## **CONTENTS**

PREFACE	2
SECTION 1	
MODERN TRENDS IN THE DEVELOPMENT OF THE WORLD ECONOMY	
■ E. Banderuk <i>Becoming unicorn CEO</i>	6
A. Beletskaya, S. Valchevsky India as an economic superpower	8
Y. Borisenko, A. Mageramov International Business Speaks English	
■ E. Derechenik <i>Tax Avoidance: How to change corporate behavior</i>	. 12
• A. Doroshkevich Think <i>Tank: he who owns the information, he owns the world</i>	
• A. Zakharova Russian Federation in the conditions of economic sanctions	16
A. Zenkevich Dutch disease in the world economy	19
■ E. Kahaeva Regional economic cooperation and integration	21
A. Krestinina, P. Kuznetsova The Clash Of Civilizations: The Place Of Belaru	sian
Economy	22
• K. Kuzmich, A. Kuksa Crowdfunding as a new source of funding	24
A. Kuyavski Comparison of anti-corruption campaigns in China, Singapore	and
Belarus	26
■ D. Milosh, V. Kaminskaya Current state and development trends of the w	orld
electronic money market	
■ I. Mikhalskaya, A. Milevskaya Start-up projects in Belarus: ways of development	30
K. Oskerko Social Entrepreneurship: Profit By Making A Difference	
M. Pischenko, D. Stasevich <i>Blockchain technology: Future in the financial sector</i>	
Y. Tsyaglova Modern view on the problem of inequalities in the context of so	
economic development	
• K. Chuvashova, M. Ostrovetskaya <i>Prospects of eco-business development in</i>	
Republic of Belarus	
A. Shashuro External debt: is it really that bad?	
■ W. Fuqiang <i>E-commerce development in China</i>	

## SECTION 2

JUDICIAL	ASPECTS	AND	SOCIAL	AND	CULTURAL	ENVIRONMENT	OF
<b>INTERNAT</b>	TIONAL BU	SINES	SS				

M. Alexandrovich <i>Job interview meals</i>	43
Y. Artemenko, M. Kolosova Business for charity or charity for business?	45
• A. Bilan Organization of the international cashless payments by banks	47
N. Motovaya Changeable Situation in Labor Market	49
• K. Parfeniuk Business culture in America and Great Britain: particularities of sin	nilar
cultures	51
A. Silchukova The Intergenerational Workforce: How Does It Work?	. 53
SECTION 3	
CURRENT ISSUES OF INTERNATIONAL MANAGEMENT AND MARKETI	ING
<ul> <li>CURRENT ISSUES OF INTERNATIONAL MANAGEMENT AND MARKETI</li> <li>Y. Voryk Public Relations Today: New Promotional Trends</li> </ul>	
	55
Y. Voryk Public Relations Today: New Promotional Trends	55 56
<ul> <li>Y. Voryk Public Relations Today: New Promotional Trends</li> <li>V. Horbat Ethics and Corporate Social Responsibility: Belarus experience</li> </ul>	55 56 58
<ul> <li>Y. Voryk Public Relations Today: New Promotional Trends</li> <li>V. Horbat Ethics and Corporate Social Responsibility: Belarus experience</li> <li>E. Dovnar, V. Dovnar BIM technology in purchasing management in construction</li> </ul>	55 56 58 60
<ul> <li>Y. Voryk Public Relations Today: New Promotional Trends</li> <li>V. Horbat Ethics and Corporate Social Responsibility: Belarus experience</li> <li>E. Dovnar, V. Dovnar BIM technology in purchasing management in construction</li> <li>D. Drozdov WOW-service</li> </ul>	55 56 58 60 us of
<ul> <li>Y. Voryk Public Relations Today: New Promotional Trends</li> <li>V. Horbat Ethics and Corporate Social Responsibility: Belarus experience</li> <li>E. Dovnar, V. Dovnar BIM technology in purchasing management in construction</li> <li>D. Drozdov WOW-service</li> <li>V. Evsyukov, Y. Kozeeva Features of formation of subjective surplus in condition</li> </ul>	55 56 58 60 us of
<ul> <li>Y. Voryk Public Relations Today: New Promotional Trends</li> <li>V. Horbat Ethics and Corporate Social Responsibility: Belarus experience</li> <li>E. Dovnar, V. Dovnar BIM technology in purchasing management in construction</li> <li>D. Drozdov WOW-service</li> <li>V. Evsyukov, Y. Kozeeva Features of formation of subjective surplus in condition perfect economy: first results of pilot study</li> </ul>	55 56 58 60 is of . 62 64
<ul> <li>Y. Voryk Public Relations Today: New Promotional Trends</li> <li>V. Horbat Ethics and Corporate Social Responsibility: Belarus experience</li> <li>E. Dovnar, V. Dovnar BIM technology in purchasing management in construction</li> <li>D. Drozdov WOW-service</li> <li>V. Evsyukov, Y. Kozeeva Features of formation of subjective surplus in condition perfect economy: first results of pilot study</li> <li>A. Kirik Nostalgia marketing and its influence on consumer preference</li> </ul>	55 56 58 60 is of . 62 64 . 67
<ul> <li>Y. Voryk Public Relations Today: New Promotional Trends</li> <li>V. Horbat Ethics and Corporate Social Responsibility: Belarus experience</li> <li>E. Dovnar, V. Dovnar BIM technology in purchasing management in construction</li> <li>D. Drozdov WOW-service</li> <li>V. Evsyukov, Y. Kozeeva Features of formation of subjective surplus in condition perfect economy: first results of pilot study</li> <li>A. Kirik Nostalgia marketing and its influence on consumer preference</li> <li>E. Kondratyeva Consumer Decision-making Process</li> </ul>	55 56 58 60 us of . 62 64 . 67 68

## SECTION 4, SECTION 5

FINANCIAL AND MONETARY STRATEGIES IN INTERNATE BUSINESS. BANKS AND THEIR ACTIVITY IN THE WORLD ECONOM	
INVESTMENT AND INNOVATIVE POLICY OF INTERNATIONAL BUIN THE GLOBALIZED WORLD	SINESS
<ul> <li>J. Abramova, A. Golubenko <i>Gold vs. Bitcoin</i></li> <li>E. Kozlova, A.Kuts <i>Transfer pricing</i></li> <li>V. Konetsky, M. Lezhaiko <i>Neural networks in business</i></li> <li>A. Shumskaya, O. Mazyuk <i>Plastic card fraud</i></li> <li>I. Logvinets, J. Ganakova <i>Belarus: a place to invest</i></li> <li>E. Riabchinskaya <i>FDI in the UK before and after Brexit: forecast and reality</i></li> </ul>	77 78 80 82
SECTION 6  MARKETING COMMUNICATION AND ADVERTISING IN M BUSINESS. INTERNATIONAL BUSINESS IN AN ONLINE ENVIRONM	ODERN ENT
<ul> <li>A. Negreyeva, G. Borisevich Augmented and Virtual Reality as New Inspire Marketers</li> <li>D. Gaiduckevich, A. Parkhanovich Future of the blockchain in banking</li> <li>M. Horbulko, D. Svatiuk Optimization communications marketing activities</li> </ul>	86 88
<ul> <li>A. Daniliuk Programmatic: what it is and how it can be used</li> <li>I. Dorosh Effectiveness estimation of advertising internet campaigns for small</li> </ul>	
Relarusian companies	92 busines.
<ul> <li>Belarusian companies</li> <li>N. Drachilovskaya, P. Glinov Event marketing: a new approach to product promoti</li> <li>V. Lomakina, E. Bondarovich Instagram: entertainment or a source of revenue</li> <li>Y. Makutsevich, S. Lisakovskiy Big data: a new technology in marketing</li> </ul>	92 busines. 92 on 98