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KEY FEATURES OF DIGITAL AND PRINTED PUBLICATIONS IN THE CONTEXT OF GLOBAL DIGITALIZATION

Особенности, преимущества и недостатки цифровых и печатных изданий в условиях глобальной цифровизации

Print publishing houses play a very important role in the sphere of culture and education of society. In the modern information society, print publishers face serious problems in the struggle for survival and competitiveness in the digital era. Rapid technological progress and the spread of the Internet have led to a change in the way information is consumed, and print media are forced to adapt to these changes.

The study shows that in 2022, the e-book market grew by 55% compared to the previous year. A big role in this issue is played by mobile applications, of which there are about 300 in the Google Play service. Thanks to these applications, the sale of e-books has increased by 80%. Research «Yandex.Money» confirms this trend – 2,5 times more e-books were bought through this service than paper ones. That is why, in order to survive and not lose business, more and more publishers resort to digitization – the transformation of printed books into electronic formats.

The main reason why the electronic format is rapidly gaining popularity is the price, the paper format is more expensive. Recently, due to political and economic factors, printed publications have faced the problem of a shortage of raw materials, as there have been great difficulties with the supply of imported materials, profitability is falling, as companies try not to raise prices, but at the same time materials are becoming more expensive. In order to purchase an electronic format, you do not need to go to the store and look for a book, just get your phone and make a purchase on the website or platform. Also, the number of e-books is unlimited, the user can not worry that he will not have time to buy a novelty and a bestseller. E-books are more convenient and effective in learning. It is possible to quickly find the necessary information or leave a note. E-books are more accessible and convenient for the elderly, as you can choose a convenient format and size of reading.

Thus, printed publications are forced to change their marketing strategy in order to adapt to modern market conditions. The survey showed that most people get aesthetic pleasure when reading in paper format. Therefore, it is important to pay attention to the search for high-quality raw materials and design. In addition, the advantage of paper books is that they can be exchanged, which is a kind of entertainment called bookcrossing. Also, as a way of promotion, publishers can use

book exchange points, where after reading they can leave their book and take another person's book. This increases readers' interest in the paper format, increases demand and sales. Currently, children's literature is actively gaining popularity. The specificity of such literature lies in the fact that its creation in electronic format is impractical, since for the most part it is a toy or a textbook. Therefore, as a marketing strategy, most print publications have shifted their focus to creating children's literature. Companies are starting to focus on youth and amateur literature. Print houses can use various amateur platforms where anyone can publish their book in digital format, bypassing censorship, as a marketing strategy. These works are freely available and can be viewed by publications that publish the most popular works in printed form. Thus, publishing houses increase their popularity and demand among the younger generation. Fans of various kinds of literature who read a book in digital form, after reading it, buy a book in printed form, because the material value of a printed book increases significantly.

Thus, over the last decade, the electronic publishing market has been growing by 30-50% annually, while the paper market is growing by 5-10%. In 2022, sales of digital books accounted for almost \$18,3 billion (20%) of the total market volume of \$91,4 billion. However, for the digital book market, it is only 15-20% of all paper books. Currently, people prefer the electronic format, as they are more accessible and easier to use, so it is important for print publishers to choose the right marketing strategy and focus on new consumer groups so as not to lose business.

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SOCIO-CULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS

Социально-культурная среда международного бизнеса

Each society has its own unique socio-cultural system. Such a system determines its originality and specificity. Socio-cultural factors are not static and can be changed under the influence of various circumstances.

If we talk about International Business, it already implies in its name interaction between people belonging to different nations. International business covers subjects belonging not only to different national economies, but also to different socio-cultural spheres. So what is the role of these socio-cultural spheres in international business?