

Advertising on TikTok is cheaper compared to other social networks, however, thanks to algorithms and the target audience, the prospects for the development of companies, brands and manufacturers allow you to make positive forecasts. It is important to note that the social network is actively developing. For example, a platform for targeted advertising is already being developed, and the Chinese version has already introduced its own shopping tags, which are gradually being introduced to Instagram; there are special business accounts that expand business opportunities. And this means that soon we will have such functionality. Whoever starts using it first will get significant benefits. TikTok has completed almost the entire nine-year path of Instagram under the accelerated program in three years and may soon overtake it not only in terms of audience, but also in terms of business functionality.

In the course of the study, 108 students of the Belarusian State Economic University were interviewed for the use of the application, a subjective assessment of its effectiveness and the time spent on viewing the content. About 74.9 % of people use a mobile application, 24.1 % have an idea about a social network, but do not use it. The frequency of use varies depending on the specific consumer. 44.4 % of respondents log in to the app every day, 20.4 % log in to the app 3–4 times a week. According to the results of the study, advertising of certain products in 65.4 % of cases turned out to be uninteresting for users, however, 47.6 % of respondents noted that advertising in TikTok is a promising method of Internet marketing development, which provides a wide potential for research and improvement of application offer algorithms.

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TERMINOLOGY OF E-ENTREPRENEURSHIP AS A REFLECTION OF THE SUBJECT FIELD DEVELOPMENT

Терминология электронного предпринимательства как отражение развития предметной области

The aim of the article is to reveal the directions of the E-entrepreneurship development in different countries based on the terminology used in the titles of the IJEEI publications within the decade from 2012 up to 2022.

International Journal of E-Entrepreneurship and Innovation (IJEEI for short) is the journal which examines how the Internet and other information and communication technologies (ICTs) are being used creatively for different purposes. This journal presents

recent research on the principles, methods, and practices of E-entrepreneurship and innovation. It also discusses difficulties, moral and legal dilemmas, and emerging trends in the field. Therefore, the journal publications can be considered as a source of special lexis, which serving as nominations for new notions, reflects the global interdisciplinary approach to E-entrepreneurship and innovation development.

Through investigation of the journal articles' titles the terminology used by the authors of the IJEEI was structured by the years beginning from 2012. That year witnessed such new terms as *applying SOA (service-oriented architecture) in enterprise IT sphere* (Germany), *business blogging and enterprise strategy* (USA), *cloud computing* (Malaysia), *E-learning cycle*, *fuzzy real option optimization model* (India), *woman entrepreneurship* (Turkey).

In 2013 relatively new areas of E-entrepreneurship appeared: *peer-to-peer E-commerce applications* (UK), *business intelligence (BI) SOA and Enterprise Architecture (EA)* (Australia), *personalization in E-business environments* (Greece). The term *cloud computing* previously observed in 2012 was also used in the publications from Taiwan and Sweden.

In 2015 the main articles were focused on *entrepreneurship education* (India), *content-based image retrieval (CBIR) technique* (Thailand), *information graphics* (China), *SME cluster management* (Greece), *idea generation among women entrepreneurs* (the USA).

In 2016 such topics as the *usage of ICTs* (France), *cultural and organisational diversity evaluation (CODE)* (Greece, UK, Finland), *academic entrepreneurship* (India) were raised.

In 2017 the emphasis was put on *student centered learning (SCL) in developing entrepreneurial success*, *womenpreneurs* (Pakistan), *social entrepreneurship* (India), *balanced scorecard* (Portugal).

In 2018 such issues as *ICT adoption in SMEs* (Sri Lanka), *symbolic capital on ethnic entrepreneurship* (UK), *maker communities and communities of enquiry* (Botswana, Denmark), *market intelligence (MI)* (Brazil), *3D printing in the digital economy* (Botswana, Denmark), *digital government development* (Australia) were addressed.

In 2019 there was considerable interest in such directions as *Innovation in Franchising and human computer interfaces* (the USA), *ICT and Entrepreneurship* (Turkey), *Cross Border E-commerce (CBEC) and SMEs* (China), *Sustainable Innovation in Manufacturer-Supplier Networks* (South Africa, India and New Zealand), *Sustainable Entrepreneurship* (India).

In 2020 the *use of ICT in microenterprises* (Sweden), *digital-based incubator framework modelling* (Indonesia), *innovation practices in SMEs* (India and Algeria), *E-governance* (Russian Federation), *capacity implications for SMEs* (Ghana), *entrepreneurship education* (Portugal), *E-collaboration ICTs* (UK), *facilitating women entrepreneurs* (India) were highlighted.

In 2021 an increase in *innovative management practices of SMEs and sustainopreneurship* (India), *exponential artisanal SMEs of women entrepreneurs* (Mexico), *sustainability innovation* (USA) was reported.

In 2022 the *importance of cross-country E-entrepreneurship and E-platforms* (Australia), *COVID pandemic and entrepreneurial ecosystems* (India), *Covid-19 and SMEs, business incubation (BI) and SMEs* (Qatar), *women entrepreneurs* (Pakistan), *crowdfunding (CF)* and *gender gap in entrepreneurship* (Portugal) was outlined.

These findings could provide new insights into the nature of E-entrepreneurship. Thus, our results demonstrate that there has been an immense interest in E-business improvement, new product development, sustainability both in Europe and Asia. Moreover, it is evident that such spheres as sustainable development, SMEs, cloud computing and women in entrepreneurship are of great importance globally.

Reference

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DIGITAL TECHNOLOGIES IN LOGISTICS

Цифровые технологии в логистике

The purpose of this work is to investigate digital technologies used in logistics, to identify their main advantages and disadvantages. To achieve this goal, the following tasks are set: firstly, to consider the main digital technologies used in logistics, secondly, to analyze the trends in the development of digital technologies in this direction, and thirdly, to identify the main advantages and disadvantages of using digital technologies in logistics.

The relevance of the topic lies in the fact that logistics occupies a significant market segment and is an integral part of the global economy, so digitalization in this area is inevitable. The introduction of digital technologies in transport and logistics companies allows them to take a more competitive position in the market [2]. This high efficiency of digital technologies is achieved due to the fact that the human factor is the cause of a significant number of mistakes [1]. The author notes that the use of low-skilled labor in areas where it can be replaced by solutions provided by digital technologies, for example, through robotics or the use of software solutions such as artificial intelligence, leads to a significant increase in costs and risks of various situations that lead to an even greater increase in costs. It is