring countries Iran and Israel, the low standard of living of the population, since the income level is low (from 200–400 US dollars).

Turkey has a fairly favorable geographical position relative to Belarus, today the population is 84.68 million people. The political situation in the country is stable, but from time to time there is a threat of war with the Kurds. The Turkish economy is characterized by a high degree of openness. In 2021, the country is in 20th place in terms of nominal GDP (794.53 billion dollars. USA). The average monthly salary in Turkey is 1000 US dollars, and the minimum is 482 US dollars. According to the global competitiveness index in 2021, the country ranked 51st. According to the index of innovative development over the past two years, Turkey has moved up by 14 points (37th place) [2]. Domestic products of the food and petrochemical industry will be in demand in the Turkish market. However, there is also a negative point – this is a high level of inflation (at the beginning of 2022 – 85.51%), due to a constant reduction in the refinancing rate.

Thus, based on the analysis, it can be concluded that despite some problems, the markets of Turkey and Egypt have a certain potential for export activities by domestic business entities.

References

1. Міністр эканомікі: поторы Беларусі от прекрацэння паставак в Европу составил \$6 млрд [Electronic resource] // Смартпрэсс. – Access mode: <https://smartpress.by/news/31736/> – Access date: 31.10.2023.
2. Global Innovation Index 2022 [Electronic resource] // World Intellectual Property Organization. – Access mode: https://www.wipo.int/global_innovation_index. – Access date: 31.10.2023.