

labor resources, a reduction in unemployment, and relatively cheap labor. The negative consequences include an increase in illegal migration and social tension between the indigenous population and migrants, a "brain drain", which leads to a shortage of workers in some sectors of the Belarusian economy, and etc. Labor migration in Belarus already has its own trends, but in the modern world with a rapidly changing external environment, migration will have new patterns and features.

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**Daria Kolvzan, Yulia Shibut**  
Science tutor *L. Vasilevskaya*  
BSEU (Minsk)

## OUTSOURCING VS CROWDSOURCING VS INSOURCING

The aim of our research is to explore the similarities and differences between outsourcing, crowdsourcing, and insourcing in the context of business operations. By examining their similarities and differences, one can develop a deeper understanding of the potential benefits and limitations associated with each approach.

Insourcing is an amalgamation of two words- in and sourcing. Therefore, the term insourcing signifies tracing capabilities inside the organization to meet the demands of the clients or resolve technical issues without hiring outsiders or assigning jobs to external companies [1].

Outsourcing is the act of one company contracting with another company to provide services that might otherwise be performed by in-house employees, but in many cases there are financial advantages that come from outsourcing [2].

Crowdsourcing is a way of tapping into the collective intelligence and creativity of a diverse group of people to solve a problem, generate ideas or content, or complete a task [3].

There are a few key similarities between insourcing and outsourcing. In both cases, the goal is to save money and improve efficiency. And the decision to outsource or insource should be based on a company's specific business objectives [4].

The main analysis of the relevant literature reveals the following differences between Insourcing and Outsourcing:

- reduced cost. Insourcing is quite costly due to the implementation of new methods and techniques to start a company. It includes the expenses of a company in a single-handed manner, so it is highly expensive. Outsourcing is a less expensive process to get a job. It tries to provide staff with benefits only and cut unnecessary costs such as vacation charges, health insurance, and so on.
- resources. The insourcing process uses its own resources to run its company. It leads to the manufacturing of products and providing services. Outsourcing, on the other hand, deals with the resources of other companies and organizations.
- quality control capabilities. Insourcing helps in keeping control over the quality of the work. It provides an opportunity to track the development process and helps in reaching the desired output. But outsourcing companies are inconvenient to trace the quality of the work. They lose the relationships of the members of the staff at required sections to increase the quality of the product [1].

The main similarity between Outsourcing and Crowdsourcing is that both require external help.

The main differences between Outsourcing and Crowdsourcing are as follows: outsourcing typically involves hiring a third-party company to perform a specific task or project. The company is usually contracted for a set amount of time and is paid a fee for their services. Crowdsourcing, on the other hand, involves tapping into the collective knowledge and skills of a large group of people, often through an online platform [3]. Moreover, outsourcing companies work to make a profit, while crowdsourcing companies are interested in turning their ideas into production.

According to the results of our research in Belarus, as in many other countries, outsourcing is the most effective type of attracting resources. Many companies in Belarus use outsourcing to transfer certain functions or business processes to third-party service providers in order to focus on their core business and reduce costs.

Insourcing, that is, the use of internal company resources to complete tasks, is also widespread in Belarus, especially in large organizations with a branched structure.

Crowdsourcing, although an interesting model for attracting resources, is not yet as widespread in Belarus as outsourcing and insourcing. However, with the development of digital technologies and increasing interest in global platforms, crowdsourcing may become more popular in the future.

We have also conducted a survey on the percentage distribution of the use of these types of attracting resources in Belarus and obtained the following results: insourcing account for 45%, outsourcing – 43%, crowdsourcing – 12%.

In conclusion, the choice between outsourcing, crowdsourcing and insourcing depends on the specific needs and objectives of the organization, as well as factors such as resource availability, control and cost.

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**Darya Kudryashova, Anastasia Kudrevatykh**

Science tutor *Yu. Bulash*  
BSEU (Minsk)

## **WIKI WAY FORWARD: THE GROWTH AND IMPACT OF WIKINOMICS IN BELARUSIAN EDUCATION**

Due to the rapid development of technology higher education has transformed to a large extent. With the rise of digital tools and platforms, students now have access to a wealth of resources and information at their fingertips, enabling them to engage with course material in innovative ways. Learners are now able to connect with their peers from around the world, share knowledge and resources, and collaborate on projects in real time.

As technology continues to evolve, collaboration becomes an increasingly important part of modern education. In order to structure the system of gaining knowledge, it is appropriate to apply modern conventional management models. One of these newest models is Wikinomics, which was mentioned for the first time by D. Tapscott and E. Williams in their work “Wikinomics: How Mass Collaboration Changes Everything”.

According to the founders of the term, the excelling companies on the market are the ones that hold on to open policies and are willing to share knowledge and experience [1]. Wikipedia is a perfect example of how Wikinomics principles contribute to global awareness, as it is an open self-regulated platform which provides access to a plethora of articles through massive collaboration. It proves that open cooperation beats private competition and joint effort improves the quality of services provided.

The aim of our research is to analyze the degree and ways of Wikinomics' influence on the educational process and its participants. The objectives of the work are to substantiate the use of Wikinomics principles in higher education, analyze the essence of Wikinomics model in higher education and then, based on that, display the most effective ways of applying Wikinomics principles to university agendas.