

labor market is filled with highly qualified employees in the field of IT and finance) and New Zealand (business registration takes only one or two days, labor costs are relatively low, in terms of taxes: no taxes on wages, social security or capital gains).

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**A. Lavrinovich**  
**А. В. Лавринович**  
БНТУ (Минск)

*Научный руководитель А. И. Сорокина*

## **INTERNET MARKETING. TYPES OF INTERNET MARKETING**

### **Интернет-маркетинг. Типы интернет-маркетинга**

The purpose of the paper is to identify the most popular types of Internet marketing.

Internet marketing is a set of tools that are typical of classical marketing and adapted to the Internet space. Currently, Internet marketing is the future, as it has a global effect.

There are a large number of methods of implementing marketing on the Internet. To assess their popularity and effectiveness, a survey among students was conducted, and the most famous types of Internet marketing were identified:

1. Contextual advertising. When switching from one site to another, each Internet user is haunted by numerous advertising offers to buy a particular product. Contextual advertising takes into account the user's requests in search engines, and then offers him the product he was interested in earlier.

2. SMM. Social Media Marketing is aimed at working in social networks. Here, the specialist is provided with great opportunities for creativity. SMM is suitable for almost everyone: from a startup to large brands: where there is no longer about growing sales, but about engaging and creating a loyal audience in the form of customers.

3. SEO optimization. Classic SEO is based on key user requests. Yandex or Google robots search the tag for sites with the most relevant content for the search query. Moreover, to promote to the TOP, it is not enough to fill the page with keywords, a user must feel in the site with the contentment on the search query. Another factor that affects SEO is the behavioral characteristics of visitors. In other words, optimized content should engage users, encourage them to stay on the site longer, click on links, comment and be active.

Why is Internet marketing effective for promoting products and services, according to students?

- Informativeness. The consumer receives necessary information about products.

- High performance in comparison with traditional advertising. Regular advertising in the media and on billboards is expensive and does not pay itself; the audience coverage is wide, but not productive. Promotion of goods on the Internet works on a different principle: the visitor finds such advertising independently.

- Large coverage of the target audience. The number of consumers of a particular product on the Internet is unlimited, because you can place an order for the purchase of goods and services from anywhere in the world.

Thus, the Internet has long been not just a place for transmitting and receiving information, but an extensive platform for sales with all the ensuing factors. Online sales allow you to get as close to your goal as possible and achieve success.

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**D. Lynko**

**Д. А. Лынько**

**БНТУ (Минск)**

*Научный руководитель А. И. Сорокина*

## **ETHICS AND BUSINESS CUSTOMS IN JAPAN**

### **Этика и особенности ведения бизнеса в Японии**

Every country has its own etiquette and behaviors that have been shaped by its culture. Japan has its own rules of conduct in the workplace that must be followed.

One of these rules is punctuality: you should come to meetings at least 30 minutes earlier than required. Then it should be noted that it is necessary to take the exchange of business cards seriously, because there are proper ways to give and receive them in Japan. The order of giving business cards starts with the senior officer, walking its way down to the most junior. Business cards are given and received with two hands and with a short bow.

It is also important to understand how Japanese treat their seniors in the workplace. An age of a person can make a huge difference in business settings in Japan. There are a lot of rules regarding seniority and hierarchy. One of such rules is a rule of upper and lower seats. In Japanese business world, at meetings, dinners, and when riding taxis and elevators, «who sits or stands where» is very important. These positions are called «upper and lower seats». You have to sit or stand in certain places depending on your position in the company, how long you have been working and your age.