

issues effectively, and fostering trust and loyalty. Upholding the principles of online etiquette not only benefits individual clients but also contributes to a more professional and respectful online marketplace.

#### **REFERENCES:**

1. An etiquette guide to online buying and selling [Electronic resource]/ — 2019. — Mode of access: <https://preen.ph/90606/an-etiquette-guide-to-online-buying-and-selling> — Date of access: 15.03.2024
2. Translation of etiquette – English–Russian dictionary [Electronic resource]/. — Mode of access: ETIQUETTE in Russian - Cambridge Dictionary — Date of access: 15.03.2024
3. Selling Online: Buyer and Seller Etiquette [Electronic resource]/ — 2020. — Mode of access: Selling Online: <https://www.storagefront.com/blogs/selling-online-buyer-and-seller-etiquette/> — Date of access: 15.03.2024

**Viktoriya Chuduk**

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

### **GAME DEVELOPMENT IN BELARUS**

The game development industry, or, in short, game dev, is a thriving and significant one in our entire world, since everyone, from children to adults, play video games. The growth in the industry makes way for creativity and includes many people in this process – back- and front-end programmers, testers, game designers, artists, musicians, experts, marketing specialists and so on and so forth. Our times are rapidly changing, therefore there's always need for innovations and new kinds of excitement in the products.

The purpose of this paper is to delve into the unique challenges and opportunities of game development in Belarus, the country's contribution to the global market, as well as explore how international cooperation and investment are contributing, or could contribute, to the development of the game industry in Belarus and the potential for further growth and success.

Regarding the history of game development in Belarus, it is important to mention the oldest company ever created in Belarus that specializes in this field and is standing tall to this day, Wargaming.net. It all started in 1998, when the company was founded by Victor Kislyi, and step by step it developed into a more and more successful company [1]. From their first project in 1999, “DBO”, to the creation of “World of Tanks” and further development [2]. In 2022, the company cut all ties with Belarus and Russia by closing their studios in the respective countries.

Many promising projects were created, their creation peaking in the 2000's. This rapid and seemingly sudden development was brought by the novelty this new form of entertainment introduced the Belarusian people. The games the Belarusian developers created were rather diverse in genres – from casual and strategic games to roleplaying

and action ones. For example, the ever-famous “Farm Frenzy” was developed by a Belarusian company Melesta, who also created “My café” and “Toy Defense” [3].

At the dawn of the gaming industry in Belarus, it was quite easy to develop and publish games, especially with the help of publishing companies like “Alawar Entertainment”.

But there is an issue: the impact of foreign games. 2000’s can be considered quite the prosperous times for the gaming industry. Many games were developing rapidly, gaining popularity all over the world. Belarusian products were of no competition to, for example, Devil May Cry 3 or The Sims and The Sims 2. The technology, the games’ funding and marketing differed greatly.

Consequently, the subject of challenges and setbacks in the gaming industry arised. The growing popularity of foreign games paved the way to piracy and illegal means of acquiring products, which had let to the modern Belarusian habit of thinking: “why should I pay if can just download it for free?” This factor is probably the main reason the development has slowed down greatly in the recent years. As far as it is known to the public, not many Belarusian companies are able to advance in the field. Nowadays, they don’t get the funding they require to create an objectively good product. The small, “indie” companies suffer greatly due to piracy and the lacking flow of money towards them [4]. Another issue for a Belarusian gaming company is the lack of foreign investment towards their potential products, given the closed borders and difficulty of accessing foreign accounts.

Despite the hardships, Belarus remains home to several budding organizations who are currently developing quite promising and intriguing projects.

To validate the accuracy of the aforementioned claims, two examples can be provided. First company is the Sad Cat Studios and its announced project “Replaced”. The company was founded in 2018, making it a relatively young company [5]. The second company is the Weappy Studio. It was founded in 2015 and gained quite the success due to their previous projects: “This is the Police”, “This is the Police 2” and “Rebel Cops”. Upon further investigation, it had been noted that the games received high praise, but the quantity of reviews in general lessened greatly throughout the years due to decrease in popularity. Weappy’s next project is called “Hollywood Animal,” and is announced to release in 2024 [6].

In conclusion, the gaming industry in Belarus, despite the aforementioned challenges, has great potential to grow and develop further. The gaming industry in Belarus is one that should be encouraged and supported as it could contribute to the country's economic and cultural development.

## REFERENCES

1. 20 YEARS OF WARGAMING [Electronic resource] : Total War: Arena – Mode of access: <https://web.archive.org/web/20190219024457/https://totalwararena.com/en/news/events/20-years-wargaming/> – Date of access: 20.03.2024.

2. Order of War Set to Invade North America in September [Electronic source] : IGN – Mode of access: <https://www.ign.com/articles/2009/09/02/order-of-war-set-to-invade-north-america-in-september> – Date of access: 20.03.2024.
3. Успехи белорусского геймдева [Electronic source] : KV.by – Mode of access: <https://www.kv.by/content/uspekhi-belorusskogo-geimdeva> – Date of access: 20.03.2024.
4. Проблема пиратства игр в странах бывшего СНГ [Electronic source] : DTF – Mode of access: <https://dtf.ru/games/1073278-problema-piratsstva-igr-v-stranah-byvshego-sng> – Date of access: 22.03.2024.
5. Sad Cat Studios Official site [Electronic source] – Mode of access: <https://sadcattstudios.com/> – Date of access: 22.03.2024.
6. Weappy Studio Official site [Electronic source] – Mode of access: <https://weappy-studio.com/> – Date of access: 22.03.2024.

**Diana Shchedrenok, Darya Lysenko**  
Science tutor: *Vasilevskaya L.I.*  
BSEU (Minsk)

## **IT OUTSOURCING IN BELARUS: ANALYSIS OF THE MOST SUCCESSFUL COMPANIES**

IT outsourcing is the use of external service providers to effectively deliver IT-enabled business process, application service and infrastructure solutions for business outcomes. Outsourcing IT operations are usually driven by the need to save costs, gain access to skills and technologies that are not available in-house, or upscale quickly.

The aim of this paper is to provide insights into IT Outsourcing companies' key strengths, capabilities, and overall performance in the IT outsourcing industry in the Republic of Belarus.

There are 3 types of IT Outsourcing mainly used within Belarussian outsourcing companies. They are as follows:

1. Full Outsourcing: All IT functions and tasks are transferred to a third party including software development, information security, and other aspects of IT operations.
2. Partial Outsourcing: The company transfers only specific functions or tasks in the IT field to a third-party company.
3. Functional Outsourcing: Certain functions or processes within the company's IT department are outsourced to a third-party company.

There are also various types of companies which can benefit from IT outsourcing, such as small and medium-sized enterprises (SMEs) that may find it challenging to maintain an in-house IT department; companies that require access to highly skilled IT specialists but cannot afford to hire them on a permanent basis; companies that want to focus on their core business and delegate operational IT management tasks to a third party