

will depend on the normalization of the current situation and the ability of companies to adapt to changing conditions.

In conclusion, this project examines the impact of IT and AI on business, successful cases (for example, Taobao), and the prospects for the Belarusian IT sector. Digitalization is a necessity for competitiveness. Small businesses should start with simple AI solutions, and Belarus should reform the IT sector in order to regain lost positions. The future belongs to hybrid models that combine innovation, ethics, and sustainable development.

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SELLING AND ADVERTISING SERVICES ON THE INTERNET: STRATEGIES FOR SUCCESS IN THE DIGITAL AGE

The first thing that needs to be said is that a person living in the 21st century has to deal with digital innovations every day, which have completely flooded all spheres of daily life. Internet as a revolutionary technology has changed not only the ways of communication and access to information, but also the very structure of society. The improvement of social networks and online stores has contributed to the emergence of

many new niches for the development of online business. Let us consider in what field and how it is most relevant to realize your creative and entrepreneurial abilities in the field of Internet business.

Thanks to the numerous Internet opportunities, both successful entrepreneurs and ordinary people are provided with equal conditions and prospects for opening and promoting their business and entering the international market. We' like to emphasize two areas of service promotion: educational and commercial. Let's start from the educational sphere, as nowadays the level of accessibility of obtaining various skills is at its peak. It is convinced that an Internet user can learn any thing, for example a new language, get the ability to play a musical instrument, cook or work with cryptocurrency, obtain the skills to create their own business and etc. Undoubtedly, among the huge number of useful courses, there is long-scarce and seemingly unnecessary information. In fact, online comen are people who sell their products (books, courses, trainings, checklists) that are not valuable. Most often, they are millionaire bloggers known on social networks who call themselves coaches or information businessmen. They promise to reveal the secret of a successful life and wealth for a small fee, but in fact their products often consist of information that can be found on the first links on the Internet [1]. However, marketable coaches are becoming very popular among ordinary users who want to improve their lives quickly and effortlessly. Using this person's weakness online comen manage to capture the attention of the users and sell them more and more of their courses.

Now let's talk about the commercial sphere of promoting your services. While speaking about the sale of information to users in the educational field, the main message was directed to the accessibility of obtaining the necessary skills. Now we are going to touch upon the sale of tangible products. We'd like to mention several extremely popular online stores in the Republic of Belarus, namely Wildberries and Ozon. These stores attract users with their accessibility - pick-up points are located in countries such as Russia, Belarus, Kazakhstan, Armenia, Israel, Turkey, Uzbekistan, Azerbaijan and Georgia. Therefore, these marketplaces can be considered international. Moreover, we are pleased with the wide range of products, transparency of information (reviews and ratings), as well as huge opportunities for sellers. If desired, anyone can open their own store with unique products on these marketplaces. But how can new sellers get the attention of buyers and successfully sell their product? This is the point of our fuather consideration.

The two service sectors listed above, educational and commercial, have one thing in common. These areas are aimed at selling their product, whether it's information or a tangible object. And for active sales, you need active advertising and product relevance. Advertising is one of the ways to announce information about a product in order to create widespread awareness of the product and its fame and, thereby, to increase demand for it. Advertising is a part of marketing. Good advertising can change consumer preferences and increase demand as a result. Modern advertising first tries to create conditions for the buyer to understand the advertising message, make a purchase and ensure that it is not a one-time, but permanent [2]. Sellers often attract bloggers to advertise their products. First, the blogger demonstrates a new purchase on his social networks, and later, after

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