

a distinct competitive edge. Nowadays, digitalization is not only a tool for process modernization but also one of the strategic guidelines that shapes the logistics of the future. Much attention is given to data, principles of sustainable development, and customer focus, ensuring high efficiency and flexibility in supply chains.

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SOCIAL NETWORKS: A TOOL OF FREEDOM OR ADDICTION

Социальные сети: инструмент свободы или зависимость

The purpose of the study is to determine whether social networks are primarily a tool of freedom of expression or a source of addiction.

The topic's relevance stems from the fact that social media has become an integral part of the lives of billions of people, transforming communication, access to information, business, and politics. Opinions are increasingly polarized in society and academia: some see social media as an engine of democracy and self-realization, while others see it as a source of manipulation, anxiety, and social stratification.

The objectives of our study are:

1. To identify the problem of social media use
2. To consider the solutions proposed by scientists
3. To formulate recommendations for the conscious and healthy use of social platforms.

The central problem lies in the contradiction between the empowering role of social networks and their addictive nature. While they enable free speech, cultural exchange, and new forms of activism, they also lead to compulsive usage patterns that can harm concentration, emotional well-being, and offline relationships.

Scientists view social networks as a phenomenon with a dual impact on individuals and society.

On the one hand, they emphasize that social networks encourage freedom of expression, expand access to information, help teenagers feel a sense of belonging to communities, and develop communication skills. On the other hand, researchers highlight that excessive use of social media is linked to increased anxiety, depression, sleep disorders, and reduced attention span. Many scientists refer to this as «digital addiction», which shares characteristics with gaming or other behavioral addictions.

- To address this problem, scholars and practitioners suggest several approaches.
- Education and prevention – school and university programs that promote digital literacy and teach young people to manage their online time responsibly.

- Technological solutions – screen time tracking tools, notification limits, and «digital well-being» features built into smartphones and apps.
- Psychological support – cognitive-behavioral therapy, group sessions, and mindfulness training to reduce dependence.
- Policy changes in social media – recommendations to regulate algorithms that deliberately capture user attention (such as infinite scroll or personalized feeds).

There are some recommendations:

- Limit time spent on social networks and set personal «digital boundaries».
- Develop digital literacy and critical thinking skills among teenagers.
- Use apps and tools to monitor and control screen time.
- Encourage offline activities: sports, creative hobbies, and face-to-face communication.

The study explores the dual nature of social networks as both a tool of freedom and a source of addiction. Researchers note that while social media fosters communication, self-expression, and access to information, excessive use leads to anxiety, depression, and reduced focus. Proposed solutions include digital literacy education, time limits, psychological support, and algorithm regulation. The key conclusion is to maintain a balance between freedom and conscious control in digital life.

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THE EFFECTIVENESS OF USING SIMULATORS AND BUSINESS GAMES TO LEARN MANAGEMENT DISCIPLINES

Эффективность использования симуляторов и деловых игр для освоения управленческих дисциплин

The purpose of the study is to identify and assess the impact of gamification on the development of managerial competencies as well as on the motivation and educational engagement of economics students.

Gamification is a set of tools for increasing student engagement consisting of game elements and techniques without changing the actual learning process.

A business game is an interactive simulation of decision-making processes where participants interact to achieve goals within a given scenario while analyzing the consequences of their actions.

An interactive simulator is a digital tool that models real-world situations or processes, enabling students to engage with learning material in an active manner.