

approach reflects a broader shift toward renewable pedagogy, where materials grow organically through sustained interaction. Challenges remain automation risks privileging popularity over depth, and cultural sensitivity requires human oversight but hybrid models combining AI with human judgment offer a sustainable path forward.

Ultimately, digital content curation redefines educational practice as a balance between automation and discernment. *Fillion\_arcades* demonstrates that when renewal is built into system architecture, educational resources become adaptive, inclusive, and emotionally engaging. By uniting AI, humor, and pedagogical design, the project advances a framework for renewable educational corpora and opens new directions for sustainable digital education.

### References

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## **CHALLENGES AND OPPORTUNITIES OF DIGITALIZATION FOR SMALL AND MEDIUM-SIZED BUSINESSES IN BELARUS**

### **Вызовы и возможности цифровизации для малого и среднего бизнеса в Беларуси**

This analysis aims to highlight the main challenges small and medium-sized businesses face in digital transformation.

At the moment, digital transformation is an important mechanism for increasing the competitiveness and efficiency of small and medium-sized businesses. Digitalization of business means the use of modern digital technologies and tools, as well as automation of business processes of enterprises and improvement of work efficiency.

The challenges of digital transformation for small and medium-sized businesses are interconnected with opportunities.

1. Introduction of new technologies. This is one of the most important challenges for small and medium-sized businesses, as it requires significant costs to implement new technology and, as a result, changes in work processes. However, by implementing technology, it is possible to increase business efficiency, as well as entering new markets,

attracting new customers, accessing new financing tools, and increasing the scale of the business. A change in work processes will be followed by staff training and, as a result, talent retention and recruitment.

2. Staff training. Due to the introduction of new technologies, staff training will follow to improve business processes. By training and retraining staff, new skills will enable them to effectively use new technologies, as well as bring their own ideas for using these technologies or a new technology implementation opportunity.

3. Retaining and attracting talent. Due to the shortage of qualified employees, talented employees are being lured to large organizations. Retaining and attracting employees through the ability to use and implement technologies in different ways.

4. Innovative business models. New opportunities are emerging for small and medium-sized businesses, as well as the creation of a flexible approach to change and the introduction of new technologies entails new business models and geographical expansion.

Based on all of the above, in the modern world, the key for small and medium-sized businesses is the introduction of digitalization into business processes, followed by risks, but also the opening of many opportunities. In the Republic of Belarus, small and medium-sized businesses need to introduce new technologies to attract new customers and expand geographically.

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## **PROMOTION OF BELARUSIAN COSMETIC BRANDS IN THE SOCIAL NETWORK «INSTAGRAM»**

### **Продвижение белорусских косметических брендов в социальной сети «Инстаграм»**

Instagram has become a key platform for promoting Belarusian cosmetics brands, offering strong visual tools and direct engagement with audiences. Popular brands such as Relouis and Luxvisage use the platform not only for advertising but also for building transparency, trust, and emotional connection with consumers.

**Purpose of the research:** to study the ways Belarusian cosmetic brands «Relouis» and «Luxvisage» use Instagram for promotion and branding.

Relouis integrates exclusive behind-the-scenes content, including videos that showcase production processes, such as filling, sealing and packaging. This strengthens brand credibility and makes the brand seem reliable. A distinctive communication element is the «Sunday Kindness Post» initiative, where the brand promotes pet adoption [1]. This