PREFACE

This collection of abstracts was prepared on the basis of research papers submitted by the students of various universities to the organizing committee of the conference "ECON- 2026: World Economy and International Business". The conference was held on the premises of Belarus State Economic University (BSEU) on April 17, 2026.

The International Scientific Conference "ECON – 2026: World Economy and International Business" is a free-of-charge annual event hosted by the Department of Business English for all students who study economics and have a good command of English. The main idea of preparing papers and presenting research findings in English is determined by the fact that over 50 percent of all research publications in the world are done in English as a lingua franca.

For the 4th International Scientific Conference "ECON – 2026: World Economy and International Business" the Department of Business English invited highly professional business experts to judge the participants' presentations and choose the best ones. We would like to express our sincere gratitude to:

Pavel Igorevich Borisenko, Teacher at the Department of Accounting, Analysis and Audit in the branches of the National Economy, BSEU

Natalia Petrovna Moradi Sani, Assistant Professor of the Department of Money Circulation, Credit and Stock Market, BSEU

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According to the topics researched, the abstracts fall into five main sections:

1. Modern trends in the development of the world economy (society, education, environment, sustainability, etc.).
2. Reflection of global business trends in the economy of the Republic of Belarus.
3. Current issues of international management and marketing (experience economy; event management; economic psychology, HR-management, etc.).
4. Marketing communications and advertising in modern business.
5. Digital reality. International business in the online environment; trends of IT business development in Belarus.

The issue in question is addressed to undergraduate and graduate students, as well

as lecturers of economics related universities and all those who are interested in the spheres of economy and business.

The Department of Business English is ready to welcome new and former participants at our next conferences, which normally take place every April. You can contact us by e-mails inyaz1@bseu.by or bseu-econ2026@yandex.by.

Sincerely yours,
Organizing committee