

comprehensive programs to support sports and a healthy lifestyle. Great attention is paid to environmental initiatives and ecological protection.

This summer we visited the warehouse of Smarton enterprise as a part of the summer orientation internship. LLC «Smarton» is a leading importer and distributor of stationery and office supplies in the Republic of Belarus. «Smarton» is a part of the «Belkanton» group of companies. The head of one of the departments said that «Smarton» creates modern offices with comfortable workplaces, organizes corporate events, provides gym memberships and health insurance. This is a direct investment in the well-being of employees. At 22 Lipkovsky Lane, where the Smarton office is located, all facilities for employees are available: coffee machines, sofas, and a dining room where employees can relax during breaks. «Smarton» is actively collaborate with leading universities in Belarus (BSU, BSEU, BSUIR): organizing internships for students. Furthermore, a company participate in programs that support orphanages and centers for people with disabilities. Often, such initiatives come from the employees themselves and the company provides resources for their implementation.

To summarize the results of the study: CSR is traditional in our country. The most developed areas are: support for sports, environmental projects, assistance to socially vulnerable groups. Charity and sponsorship remain the main tools. A lot of attention in our research was given to Smarton, a company that follows corporate social responsibility standards. It does not stand still and continues to implement initiatives that have a positive impact on the environment and society.

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HOUSING AFFORDABILITY AND MORTGAGE ACCESS FOR YOUTH AND THE MIDDLE CLASS

Доступность жилья и ипотеки для молодежи и среднего класса

The problem of housing affordability for young people and representatives of the middle class in Belarus and the CIS countries remains one of the most significant socio-

economic issues. The aim of this study is to analyze the factors that hinder young people from purchasing housing, as well as to identify possible approaches to improving the current situation.

The rising cost of real estate in major cities of the region significantly outpaces income growth, making the purchase of an apartment practically inaccessible for young professionals. A significant portion of their earnings is spent on rent, which greatly reduces their ability to accumulate savings for a mortgage down payment. Even with state support programs, only a limited number of families can meet the banks' requirements regarding income stability, employment, and financial obligations.

Mortgage lending is theoretically the key instrument for solving the housing issue; however, in practice, high interest rates and currency risks make long-term commitments unattractive. Economic instability in the region further undermines the confidence of young borrowers, who are reluctant to tie themselves to loans for decades.

The lack of access to homeownership affects demographic processes: young families postpone having children, and many qualified young people choose to emigrate to countries with more stable living conditions. This contributes to a brain drain and slows economic development.

The results of this analysis show that improving housing affordability requires a comprehensive approach, including the expansion of preferential mortgage programs, the reduction of interest rates, the development of social housing, and the creation of conditions for increasing the income level of young people. An important role is played by improving state policy aimed at strengthening the real estate market and supporting young families.

Thus, the issue of housing affordability is multifaceted and requires systemic solutions capable of providing young people with real prospects for acquiring their own housing and establishing a stable foundation for their future.

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INNOVATIONS IN ELECTRONIC MONEY BANKING TRANSACTIONS

Иновации в банковских операциях с электронными деньгами

The modern financial system is undergoing an era of profound transformation due to the rapid development of digital technologies. Innovations in the field of electronic money transactions are fundamentally changing traditional ideas about banking services, bringing to the fore criteria such as speed, security, accessibility and customer centricity.