Microsoft	Language Quality Game	Error detection in localization	26,000 tasks completed, +170 errors found

Despite the proven effectiveness of gamification in enhancing employee engagement, training, and corporate culture, its adoption in Belarus remains limited. Available research and public data indicate a lack of widespread implementation in Belarusian companies, suggesting that gamification is still an emerging concept in the country's HR practices.

However, international studies demonstrate that gamification can significantly improve workplace dynamics by boosting collaboration, innovation, and participation in training programs. For Belarusian businesses, gamification may become a new key opportunity. In a competitive labor market, gamification could help attract and retain talent, increase productivity, and foster a more adaptive corporate culture.

Given the current gap, Belarusian organizations should consider exploring gamification as a strategic tool. Early adopters may gain a competitive edge by enhancing employee motivation, streamlining skill development, and driving innovation. As global markets increasingly prioritize dynamic workplaces, integrating gamification could position Belarusian firms for long-term growth and success.

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Daria Yurchanka
Science tutor *O.Kornyushchenko*
BSEU (Belarus)

GENERATIVE ARTIFICIAL INTELLIGENCE: COPYRIGHT ISSUES AND JOB DISPLACEMENT IN CREATIVE INDUSTRIES

Generative Artificial Intelligence models are program algorithms created through unsupervised or semi-supervised "deep learning" training on huge volumes of raw, unstructured, unlabeled data scraped from the Internet or other huge data sources. During training, the algorithm performs and evaluates millions of attempts to predict the next element in a sequence and adjusting itself to minimize the difference between its predictions and the initial data. AI based off "deep learning" is well suited for tasks that

involve the fast, accurate identification of complex patterns in large pools of data, while generative AI can be used output complex photo, video, audio and text content in response to user's prompt by combining and reassembling parts of initial datasets.

The goal of this study is to highlight the impact generative AI usage has on creative industries and prove the necessity of imposing thorough regulations in this area.

With the world's fast-paced advancement in technological development, implementation of proper and timely legal procedures for innovative projects entering global markets becomes crucial not only for the developers and consumers of particular products, but for the protection of the society as a whole. Generative AI is a technology which had drastically outpaced the development of safety measures in its regard and had prematurely entered the global market, thus leading to severe societal and economic consequences, in particular – copyright and data security infringements, shortage in job positions and introduction of products containing hazardously incorrect or insufficient information into international markets.

Considering the observed negative impact of generative AI on economic and social aspects, even official representatives of international organizations find the current laws lacking. In particular, Axel Voss, a German member of the European parliament, who played a key role in writing the EU's 2019 copyright directive, stated that law was not conceived to deal with generative AI models, as the AI Act states that tech firms must comply with 2019 copyright law, including an exemption for text and data mining which was supposed to cover fair use of copyrighted works for studies but instead created a legal loophole for their commercial use through data scraping for generative AI models. The issue was taken into consideration recently, and while companies are not obliged to report on the content used for generative AI model up until 2nd of August 2025, they will then have to provide a summary of data used in AI models, though the details of exact procedure are still being decided [1].

The overall progression of AI on international market is intently observed by millions of people, and the issues it brings into daily life prompt more loud and mass responses. One of the most major examples is a recent unprecedentedly successful retaliation of more than 1000 famous British content creators and more than 13000 other activists against UK Government's initiative to loosen copyright protection laws. Under those plans, AI developers were to have free access to British-made content, to train their AI programs unless the owners of the copyright to that material specifically "opt-out" of the system. Critics say such an approach will undermine a world-leading segment of the British economy and risk livelihoods by removing control over the use of creative work from its creators and by enabling AI companies to compete against them utilizing the byproduct of processing those exact works by default [2].

While integration of AI into working process is advertised as groundbreaking way to lower expenses by automating departments such as marketing and customer service, recent study by Tollbit, an analytics and licensing platform, confirms that AI chat bots are not providing as much of traffic as traditional search. By illegally scraping licensed content, repackaging it, and giving it to consumers without adequately directing them to original sites, AI companies are using those sites' own content to undermine them.

Without web traffic, news and media organizations lose revenue, and cannot continue to fund the quality work that both AI and consumers rely on.

In the Republic of Belarus, the definition of Generative AI is absent both from Data Protection laws and Civil Code which means its legal status is not secured. The lack of regulations imposed on this branch of business poses significant economic and social risk due to abovementioned factors [3].

In conclusion, the fast-paced development of generative AI technologies and their entry into domestic and global markets should be thoroughly regulated by law to prevent copyright infringements and competition of processed data with its own original, and to enforce fair compensation for the original data's creators in order to achieve transparency, safety and ethical usage of this innovation to society's benefit.

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