

PANEL 3. CURRENT ISSUES OF INTERNATIONAL MANAGEMENT AND MARKETING (EXPERIENCE ECONOMY; EVENT MANAGEMENT; ECONOMIC PSYCHOLOGY, HR-MANAGEMENT, ETC.)

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PROSPECTS FOR THE DEVELOPMENT OF ECONOMIC PSYCHOLOGY IN THE MODERN WORLD ¹

Modern world psychological science is actively developing, and one of its key areas is economic psychology, which combines the approaches of psychological and economic sciences to study the economic life of society, economic behavior and interaction of economic entities. This development is caused by radical economic transformations, changes in economic relations, especially in the sphere of ownership of the means of production, and the emergence of new subjects of economic activity [1].

The purpose of the report is to analyze the current trends and tasks of economic psychology, to reveal its importance in the study of economic behavior of people and the interaction of economic entities, as well as to demonstrate current research in the field of behavioral economics, neuroeconomics, psychology of poverty and inequality, with an emphasis on the use of innovative methods, such as big data analysis, to.

Economic psychology is a branch of psychology that studies the economic behavior and mental processes of people related to the production, distribution, exchange, and consumption of goods and services. It examines psychological patterns and features of interaction between people in the context of economic relations.

In American and Western European studies, economic psychology includes:

- human psychology in the field of household management and consumption;
- psychology of human behavior in the field of business;
- the psychology of a citizen's behavior within the state and the state economic policy pursued by it [2].

Economic psychology sets itself three main objectives. First, it seeks to understand objective processes in the economy that exist independently of people's consciousness. These are the laws of the market, pricing mechanisms, and other fundamental principles that determine the development of the country's economy.

Secondly, it examines informed and expedient economic actions that are based on legal norms, traditions, and moral principles. It is a positive economy that helps us understand how people make decisions within existing rules and regulations.

Finally, economic psychology explores hidden and explicit, subconscious and conscious economic tricks. This is negative economics, which shows how people can use

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their knowledge and experience to achieve personal goals, while causing economic damage to others.

One of the key areas at the moment is behavioral economics, which studies irrational behavior, cognitive biases, and the role of emotions in economic decisions. Behavioral economics explains why people often deviate from rational choices by taking irrational actions, such as making impulsive purchases, taking excessive risks, or not saving enough money. This knowledge is used to develop more effective financial instruments, marketing strategies, and public policies [3].

Neuroeconomics, another promising area of economic psychology that integrates the methods of neuroscience with economic research, studies the influence of brain structures and functions on decision-making related to risk, reward, and energy consumption. Using neuroimaging (MRI, fMRI), scientists observe which areas of the brain are activated during economic decision-making, which allows us to better understand the mechanisms of human behavior and develop more accurate models for predicting the actions of individuals and groups.

The psychology of poverty and inequality is also being developed, which analyzes the impact of poverty, economic crises, and social inequality on people's behavior and mental health. This direction helps to understand how these factors contribute to the development of poverty and contribute to the stratification of society, which allows us to develop effective social support programs and economic strategies to reduce poverty and improve the quality of life of people.

The use of big data is a promising area that uses digital footprints on the Internet to analyze economic behavior. Big data allows you to study real-time behavior, identify patterns, trends, and predict actions, opening up opportunities for personalized marketing strategies, improving financial services, and improving the effectiveness of public policies[4].

Thus, economic psychology, as a research method, enriches economic theory, allowing a deeper understanding of the processes and mechanisms that determine the economic behavior of a person. It identifies psychological factors and reserves that contribute to improving the efficiency of economic activity. Economic psychology examines various forms of behavior in economic relations, revealing irrational motives of behavior. Although economic psychology has not been formed as a separate science, it continues to develop.

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INTERNATIONAL MANAGEMENT: CHALLENGES AND STRATEGIC OPPORTUNITIES

The purpose of this report is to study international management, its advantages and disadvantages, as well as the main features that affect business relationships building.

International management is an important part of the modern world. The term first appeared in 1598, but it has not lost its popularity even now. International management means doing business in other countries, taking into account the specifics of their economies.

Since its introduction, there have been significant changes in its implementation. Thanks to these changes managers need to broaden their horizons and constantly increase their knowledge. Specialists in this field are actively trained in many universities not only in our country, but also abroad. This profession will be considered in demand for a long time, because managers play an important role in the production and allocation of resources, increasing productivity, motivating employees, solving important tasks, and communicating between firms.

International management differs from national management. The differences are due to different information, conditions, people, attitudes towards innovation, and many others.

Distinctions in conditions are based on traditions and customs, stereotypes, the development of the country's economy, and different cultural features.

Different national features are based on distinctive mentalities and values of countries. Things giving value in one country may be completely irrelevant in another. Therefore, disagreements between nationalities interfere with negotiations and building business relations [1].

Cultural features also differ from country to country. They have been shaped throughout human history, so they can have completely opposite forms.

One of the most important differences is the varied information. Each country has learned how to extract, store and process information in its own way, because everywhere there is a different level of development and education.

Attitudes towards new inventions also provoke different reactions. One state categorically rejects innovations, as it is conservative. And the other always approves of the appearance of new products and the expansion of opportunities, because they are not afraid of taking risks and developing.

A number of goals of international management can be defined: the search and development of new markets, increasing sales, introducing effective resources, and achieving a competitive advantage. These goals are quite feasible with constant