

and gives an understanding of the direction in which the enterprise should move. We also consider the problems of marketing at large enterprises that have not been solved at that moment.

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УДК 338.22.01

DOING BUSINESS IN MODERN WORLD ECONOMY

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Резюме – Статья посвящена одному из способов ведения бизнеса, такому как онлайн бизнес. Найдены преимущества этого бизнеса и причины его быстрого развития и актуальности. Проанализировано почему этот бизнес является бизнесом будущего и почему он будет очень популярным.

Resume – This article is devoted to one of the ways of doing business, such as online business. The advantages of this business and the reasons for its rapid development and relevance are found. Also, this article analyzes why this is the business of the future and why it will be very popular.

Introduction. Doing business seems to be a simple and easy thing but actually in our fast-moving world, in particular, technologies and innovations are developed so speedily that your successful business today isn't your successful business tomorrow. For instance, as we see, due to the pandemic situation in our world, many small businesses forced to go bankrupt, specially some bars, restaurants, hotels and so on. It is caused by the measures which are accepted by the governments of the majority countries such as quarantine and fines for its violation. On account of this quarantine many people who are necessitated to stay without their jobs by going on vacation at their own expense. And what should these people do? It is okay, when these people have their own so-called "own expense" and if not? It all comes down to the fact that doing business online is gaining momentum and becoming very relevant.

Main part. In the era of a progressive digital economy, many internet platforms which can make a profit day after day, and if you look into the distant future (maybe not distant) whether we want it or not, scientists will make artificial

intelligence for robots which can replace people. Starting doing business online we should understand that our education, our skills and experience it's not just criteria for choosing us as employees when we are looking for work, it's something personal essentially no one needed. Moreover, business online supposes that you can live anywhere you want, you can make your own schedule and work when you have a desire.

Many online platforms and different messengers gain popularity nowadays, for instance, Instagram, TikTok, YouTube due to people do businesses as blogging, internet marketing, promotion of some information online-products for instance home workouts, webinars teaching earning money online, make-up courses and many others. The access to the Internet is global, so the entire world is a potential market for your products or services. As an example, if you want to do business which is related to trading of rare coins, you can use many online platforms that include: social media sites, networking groups and message boards to make contact with people who share a similar interest. The Internet offers a variety of ways to the market your business at no cost. What concerns advertising of your business you can make some articles that provide useful information about your sphere to attract new customers. By the way, you can create ads that people come across when they perform a keyword search that relates to your business [1]. Online business allows to do transactions so easy, that your customers can pay for your products by credit card or just simply by online payment service like PayPal what makes life easier for everyone because this eliminates the need to send out paper bills by mail or by cash, and you'll receive payments quickly.

Nevertheless, we should understand that no matter how business is good, it is essential to develop some tools for anti-crisis management due to insure yourself. The crisis of the economic environment drives enterprises to take anti-crisis measures. Priority issues are identifying, assessing and forecasting the impact of the crisis on the enterprise. Globalization processes contribute to the active spread of crisis phenomena and the expansion of their sphere of influence. An important task of anti-crisis management is to find the right tools. The basic tools of anti-crisis business regulation are methods of diagnostics, monitoring and forecasting of the crisis phenomena at all businesses. Obviously, we cannot predict such a situation like nowadays we have, but it will be a lesson to us, we should draw our attention to all possible causes of the crisis [2].

Conclusion. No limitations, no “ceiling” in your profit, your income depends only on yourself what can be better? Is not it business of the future? Without a doubt, doing business in modern world economy we need online.

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УДК 65.011

BUSINESSWOMAN MYTH OR REALITY?

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Резюме – Развитие женского предпринимательства является не только вопросом гендерного равенства, но и одним из факторов устойчивого экономического развития страны развитие женского предпринимательства способствует экономическому росту стран, расширению возможностей для женщин, снижению заработной платы, а также появлению новых взглядов и новых идей на рынке. Присутствие женщин среди лиц, принимающих решения, оказывает положительное влияние на уровень эффективности и инновационности, а также на рост прибыльности компании.

Resume – The development of women's entrepreneurship is not only a matter of gender equality, but also one of the factors of sustainable economic development of the country. The development of women's businesses contributes to the economic growth of countries, the expansion of opportunities for women, lower wages, as well as the emergence of new views and new ideas in the market. The presence of women among decision-makers has a positive impact on the level of efficiency and innovation, as well as on the growth of profitability of the company.

Introduction. According to the World Bank, the special value of women entrepreneurs is that, unlike men, women are more focused on improving the quality of life and human capital, not only for their children, but also for society as a whole. It should be noted that the level of women's presence in business continues to lag behind men's around the world.

The main part. According to Global Entrepreneurship Monitor (GEM) estimates, in 2016 the total share of women's businesses was about 36 %, while in 2007 this figure was 30 %. The analysis conducted by the Catalyst center (2017) showed that today about 51.5 % of managerial and professional positions are occupied by women, but only 5.2 % of companies in the S&P 500 index have a female CEO [2]. Thus, there is a narrowing gap between the presence of women and men in business, but there is still inequality in business representation and corporate leadership. The issue of developing women's entrepreneurship and the private sector in General is becoming more and more relevant in Belarus. The reason for this is the search for new sources of growth for the Belarusian economy, one of which should be a private sector. In 2017, a number of regulations on the development of private business were adopted, which are aimed at significantly simplifying the conditions for doing business, as well as reducing the level of state control over representatives of the private sector. There is still no