

**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS**  
**BELARUS STATE ECONOMIC UNIVERSITY**  
**SCHOOL OF INTERNATIONAL ECONOMIC RELATIONS**  
**SCHOOL OF INTERNATIONAL BUSINESS COMMUNICATIONS**  
**DEPARTMENT OF BUSINESS ENGLISH**

**ECON-2017:**  
**WORLD ECONOMY AND INTERNATIONAL BUSINESS**

**ABSTRACTS OF THE 4<sup>TH</sup> INTERUNIVERSITY RESEARCH STUDENT CONFERENCE**

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## **PREFACE**

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

The 4<sup>th</sup> Interuniversity Research Student Conference "ECON – 2017: 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 scientific tutors from economics related departments of the universities they study. According to the topics researched, they fall into six main sections:

1. Modern trends in the development of the world economy
2. Judicial aspects and social and cultural environment of international business
3. Current issues of international management and marketing
4. Financial and monetary strategies in international business. Banks and their activity in the world economy
5. Investment and innovative policy of international business in the globalized world
6. Marketing communication and advertising in modern business. International business in an online environment

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.