

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 However, the country is facing challenges, including outdated infrastructure and complex regulations [4].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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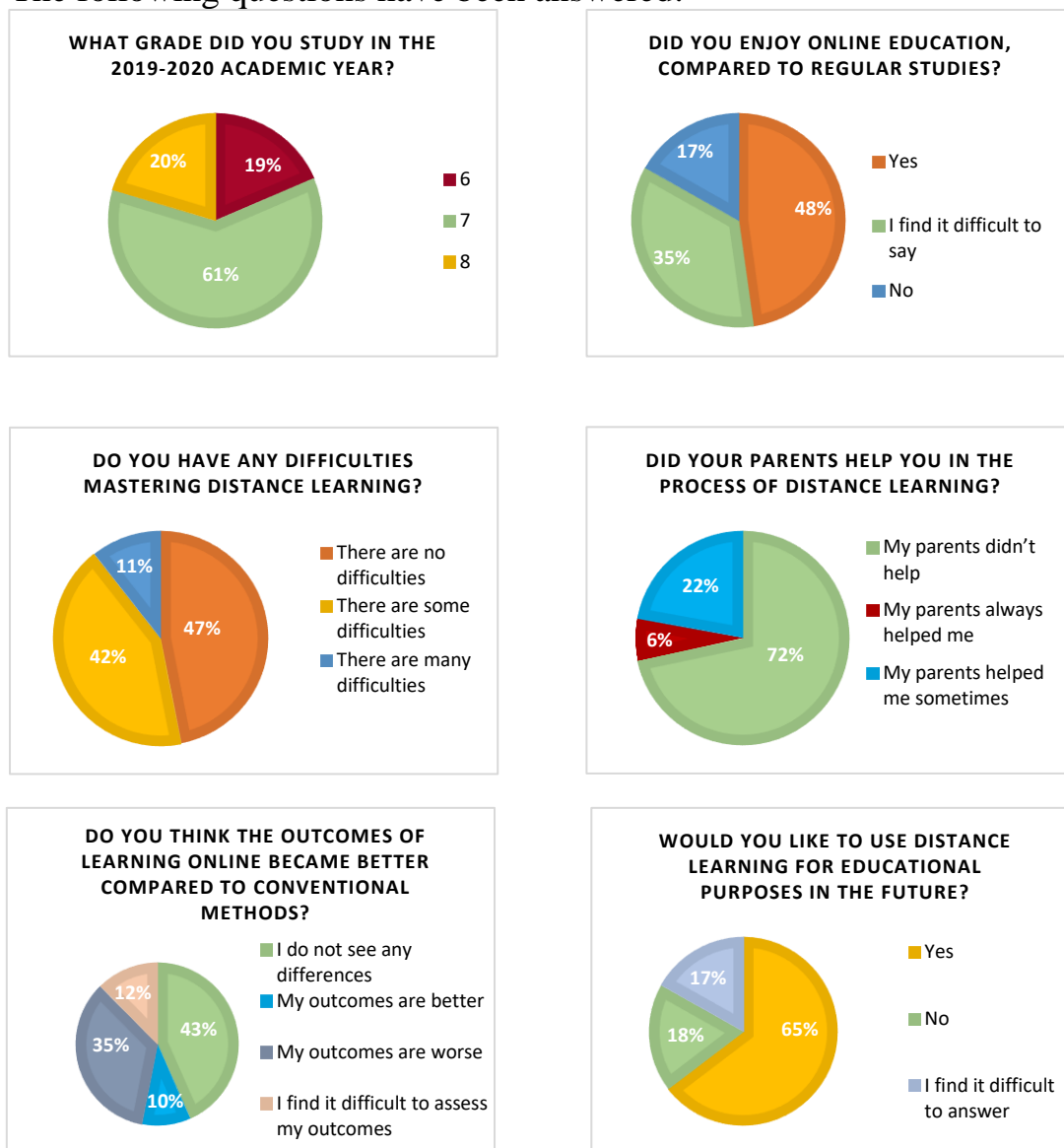
DIGITAL EDUCATIONAL ENVIRONMENT: BELARUSIAN STUDENTS' EXPERIENCE

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

during the pandemic. Most of them were at the age of 12 to 14, which corresponds to the 6th, 7th, and 8th grades. The questionnaire consisted of 8 questions with a multiple choice of answers that helped identify some features in the digital educational environment in the Republic of Belarus. 113 responders took part in the survey.

The following questions have been answered:



The students were also asked two additional questions:

1. What forms of distance learning did you like the most?
2. What problems did you have with distance learning?

The pandemic helped different distance learning manifestations thrive. These are educational platforms, such as Zoom, Moodle, Telegram, Google classroom, Microsoft Teams, video calls with teachers, that added a more dramatic approach to independent study of the material by students.

During distance learning students faced a number of problems such as laziness, lack of discipline, support, socialization, poor-quality perception of material from the screen.

Since distance learning was not long, the answers were ambiguous. Some students like this form of education, while the others do not. Strong motivation is necessary, since the student learns almost all the educational material on his own. It requires strong willpower, responsibility and self-control [1]. However, the majority of students reacted positively to the digital educational environment in our country.

Based on the conducted questionnaire, it can be concluded that the Republic of Belarus did not have an independent distance education. In fact, this was called distance learning using remote technologies, which made it impossible to study all necessary material.

The education system retained its functionality during the pandemic, despite the fact that not all processes, such as practical and laboratory work, examinations and assessments, extracurricular activities were effectively transferred to a remote form.

In my opinion, distance learning was a great experience. During the pandemic, it was something new and interesting for everyone. We believe that those who wanted to get high-quality knowledge online managed to do it by actively engaging with digital resources, utilizing online courses, participating in virtual discussions. It can also be noted that young Belarusians are ready for technologies and upgrading of the education system, but there are many difficulties and controversial points, such as infrastructure issues, digital divide, cultural resistance for the government to implement them.

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ARTIFICIAL INTELLIGENCE: A CATALYST FOR BUSINESS SUCCESS

Introduction. Modern business is on the verge of the fourth industrial revolution, driven by the rapid development of artificial intelligence. Artificial intelligence is no longer just a futuristic concept, but a tool that can transform industries, optimize processes, and create new business models.