

**Е. Tsimoschenko**

**Е. А. Тимощенко**

БГЭУ (Минск)

*Научный руководитель Т. Ф. Солонович*

## **TO BUY OR NOT TO BUY: CURRENT ANTICONSUMERISM TRENDS**

### **Покупать или не покупать: современные проявления антипотребительства**

This paper attempts to look at the phenomenon of consumerism from the point of view of its history, psychology, and contemporary trends.

According to one of the definitions, «Consumerism describes a society in which many people formulate their goals partly through acquiring goods that they clearly do not need for subsistence or for traditional display» [1, p. vii]. The rise of consumerism in eighteenth-century Western Europe, triggered by the growth in the production output as a result of the Industrial Revolution, involved an array of new goals and behaviors. In addition to the novel methods of the producers and shopkeepers, hosts of individual people were reevaluating what the goals in life should be, and what brought happiness. This process is neuropsychologically reinforced by a transient dopamine release upon acquisition (commonly termed the «purchase high»), which is subsequently followed by post-acquisition cognitive dissonance, manifesting as guilt and remorse.

In the 21st century, hyper-consumption has evolved from a mere economic indicator into a complex global challenge with significant implications for environmental degradation, social stratification, and identity formation, particularly among youth populations in Western societies. The contemporary Western economic paradigm, predicated on perpetual growth, systematically fosters a culture of disposability and status-driven consumption. This is achieved through aggressive digital marketing strategies, the normalization of «fast fashion», planned obsolescence in electronics, and the framing of consumption as a form of therapeutic activity («retail therapy»). Consequently, consumption has been redefined from a process of need-satisfaction to an instrumental practice for the social construction of identity and the temporary alleviation of existential concerns.

The underlying infrastructure of hyper-consumption characterized by financial instruments like microloans, Buy Now, Pay Later (BNPL) services, and perpetual sales cycles creates a pervasive illusion of affordability for young consumers, obscuring long-term financial liabilities. This facilitates the accumulation of personal debt, fosters financial precarity, and contributes to the emergence of a «new poverty» demographic, defined by high material asset ownership concurrent with a critical lack of savings and future-oriented investment. Consumerism has changed what we value in our culture. This change shows how we see success and happiness tied to what we own.

The trajectory from entrenched overconsumption to conscious anticonsumerism among younger generations represents a significant sociocultural pivot, driven by a confluence of psychological, environmental, and economic pressures. This transition manifests in a spectrum of intentional practices that collectively constitute modern anticonsumerism. Ultimately, this evolution culminates in a fundamental reallocation of value from material possession to experiential capital – investing in travel, education, and wellness – signifying a broader post-materialist shift where identity is forged through being rather than owning. Thus, the path from overconsumption is not merely about buying less but about a profound recalibration of one's relationship with the market, aiming to resolve cognitive dissonance and reclaim personal agency within a system designed to perpetuate want.

### **Reference**

1. *Stearns, P. N. Consumerism in World History: The Global Transformation of Desire* / P. N. Stearns. – 2nd ed. – Routledge, 2006. – 163 p.

**Т. Травин**

**Т. И. Травин**

БНТУ (Минск)

*Научный руководитель А. Ф. Филимонова*

## **DEVELOPING CROSS-CULTURAL COMPETENCE IN INTERNATIONAL TEAMS**

### **Развитие кросс-культурной компетентности в международных командах**

In an era of global integration and expanding ties between countries, businesses are increasingly creating transnational teams that bring together professionals from diverse cultural and social backgrounds. In such groups, differences in value systems, communication styles, ideas about what is right, and established patterns of behavior can lead to difficulties in working together, clashes, and misinterpretations. At the same time, improving employees' intercultural communication skills is becoming a crucial factor in the success of organizations in the international arena. This paper analyzes the essence of intercultural competence, its importance for international entrepreneurship, and the main methods for its development and improvement.

Cross-cultural competence (CCC) is the ability to effectively interact with people from different cultures, minimize misunderstandings, and work constructively in a multinational environment. It encompasses the knowledge and skills that enable people to understand cultural differences, avoid misunderstandings, and establish strong connections across cultural boundaries.