

In summary, Belarus exhibits considerable promise in the realm of e-commerce. However, challenges such as legislative constraints, bureaucratic hurdles, limited consumer trust in online payment systems, and underdeveloped delivery infrastructure pose significant obstacles. Addressing these challenges could involve the enactment of dedicated legislation to regulate e-commerce and associated processes, thus streamlining operations for e-commerce enterprises. Additionally, lifting restrictions on certain product categories and facilitating payments to third parties could serve as vital measures for fostering industry growth.

E-commerce continues to evolve with advances in technology. Some current trends include the rise of voice commerce, augmented reality (AR) for enhanced product visualization, subscription-based models, and the integration of artificial intelligence (AI) for personalized shopping experiences.

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Darya Voronovich

Science tutor *L.V. Bedritskaya*
BSEU (Minsk)

IMPACT OF CYBERSPORTS ON THE ECONOMY AND SOCIETY

The impact of cybersports on the economy and beyond has been a topic of growing interest in recent years. Cybersports, also known as esports, has emerged as a significant force in the gaming industry, and its influence extends beyond the realm of entertainment. This paper aims to explore the impact of cybersports on the economy, gaming culture, and society at large.

Cybersports, a type of competitive gameplay that has revolutionized the gaming industry in recent years, have grown in popularity. Cybersports are professionally run video game tournaments where players fight against one another for cash and fame [1].

Cybersports have evolved from niche entertainment into a significant global phenomenon, offering a new wave of branding opportunities, engaging content, and activations for millions worldwide.

Millions of viewers tune in to witness tournaments and competitions starring some of the greatest gamers in the world, reflecting the astounding development of the cybersports industry in recent years [2]. Esports events can generate significant economic activity for the cities that host them.

A study by the Global Esports Federation found that the global esports industry was worth \$1.1 billion in 2020, and is expected to grow to \$1.6 billion by 2024. The study also found that esports events can generate up to \$100 million in economic impact for the host city.

The economic impact of esports events can be attributed to several factors. First, these events attract a plenty of visitors, who spend money on travel, accommodation, food, and entertainment. Second, esports events can generate media exposure for the host city, which can lead to increased tourism and investment. Third, esports events can create jobs in the gaming, media, and hospitality industries [3].

The gaming industry's economy has also been significantly impacted by cybersports, which have brought in millions of money through partnerships, merchandise sales, and ticket sales. One of the largest cybersports competitions in the globe, the League of Legends globe Championship, brought in more than \$100 million in income in 2020.

Cybersports have also had a significant impact on gaming culture and communities. As more and more people tune in to watch cybersports tournaments, they are being exposed to new games, new playstyles, and new communities [1].

The paper discusses the evolution of esports, highlighting its growing legitimacy as a sport, both globally and in Belarus.

Adopting the world experience, the Belarusian Association of Computer Sports involves players of various levels in this sphere. At the same time, such cybersports organizations as Pavaga Gaming contribute to this sphere, which give not only professionals and enthusiasts, but also teams of Belarusian companies have a chance to prove themselves in cybersports [4].

The future of cybersports looks bright, with emerging technologies like virtual and augmented reality offering new opportunities for competitive gaming. We can also expect to see more collaboration between game developers and cybersports organizations, with game design becoming more influenced by the needs of cybersports tournaments.

Cybersports have had a significant impact on the gaming industry, from game design to the gaming industry economy and culture. As the industry continues to grow and evolve, it will be exciting to see the innovations and developments that emerge in cybersports. It is essential to recognize the potential of cybersports and ensure that they remain a positive force in the gaming industry [1].

In conclusion, the impact of cybersports on the economy is undeniable and continues to grow at an unprecedented rate. As the industry expands and evolves, it is

crucial for policymakers and business leaders to recognize the potential of eSports as a driver of economic growth and development. By investing in the infrastructure and resources needed to support cybersports, cities and countries can unlock new opportunities for innovation, job creation, and international collaboration.

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Hanna Gavrilovich, Viktoryia Naletko

Science tutor *S.V. Savenko*
BSEU (Minsk)

NFT AND ITS DEVELOPMENT PROSPECTS IN BELARUS

At the beginning of 2021, humanity has found a new reason to go crazy. A picture of the very first post in the history of Twitter was apparently sold for almost three billion euros, a short highlight from an NBA match was "sold" for 208 thousand dollars, and a rainbow gif of Nyan Cat suddenly belonged to someone.

Behind these strange and even absurd news lies the same acronym - NFT. It stands for non-fungible tokens. So, the main purpose of the research is to address the concept of NFT and analyze its development in Belarus.

NFT is a digital certificate of some unique item. It is the same asset as cryptocurrency, the main difference is uniqueness. If bitcoins or ethers, as well as the usual dollars, are conditionally similar to each other, they can be changed or divided, each NFT is unique and exists in a single copy, it cannot be divided, and all information about its author, buyer and all operations with it is reliably stored in the blockchain. The NFT format was invented to carry unique items on the blockchain.