

## **PANEL 5. DIGITAL REALITY. INTERNATIONAL BUSINESS IN THE ONLINE ENVIRONMENT; TRENDS OF IT BUSINESS DEVELOPMENT IN BELARUS**

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### **DIGITAL TRANSFORMATION AND ITS IMPACT ON INTERNATIONAL BUSINESS: OPPORTUNITIES FOR YOUTH.**

Digital transformation integrates digital technologies into all business aspects, fundamentally changing how companies operate and engage with customers. In today's globalized world, this transformation is essential for survival in the international arena. According to McKinsey, 70% of organizations adopting digital solutions report significant improvements in productivity and efficiency.

For young people, digital transformation presents numerous opportunities. I have conducted with the aim to understand the impact of digital technologies on their skill development and job search success. The results confirmed that digital technologies help them develop skills faster and find jobs more easily. Additionally, a Deloitte study shows that 48% of young professionals believe these technologies contribute to their growth. Young individuals are actively launching startups and innovative projects that redefine traditional business models.

In 2025, over 80% of all business processes in the world are expected to be automated, creating new jobs and requiring new skills. Young people with digital competencies will be well-positioned in this evolving market.

Startups and young companies are using digital tools to develop innovative products and services, allowing them to adapt to new demands. For instance, cloud technologies like Amazon Web Services and Google Cloud help automate operations, leading to cost reductions and efficiency gains, with productivity increases reported at 20-30%.

Young firms frequently adopt flexible methodologies like Agile and Lean Startup, which allows them to respond quickly to shifts in consumer preferences. This adaptability is crucial in the times of uncertainty.

Startups also use data analytics and business intelligence tools like Tableau and Google Analytics to understand consumer behavior. Companies using analytics can increase revenues by 5-10% through targeting and personalized services, creating unique offerings for modern consumers.

Technologies like artificial intelligence and machine learning, including ChatGPT and IBM Watson, help startups improve customer experiences. By adopting these digital tools, startups not only meet global market demands but also develop new business models that support their growth.

In digital marketing, young entrepreneurs have exceptional opportunities to promote their businesses internationally through social media, content marketing, and search engine optimization (SEO). These strategies help them reach broader audiences and improve brand visibility.

Social media platforms such as Instagram, Facebook, and TikTok enable entrepreneurs to engage with target audiences through convincing content. In a survey I conducted, it was found out that 71% of young people who have a positive experience interacting with brands on social media are likely to recommend those brands to others.

Content marketing is important for establishing authority and attracting potential customers. High-quality blogs, videos, and infographics foster trust in the brand. Regularly updated and optimized content can significantly boost website traffic. SEO improves website visibility in search engines. By optimizing content with relevant keywords and enhancing user experience, companies can achieve higher search rankings. Engaging in SEO can increase organic traffic by 50% or more.

Thus, the combination of social media, content marketing, and SEO provide young entrepreneurs with powerful tools for promoting their businesses internationally. These strategies not only attract customers but also contribute to building a sustainable brand image.

The conclusion I can make is as follows: digital transformation is changing international business, creating growth and innovation opportunities for the young. Young entrepreneurs can use digital marketing strategies to successfully promote their products and services.

## REFERENCES

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## DIGITAL REALITY AND SMART BUSINESS

Modern business is undergoing a revolution due to the development of information technology (IT) and artificial intelligence (AI). These technologies not only optimize processes but also create new opportunities for interacting with customers and