

LITERATURE

1. Visual illusions in advertising [Electronic resource]. – Mode of access: Оптические иллюзии в рекламе: как запомниться каждому – Kompot Journal (kj.media). – Date of access: 18.04.2023
2. 11 visual illusions in virtual design [Electronic resource]. – Mode of access: 11 оптических иллюзий в визуальном дизайне | by Olga Zholudova | Основы визуального дизайна | Medium. – Date of access: 17.04.2023

УДК 338

DOING BUSINESS IN AN ENVIRONMENT OF UNIVERSAL GLOBALIZATION AND ACCELERATION OF TECHNOLOGICAL PROGRESS

*Ю. А. Карпенко, студент группы 10508120 ФММП БНТУ,
научный руководитель – старший преподаватель Н. П. Буланова*

Резюме – предприятия имеют доступ к глобальному рынку, который позволяет им продавать свои товары и услуги потребителям по всему миру. Это привело к усилению конкуренции и появлению новых возможностей для роста. Кроме того, технологический прогресс позволил предприятиям работать более эффективно и результативно. Это включает в себя онлайн-маркетинг, социальные сети, платформы электронной коммерции, цифровые платежи и другие.

Summary – businesses now have access to a global marketplace that allows them to sell their goods and services to consumers around the world. This has led to increased competition, and new opportunities for growth. Also, progress in technology has allowed businesses to operate more efficiently and effectively. This includes online marketing, social media, e-commerce platforms, digital payments and others.

Introduction. In today's world, businesses operate in an environment of universal globalization and acceleration of technological progress. This means that companies must think and act globally, adapting to various regulatory environments, cultural contexts, and economic conditions. They need to stay aware of emerging technologies and innovations to remain competitive while also balancing concerns about data security, privacy, and ethical considerations.

Main part. The rapid pace of technological change is also forcing companies to rethink traditional business models and embrace new ways of working. Automation, artificial intelligence, and machine learning are transforming industries and disrupting traditional jobs, creating new opportunities and challenges for businesses and workers alike.

At the same time, globalization is presenting both opportunities and challenges for companies seeking to expand operations into new markets. Access to

global supply chains and diverse pools is driving growth, but increased competition and geopolitical risks are also forcing companies to be agile and adaptable.

Overall, doing business in this environment requires an understanding of trends and technologies, as well as the ability to adapt to changing conditions and navigate complex regulatory frameworks. Successful businesses will need to be innovative, and customer-centric while also maintaining an ethical foundation [1].

There are many ways technology in businesses can help organizations achieve success. Some examples of how digital transformations help businesses every day include the following:

Cloud-Based Collaboration Apps. Communication tools such as Zoom and Slack, as well as online document sharing solutions like Google Docs and Microsoft Teams, allow people to work together easily on important documents and projects despite being miles apart.

Inventory Management Solutions. Automated inventory tracking software helps businesses closely monitor their stock of important products or resources so they can maintain “just-in-time” supply chains that minimize costs without undue risk of running out of inventory.

Customer-Facing Business Apps. From digital storefronts to automated customer service solutions and other resources, customer-facing business applications – and particularly mobile apps – have helped businesses improve the way they interact with their customers to increase sales and customer retention [2].

Data Storage and Retrieval: One of the biggest ways today's technology helps businesses is in how modern companies can store and retrieve massive amounts of information at nearly any time from almost anywhere. Digital data storage has simplified the retrieval and transmission of important documents, reducing common data management tasks to mere seconds when they may have taken significantly longer using purely analog media.

Project Software: Project management software helps businesses track common project tasks and keep their project teams on track. With solutions such as Jira or Teamwork, project managers can assign out specific tasks and monitor whether employees are on track to finish the project on time [3].

It is essential that businesses stay conscious of the impact of globalization and technological progress on the environment, society, and the economy.

Conclusion. As businesses expand globally and leverage technological advancements, they must also take responsibility for their impact on the planet and society. Hence, companies must incorporate sustainable practices into their operations to reduce their impact on the environment and ensure that their practices promote social good. This can be achieved by collaborating with local communities, adopting environmentally friendly business practices, and incorporating corporate social responsibility into their operations.

REFERENCES

1. The Sustain Ability Institute by ERM 2022 Trends Report [Electronic resource]. – Mode of access: <https://www.sustainability.com/globalassets/>

sustainability.com/thinking/pdfs/2022/esi-sustainability-trends-report-20222.pdf – Date of access: 17.04.2023.

2. Joseph Ugalde “15 Technology Challenges Businesses May Face in 2023” [Electronic resource]. – Mode of access: <https://blog.systems-x.com/technology-challenges-businesses-face> – Date of access: 16.04.2023.

3. AEB (Association of European Businesses) “Business Quarterly” Winter 2022-2023 [Electronic resource]. – Mode of access: https://aebrus.ru/upload/iblock/f8d/BQ_4_2022_web.pdf – Date of access: 17.04.2023.

УДК 330.163.11

THE IMPACT OF SOCIAL MEDIA ON MENTAL HEALTH

*Д. В. Кашкан, студентка группы 10503221 ФММП БНТУ,
научный руководитель – преподаватель Д. И. Бондарчук*

Резюме – в наше время общение является неотъемлемой частью современного общества, и социальные сети как ничто другое обеспечивают его в полной мере.

Summary – nowadays, communication is an integral part of modern society, and social networks, like nothing else, provide it in full.

Introduction. Everyone knows that social networks, one way or another, have an impact on our lives. Social networks began to appear in the 1990s. At that time, people's feelings were completely different. Some were delighted with the opportunity to share their thoughts, photos with old friends, find old friends and make new ones. Others were very wary and feared for their privacy.

The main part. The 21st century is the age of technology, now more and more people spend their free time on social networks. Every year the number of social networks users increases, thus it has become much easier to promote advertising. Advertising is one of the most effective ways to promote goods and services in the modern world. Advertising on TV and on social networks has a significant impact on people. It has become more hidden and less obvious. This encourages people to make more purchases, because they do not notice that advertising has influenced their choice. It can be personal and use data about the user's behavior on the Internet to offer goods or services that may be of interest to him. It can also be embedded in our usual activities on the Internet – in social networks, on search platforms. Such ads may look like regular social media posts or blog recommendations. Invisible advertising can stimulate to purchase more because it can be more attractive and personalized for each user. Social media can have both positive and negative effects on mental health, and I would like to thoroughly study this topic below.