

their money and drives manufacturers to make continual improvements to their products and services. Therefore, advertising plays a critical role in facilitating fair, competitive, and informed buying decisions that ultimately benefit both manufacturers and consumers. Advertising can positively influence customer perception of a product, leading to increased satisfaction with the purchase. Providing truthful information creates a positive association between the customer and the product, shaping expectations and leading to brand loyalty. Advertising can have a societal impact by promoting cultural and social values, and fostering communication between producers and consumers. With the transition to an information-based society, advertising now serves a communicative role, connecting diverse groups and creating shared understanding.

Conclusion. Advertising has a crucial role in creating a desired consumer response, not just providing product information. Examining feedback helps companies plan their activities based on the effectiveness of the advertising campaign. To summarize, modern advertising is a vital component of contemporary marketing, transforming into a new form known as the advertising business. This business has distinct structure, principles, and functions, and operates with significant financial resources, generating high profits through well-executed campaigns.

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DANA HOLDINGS COMPANY AFTER SANCTIONS

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Резюме – в данной статье рассматривается деятельность компании Дана Холдингс до санкций и во время них, а также изменения, которые происходят в экономике компании.

Resume – this article discusses the activities of Dana Holdings before and during sanctions, and also changes happening in the company's economy.

Introduction. In recent years, a significant number of sanctions have been imposed against Belarus by the European Union. It's obvious that the Belarusian economy has suffered quite a lot. The sanctions imposed include a ban on entry into the European Union; freezing of accounts of individuals and legal entities; prohibiting EU residents from providing access to funds; and a ban on cooperation with businesses that have been included in the sanctions list [1].

Main part. Using the example of “Dana Holdings”, the author wants to show how the Belarusian economy copes with sanctions and their consequences. Dana Holdings is a Belarusian group of construction companies owned and founded by Serbian businessmen Caricci. This company is implementing a number of major development projects in Minsk. The holding includes six companies, three of which are located in the same building and they are “Belinte-Roba” (since 2020 “Dubai Water Front” LLC), “Dana Astra” and “Zomex Investment” (since 2020 “Emirates Blue Sky” LLC) [2].

Since December 2020, the company has been sanctioned for the support of the regime of our president. This also has happened because the president's family maintains relations with the Caricci family, and one of president's relatives works for this company. Further, more and more countries joined the sanctions against Dana Holdings (from December 2020 – Great Britain, from March 2021 – Switzerland, from March 2022 – Japan and from October 2022 – Ukraine) [2].

Dana Holdings can no longer take loans from European banks, cooperate with European companies even through an intermediary. How has the economic activity of Dana Holdings changed? The company's executives said that the sanctions would not stop the activities of the Holdings. Money coming from Europe now comes from Asia or Arab countries. Supplies of building materials, that were imported from Europe, are made with the help of friendly companies [3].

Conclusion. Summing up, we can notice that being under the sanctions, Belarusian companies continue to work and find new ways to solve problems.

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GAMIFICATION IN BUSINESS

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Резюме – в данной статье рассматривается понятие геймификации, преимущества и недостатки ее внедрения в бизнес-процессы.