

receiving feedback from subscribers, a link is given to the seller of this product. The visualization of the product is important, because the more informative, colorful and understandable the information about the product is, the more trustful the buyer will be towards it. A new method has become content marketing, which involves the creation and distribution of useful content for existing and future customers [3]. Product advertising should be visual. If this is a weight loss marathon by the summer, then the results of people who have already completed that course should be clearly shown; if this is an advertisement for cosmetics, then the properties of a particular product should be shown on real people. The more often a user sees an advertisement for a product on the screen, the more likely it is to be purchased.

To conclude, we'd like to note that it is not necessary to be a cool businessman with extensive experience in selling goods. The main thing is to identify the target audience, develop a strategy for product promotion and, with the help of active and convincing advertising, win the favor of consumers. Following these rules, you can start developing your business from scratch.

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GLOBAL ECONOMIC DYNAMICS AND INTERNATIONAL BUSINESS: EMERGING PATTERNS AND DIGITAL FRONTIERS

The modern global economy is undergoing significant shifts due to the development of technology, growing environmental issues and international partnerships. This study examines current trends in the global economy, their impact on Belarus, the

most important problems of global leadership in business and advertising, the impact of innovative approaches to promotion and the growing importance of digital platforms in global trade, with a special focus on the developing IT sector in Belarus. This work, based on an analysis of recent research and economic data, aims to uncover unique perspectives and suggest potential areas for further study.

The modern global economy is being shaped by factors such as the development of digital technologies, efforts to ensure sustainable development, and increased attention to effective customer interaction. The transition to an "impression economy", where emotional connections are valued above simple sales, has prompted companies to reassess their strategies [1]. The rapid growth of online markets and remote work, accelerated by global events such as the 2020 pandemic, has led to a review of trading systems and business practices. These changes are being felt in all countries, including Belarus, as its economic plans increasingly reflect international trends.

Belarus is feeling the impact of global trends, especially on its export business and rapidly developing technology industry. Despite the problems arising from abroad and within the region [2], the country is strategically oriented towards the global economy, achieving modest annual GDP growth of about 1-2%. The information technology sector, which currently accounts for more than 7% of the country's GDP in 2024, demonstrates Belarus' commitment to digital achievements, supported by government support and a well-trained workforce. However, the economy's dependence on established industries prevents the creation of a more diverse and sustainable economic structure.

Global management and marketing face challenges related to creating unforgettable experiences, organizing events, and understanding behavioral economics. Companies around the world are improving their HR management practices to increase cultural sensitivity and employee satisfaction, which contributes to work success [3]. In Belarus, businesses face unique obstacles, such as limited access to Western countries and the need for advanced leadership skills to succeed internationally. These gaps highlight the need for creative communication tactics.

Marketing and advertising have changed dramatically with the development of digital technology, the use of platforms such as social media, and collaboration with influencers. Companies are currently creating compelling stories and interactive campaigns to capture attention in an experience-driven world. In Belarus, the development of digital marketing, especially among IT companies using platforms such as Telegram and Instagram, is helping to overcome the limitations of traditional methods, allowing them to reach customers around the world.

Digital advances, particularly online platforms and cutting-edge technologies, are revolutionizing the world of international trade. In Belarus, the IT industry is a dynamic and visionary force, led by well-known companies such as EPAM and Wargaming. Belarus is ready to become a major player in the world of high technology thanks to new

technologies such as blockchain and artificial intelligence. However, the country is facing challenges, including outdated infrastructure and complex regulations [4].

In short, the changing global economy opens up both opportunities and difficulties for businesses operating internationally. Belarus is experiencing these changes due to its technological growth and aspirations for trade development, but also faces a shortage of skilled workers and restrictions on market access.

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DIGITAL EDUCATIONAL ENVIRONMENT: BELARUSIAN STUDENTS' EXPERIENCE

The experience of the 2020 pandemic showed the importance of distance learning for students all over the world. Disrupting usual rhythms in all industries and in all parts of the world, that turmoil caused incredible changes to human activities. Education sectors were seriously affected, facing research constraints and profound loss in learning interests. The immense pressures made educators alter the conventional contact option into distance learning. The COVID-19 pandemic accelerated the existing distance learning that time, changing it from an embryo format into digital education that went worldwide. A new training format allowed us to continue studies and work in lockdown conditions [2].

The purpose of the paper is to explore Belarusian digital educational environment by analyzing young people responses. An online-questionnaire was conducted remotely on the Google form platform among Belarusian students who were still school pupils