

services, and enter global markets more easily. But the benefits of digitalization are unevenly distributed. Developed countries with strong technological infrastructure gain competitive advantages, while developing nations risk falling behind. This calls for international cooperation, investment in digital literacy, and the creation of conditions for inclusive growth.

And here, another important – and still rarely discussed – aspect emerges: the environmental one. We are used to thinking of AI as an «immaterial» technology, but in reality, it requires enormous resources. Especially water. Training large language models, like those used in modern chatbots, consumes vast amounts of energy and fresh water – needed to cool servers and maintain data centers. According to some researchers, training a single model can «drink» hundreds of thousands of liters of water [2]. In a world where millions of people already face water scarcity, this sounds alarming. It turns out that digital progress could become ecological regression if we don't take its consequences into account.

Building a sustainable future requires a comprehensive approach. We need not only to adapt labor markets and education systems but also to consider environmental constraints. Governments, businesses, and the scientific community must work together to develop strategies for responsible AI implementation.

Ultimately, AI offers great potential, but its benefits depend on responsible integration into labor systems and environmental awareness.

References

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D. Simutkin

Д. В. Симуткин

БНТУ (Минск)

Научный руководитель Н. П. Буланова

THE INFOBUSINESS PHENOMENON IN THE MODERN ECONOMY

Феномен инфобизнеса в современной экономике

In this article, we can observe the economic model of the infobusiness and explore the reasons why such projects generate substantial income. The study focuses on the main ways of monetising blogs and online platforms, with particular attention to the most profitable method – the sale of emotions, aspirations, and motivation. Furthermore, it examines the actual value of online courses and training sessions, questioning whether

they bring tangible benefits to consumers or merely serve as a mechanism to sustain continuous purchasing behaviour.

Any large-scale blog today functions as a business project. Even if it was initially created as a hobby, the growing audience inevitably demands investment – of both time and financial resources – transforming such a project into a form of economic capital. The key question lies in the return on these investments: judging by available data and taxation reports, top content creators earn hundreds of millions annually. But what are the true sources of such impressive revenues?

There are three primary ways to monetise online activity: through website traffic, advertising sales, and the creation of proprietary products. The first two methods are relatively straightforward, but the third – selling one’s own digital products – has proven to be the most profitable. This method is based on the emotional appeal and promises embedded within the product. A well-written economics book by a renowned scholar is unlikely to reach a million readers. However, a motivational seminar that promises wealth or success through a change of mindset may easily attract thousands of participants.

This system typically follows a predictable pattern. Initially, potential consumers encounter advertisements promoting a «free online seminar». During this introductory session, participants are emotionally engaged and then offered a «unique» paid course at a relatively low price. This creates a psychological sense of affordability and opportunity. Once the initial purchase is made, the client becomes part of a continuous cycle – a sequence of paid programmes and follow-up trainings. Each subsequent step offers renewed hope for transformation and reinforces the perceived need to continue investing.

The economic structure of the infobusiness is thus built upon recurrent monetisation, where emotional stimulation serves as the foundation for repeated consumption. The model resembles that of a subscription economy, but with a psychological rather than material anchor. The value for consumers often lies not in the practical knowledge received, but in the sense of progress and belonging created by the process itself.

It would be difficult to conceive of a truly successful entrepreneur devoting his main efforts to transforming professional expertise into a paid motivational product. The economics of infobusiness represent a sophisticated intersection of psychology, scalable digital models, and advanced marketing mechanisms capable of generating significant profits. While advertising and traffic remain relevant, the true financial core of this system lies in the commercialisation of motivation – the sale of aspirations and emotional experiences rather than tangible goods.

Nevertheless, the perception of such practices differs among generations. Younger audiences, accustomed to fast content consumption and short communication formats, often regard individual learning or mentoring sessions as a waste of time.

In conclusion, the infobusiness industry has become an integral component of the global digital economy. It successfully capitalises on fundamental human needs – the desire for success, recognition, and self-development. Despite occasional criticism regarding the superficiality of its products, the infobusiness sector continues to evolve,

integrating elements of behavioural economics and personal branding. Its global influence lies not only in the revenue it generates, but also in the transformation of how modern society perceives education and self-improvement.

V. Staskevich

В. В. Стаскевич

БГЭУ (Минск)

Научный руководитель К. А. Белова

ACTIVE OPERATIONS OF BANKS IN THE REPUBLIC OF BELARUS: LENDING TO LEGAL ENTITIES IN THE MODERN ECONOMY

Активные операции банков Республики Беларусь: кредитование юридических лиц в современной экономике

Modern society and economy cannot be imagined without banks. They have firmly taken their place in our lives, while providing the economy with the necessary resources and services, and besides being of great economic importance, they also play an important role for society. Banks, as key participants in the financial market, profit from active operations, which include loans, bank guarantees and sureties.

The purpose of this publication is to analyze lending to legal entities, which occupies the largest share in the structure of the loan portfolio of the banking system of the Republic of Belarus. The current state of lending to legal entities in the Republic of Belarus is being considered. The share and structure of the corporate loan portfolio in the bank lending system are analyzed.

Recently, the average share of loans in the Republic of Belarus to legal entities and individual entrepreneurs has been about 65 %, and to individuals – about 35 %. According to the Banking Code of the Republic of Belarus, the essential conditions for obtaining and executing a loan are: the amount and currency of the loan, the terms of granting and repayment, the amount and procedure for paying interest (with the exception of concessional loans), the intended use (if applicable), the responsibility of the parties, as well as other conditions [1].

Let's study in more detail the lending for legal entities, which is shown in Figure for 2022–2024, the data of which is provided by the National Bank of the Republic of Belarus in the statistical bulletin.

An analysis of the dynamics of corporate lending over the past three years reveals a steady growth trend. In contrast to the expected decline, the data show a consistent increase in lending volumes for both short-term and long-term loans. This indicates a consistently high business activity and its confidence in the prospects for economic development.