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## **GLOBALIZATION: THE EFFECT OF ALIEXPRESS ON THE ECONOMY OF BELARUS**

### **ГЛОБАЛИЗАЦИЯ: ВЛИЯНИЕ ALIEXPRESS НА ЭКОНОМИКУ БЕЛАРУСИ**

On conducting the survey among students of my group on what factors prevent from the development of our economy, we have got quite a lot of answers. The guys think that high taxes are the main inhibiting factor. Someone recall the rise in oil prices from neighbouring countries; others do not agree with the plan for managing the economy in our country, especially small and medium-sized businesses. However, nobody in general have thought about such a factor as online trading. Can the commerce on the Internet harm the economy of a country? What is wrong with the convenience to buy anything on AliExpress? Earlier, buying goods from China or Malaysia directly from a seller to a buyer seemed impossible, especially in Belarus. But with the development of one of the tendencies in the global economy, namely with the development of globalization, it has become accessible to everyone.

Theodore Levitt in the article “The Globalization of Markets” defined globalization as a new commercial reality, consisting in the emergence of global markets for standardized consumer goods with such quantitative indicators that previously could not be imagined. Further, the author noted that “corporations that have entered this new reality (the process of globalization) will benefit from the enormous economies of scale in production, distribution, marketing and management [2]. With the development of globalization, the boundaries of our interaction have expanded. Those things, for which we had to pay either large taxes or go to the ends of the earth for their purchase became available to us. Globalization in conjunction with informatization provided us with an opportunity to buy goods quickly and conveniently via the Internet. There are more and more people who want to purchase goods in this way in Belarus. According to the Yandex.Money service, in the summer of 2015, the number of payments to Chinese merchants through Yandex.Cass increased 11 times compared with last year’s figures [1]. The main reason for such a high demand is the fact that often the estimated value of shipments from abroad is deliberately underestimated.

According to the network publication East West Digital News, last year the cross-border turnover of the Russian and Belarusian e-commerce reached almost \$ 7

billion. According to the Ministry of Industry and Trade, in almost all sectors of our light industry there is a decline in production. The textile and apparel manufacturing index in 2017 amounted to 97.5% from the 2016 level. The situation is “helped out” by blankets, rugs, knitted fabric, silk fabrics and overalls, but the production of dresses and sundresses fell by 11.5%, suits – by 10.7%, jackets – by 10.7% [2]. In Belarus, to solve the problem of “competition” of the Chinese national economy, tariff duties were introduced, which for exceeding the limit of goods from China (22 €) obliges to pay taxes. The introduction of duties in this case supports the policy of protectionism. That is, the government protects the national producer from competition from stronger and larger foreign ones. Such measures were actively taken around the world about 100 years ago, now the developed countries for the most part are trying to abandon them as ineffective.

Thus, in order to exclude such an impact on the economy of Chinese online shops, the government applies the policy of protectionism, which is a good support for national entrepreneurs.

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## **AMERICAN VERBAL COMMUNICATIVE BEHAVIOR IN BUSINESS**

### **АМЕРИКАНСКОЕ ВЕРБАЛЬНОЕ КОММУНИКАТИВНОЕ ПОВЕДЕНИЕ В ДЕЛОВЫХ СИТУАЦИЯХ**

Currently, globalization is the most important process taking place in modern world. Therefore, it is obvious that the interdependence of different countries, peoples and cultures is growing, the role of intercultural communication in view of