

historical sites to draw in tourists and generate revenue [5]. The impression economy in Belarus also extends to the promotion of local products, traditional crafts, and gastronomy as part of the overall tourism experience. By showcasing its rich cultural traditions and unique offerings, Belarus aims to create lasting impressions on visitors and encourage them to return or recommend the country to others.

We can conclude that the impression economy plays an important role in choosing a company and products for consumers, and is also an essential tool for companies to create an image. Impressions are created and have value today, they are sold, they are in demand. We are at a time when many companies offer not only goods, but also a lifestyle, a way of thinking, so the economy of impressions is an important component of today's economy.

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THE PSYCHOLOGY OF POVERTY AND WEALTH

The purpose of this paper is to investigate the relationship between psychological aspects and social states of poverty and wealth.

We will start by looking at the poverty mentality. The poverty mentality is a complex set of beliefs and thoughts that often limit our options and influence our behavior in financial matters. People with a poverty mentality often experience a fear of risk, uncertainty about their abilities, and a tendency to think negatively. Understanding this aspect allows us to understand how to overcome these limitations and change our attitude towards money.

The second aspect is wealth mentality. It is a way of thinking and a set of attitudes that contribute to financial success and the accumulation of wealth. People with a wealth mindset believe in an abundance of opportunities and resources. They focus on what they have, not what they lack. Such a positive attitude helps them to see and use financial opportunities. People with a wealth mindset set clear financial goals and develop plans to achieve them. This can be saving up for retirement, creating an investment portfolio, or developing a business.

Upbringing and family environment play a crucial role in shaping an individual's mentality towards wealth or poverty. Children often absorb the money mindsets and attitudes of their parents, whether consciously or unconsciously. The financial habits and behaviors exhibited by parents serve as powerful examples for children. Parents who practice budgeting, saving, and investing instill the importance of financial literacy and long-term planning, contributing to a wealth mentality. On the other hand, parents who struggle with debt, overspending, or lack financial discipline may inadvertently pass on a poverty mentality to their children. The way money is discussed within the family can shape a child's perception of wealth and poverty. Open and positive conversations about financial goals, wealth creation strategies, and the value of hard work can foster a wealth mentality. Negative or fear-based discussions about money, such as constantly worrying about not having enough, can reinforce a poverty mentality. The next aspect is psychology of consumption. This aspect of psychology studies the motives, emotions and behavior of people when purchasing goods and services. A person's financial situation significantly affects his or her consumer behavior. For example, low-income people may tend to over-consume as compensation for a lack of material goods, while wealthier people may seek to purchase status goods to maintain their image.

The fourth aspect is the psychology of accumulation. Understanding a person's motivation for saving money, their attitude to risk and how they manage their finances play a key role in the wealth accumulation process. Some people may have a fear of losing money, which can discourage them from investing or saving. Others may see wealth accumulation as a way to provide security and stability.

The last aspect the influence of the social environment on our attitudes toward money. Cultural stereotypes, public opinion, and social conditions shape our view of wealth and poverty. An environment dominated by materialism and consumerist thinking can encourage excessive spending and a desire to show off one's status through the purchase of expensive items. At the same time, social support and social approval can be an incentive to develop financial responsibility and strive to achieve financial independence [1].

One of the reasons why people cannot get out of poverty is the so-called Vicious Circle of Poverty, which is a cyclical model in which poverty and its psychological consequences mutually reinforce each other, creating an intractable chain of negative factors. The concept of a "vicious cycle of poverty" in the psychology of poverty and wealth suggests that thoughts and emotions can influence one's financial situation, and vice versa. This cycle refers to the idea that negative thoughts and emotions associated with poverty can lead to behaviors and decisions that perpetuate poverty, creating a self-reinforcing cycle [2].

For example, individuals experiencing poverty may develop feelings of hopelessness, low self-esteem, and limited belief in their ability to improve their financial situation. These negative emotions can impact their motivation, decision-making, and ability to seize opportunities for economic advancement. As a result, they may engage in behaviors that hinder their financial progress, such as avoiding risk-taking or failing to invest in education or skills development.

It is extremely difficult to break this vicious circle of poverty without targeted efforts and support at various levels, including psychological support, financial education, increased access to resources and creation of opportunities for development. A systematic approach aimed at eliminating the many factors contributing to this cycle is essential for overcoming poverty and improving human well-being.

We conducted a survey on our topic by asking questions to students from different walks of life. The purpose of the survey is to obtain data and analyze the opinions and perceptions of students regarding the psychological aspects and impact of poverty and wealth on their lives. The results of the student survey revealed common fears and difficulties in breaking out of this fixation.

In conclusion, the paper reveals the interrelationships of psychological and social aspects of wealth and poverty from different angles.

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THE ROLE OF IMPRESSION ECONOMY IN SHAPING THE COMPETITIVE ADVANTAGE OF COMPANIES IN THE GLOBAL MARKET

In our fast moving world, where market leadership is the main goal for companies, creating a competitive advantage becomes an integral part of business strategy. Competition is becoming more and more intense, and companies find themselves facing the need to go beyond traditional approaches to business. In this context, the impression economy plays a crucial role in shaping the competitive advantage of companies in the global market [1].

In this article we will consider the importance of the role of the impression economy in shaping the competitive advantage of companies in the global marketplace. We will explore what factors determine a successful impression, how to create and maintain loyal customers, and case studies of companies that have successfully applied