

PREFACE

This collection of abstracts was prepared on the basis of presentations made by the students of the Belarus State Economic University's School of International Economic Relations and School of International Business Communications.

The 3rd Interuniversity Research Student Conference "ECON – 2016: World Economy and International Business" was organized by the Department of Business English at BSEU. The main idea of preparing and giving papers in English is determined by the fact that over 50 percent of all the research publications in the world is done in English as a lingua franca.

The abstracts of the presentations included in this collection are the result of the students' close collaboration with their joint research supervisors from the Department of Business English and economics related departments of BSEU. According to the topics researched, they fall into four main sections:

1. Modern trends in the development of the world economy.
2. Finance and credit strategies in international business; investment and innovative policies under globalization.
3. Topical problems of international management and marketing.
4. Marketing communication and advertising in modern business.

The issue in question is addressed to undergraduate and graduate students, as well as lecturers of economics related universities and all those whose scientific interests are close to the spheres of economics and business.