

developed as in the north. The conditions of government support for international entrepreneurs are very loyal and helpful.

The third statement carries both pros and cons for a businessman in Italy. On the one hand, the brand "Made in Italy" has considerable economic weight and enjoys trust among consumers all over the world. And, although the products of local companies can rarely be attributed to the field of advanced technologies, it is almost always a high-quality and stylish product. On the other hand, when opening production in Italy, it will be necessary to pay great attention to the quality of the goods produced.

The fourth statement is an unambiguous minus for foreign entrepreneurs and a plus for Italian businessmen. Acquaintances and connections play a significant, if not crucial, role here. More than 80% of companies in the country are family-owned, pass from generation to generation, have a small staff. Local manufacturers are ready to make a good discount for their person, whereas they may simply not want to deal with a stranger from the street.

The main areas of interest for doing business in Italy: energy (oil and gas, renewable energy sources), infrastructure, luxury real estate, chemical and pharmaceutical production, fashion industry, restaurant business and retail business selling food and wine.

In conclusion, we would like to say that the main advantages for starting a business in Italy are preferential credit conditions, equal conditions for foreign and national entrepreneurs, many spheres of economy to choose. But the entrepreneur should be careful, because public relations and a lot of friends and acquaintances can predetermine the success of your business or its failure.

A. Kotsionova

А.В. Котионова

БНТУ (Минск)

Научный руководитель А.И. Сорокина

THE IMPACT OF ADVERTISING ON THE PERSON'S MIND

Влияние рекламы на человека

When talking about advertising impact, we mean capturing attention through various media sources. However, one rarely thinks about its influence on the subconscious. Does it make us buy things we don't need, or does it help us find the right product?

Advertising is everywhere – at home, work, school, and even on the way. Nowadays the ways of advertising distribution have become much more sophisticated

and complex. The main mechanism of advertising is built in the following way. To begin with, you should get people's attention and alongside address it to a specific target audience. Unusual texts, colors and visuals as well as product endorsement and product placement in films and TV shows can make people be more interested in your product. Then the content of the advertising message is revealed, but only the aspects that matter to this audience. After that, the emotional content is provided in order to form a desire to learn more and the arguments why people should buy this product are suggested.

However, we need to realize that advertising market is in constant development. Many psychologists are worried about the preservation of the mental state of the person under constant exposure to advertising; ostensibly, the person loses the ability to manage their own actions and makes purchases without being aware of what he is doing. There are some methods that advertising companies use to manipulate the audience.

1. Method of information. This is the most neutral method of influence, and the main purpose is to imprint the product in the person's memory. This includes advertisements in newspapers, magazines, and websites.

2. Method of persuasion. This method is rather aggressive and it forms a consumer demand for the proposed product. But it has its own feature: it works if the consumer has already been interested in the product.

3. Method of compulsion. This contains a deliberate or unintentional impact on the psyche of people. However, the studies have shown that it is easier to impress people with low levels of education and youth, so it influences not all of us.

4. Method of solicitation. The purpose of this method is to provoke the right reaction to the advertised product or service, which will eventually encourage the buyer to purchase it.

The problem of the advertising influence on the people's choice makes advertising professionals think about the coverage of the audience. The value of a marketer lies in the ability to calculate the number of showings, the time of the screenings based on the target audience, and the perception method. If advertising exceeds the norm, it becomes intrusive and irritating, rare screenings will reduce the reach of the audience. As for the time of screenings, there is a direct dependence on the target audience: the product that interests housewives, and mothers on maternity leave, is appropriate during working hours, when the housewife in the house is alone, doing everyday things, and on the way listening to TV.

In conclusion, advertising can affect a person's subconscious, causing both positive and negative emotions. Advertising as an engine of trade plays a significant role in the market economy, as it allows navigating the huge flow of offered goods and services. Nevertheless, advertisers sometimes lose their potential customers due to false information and fake characteristics of the products, including huge psychological impact on their audience. Advertising is not harmful, but you need to

be able to calculate the necessary information that talks about the qualities, and then the problem of the influence of advertising on the choice of people will be reduced to the delivery of characteristics and qualities.

A. Koshel
А.Ю. Кошель
БНТУ (Минск)

Научный руководитель А.И. Сорокина

THE ROLE OF WOMEN IN BUSINESS

Роль женщин в бизнесе

For numerous years, women have confronted sociocultural stereotypes and overcome significant challenges to establish themselves in the business world. Modern society has provided women with the chance to actively engage in entrepreneurial activities. The goal of this research is to analyze the involvement of women in present-day business, identify the barriers they face, assess the proportion of women entrepreneurs and offer solutions to support them. Consideration of these issues will highlight the evolution of the role of women in business and develop strategies to promote their successful participation in the entrepreneurial sphere.

In the modern world, women's participation in business plays an increasingly significant role. And Belarus is no exception. Women are involved in various sectors of the economy, such as technology, medicine, education, finance, entrepreneurship and many others. Nevertheless, they still continue to face a range of business obstacles that hinder their entrepreneurial success:

1. There is restricted financial access. Women often encounter significant distrust from banks and lenders, which makes it more difficult to obtain financing for initiating or developing a business.

2. Sociocultural stereotypes can create barriers for women in business. They may face a biased attitude from customers and colleagues, which makes it difficult to work.

3. Women are often more responsible for family and children, more often go on maternity leave, which can make it difficult to devote enough time and energy to business development.

4. Women are often paid lower than men. Even with the condition that they have the same skills and experience.

Globally, only a third of all firms in the world are owned by women. Interestingly, the worst situation is not in the Middle East, where Islam is preached and a lot of things are forbidden to women (23%), and not even in Africa (29%), but