

**ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ  
ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ ВЫСШЕГО  
ОБРАЗОВАНИЯ**

**«РОССИЙСКИЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ  
ИМЕНИ Г.В. ПЛЕХАНОВА»**



**СБОРНИК МАТЕРИАЛОВ**

**I Всероссийского научно-практического студенческого форума**

**«GLOBAL ISSUES 2021»**

**Москва, 2021**

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**Организационный комитет:**

*Торосян Л.Д. – к.пед.н., доцент, заведующая кафедрой иностранных языков №2 РЭУ им. Г.В. Плеханова.*

*Степаненко К.А. – к.филол.н, доцент кафедры иностранных языков №2 РЭУ им. Г.В. Плеханова.*

*Кузнецова В.Ю. – к.филол.н., доцент кафедры иностранных языков №2 РЭУ им. Г.В. Плеханова.*

*Куликова О.О.- к.филол.н., старший преподаватель Департамента английского языка и профессиональной коммуникации Финансового университета при Правительстве Российской Федерации.*

*Южакова Н.Е. – старший преподаватель Департамента английского языка и профессиональной коммуникации Финансового университета при Правительстве Российской Федерации.*

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Туз А.В., Карякина Е.А. студенты Финуниверситета

**Научный руководитель:** к.филол.н., доцент кафедры иностранных языков №2 РЭУ им. Г.В. Плеханова Кузнецова В.Ю.

### **Инфокоммуникационные технологии и системы связи**

Большая проблема, с которой сталкиваются владельцы бизнеса, заключается в том, как найти своих клиентов. В эпоху жесткой конкуренции продвижение бренда - неотъемлемый элемент любой маркетинговой стратегии. Таким образом, растущая популярность социальных медиа способствовала использованию этого канала коммуникации на линии «бренд-клиент», где даже само сообщение должно быть должным образом адаптировано для получателей.

#### *Суть социальных медиа*

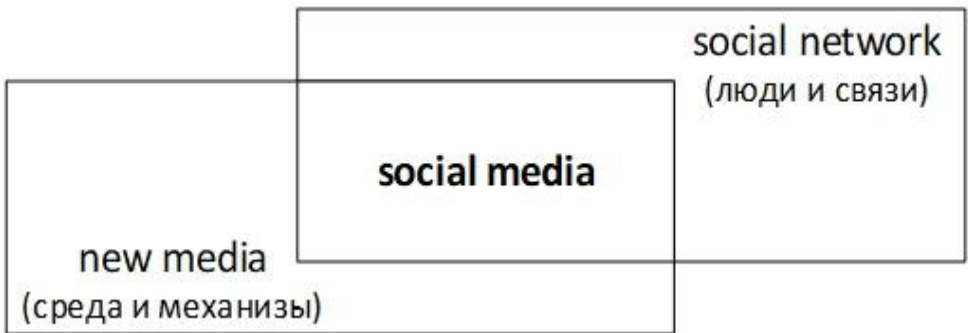
Динамичное развитие Интернета, увеличение скорости подключения к Интернету, эффективность и доступность оборудования, а также социальные изменения, особенно среди самого молодого поколения, повлияли на изменения в функционировании медиарынка. Они также способствовали растущему значению современных СМИ, в частности социальных медиа, которые заменили традиционные СМИ своим охватом.

В 2010 г. профессора Высшей школы коммерции (ESCP Europe) А.М. Каплан и М. Хенлейн дали определение социальным медиа, которое и сегодня часто используется в англоязычной научной литературе [1].

Авторы определяют социальные медиа как «группу интернет-приложений, которые основываются на идеологических и

технологических основах Веб 2.0 и позволяют создавать пользовательский контент и обмениваться им»[4]

Социальные медиа в их современном формате представляют собой явление, сформировавшееся на пересечении характеристик и функционала новых медиа, и феномена социальных сетевых структур (рис. 1).



*Рис. 1 – Социальные медиа как объединенный функционал новых медиа и социальных сетей.*

Источник: [2]

Самым большим преимуществом социальных медиа является возможность комментировать, рекомендовать, хвалить, пересылать и т. д. размещенный материал. Это означает, что бренд может установить подлинные отношения со своим нынешним и будущим покупателем.

Преимущество бренда в том, чтобы таким образом узнать предпочтения, мнения и привычки потенциальных клиентов. Более того, предложения, высказанные в социальных медиа, могут положительно повлиять на форму предложения, а создание прочной связи может привести к получению вотума доверия и лояльности.

Так же преимущество социальных медиа - это, несомненно, скорость получения и распространения информации. Так, например в настоящее время Twitter стал самым популярным коммуникационным порталом среди журналистов и политиков, а среди деловой общественности - Facebook. Среди молодого поколения Vkontakte и TikTok.

Несомненно, эти средства массовой информации были созданы в основном для развлечения и облегчения межличностного общения. В настоящее время они также играют важную роль в маркетинге, политике и образовании.

Однако, помимо многочисленных преимуществ наличия корпоративного профиля в социальных сетях, социальные медиа сопряжены с рядом рисков.

Фактор, который вызывает наибольшее беспокойство, - это мнение пользователей, которое часто бывает критическим и безжалостным. Поэтому кампании или форма профиля должны быть полностью продуманы и адаптированы под целевую группу.

Еще одной из проблем социальных сетей и общедоступности Интернета является феномен фейковых новостей, потому что сегодня каждый из нас может быть создателем собственного контента. Это связано с тем, что получатель не может проверить полученную информацию. Возможно, выходом будут деньги, то есть доступ к достоверным новостям, после оплаты подписки на сайте выбранной редакции.

## **Изменения в способах формирования потребительского поведения**

С распространением социальных медиа способ совершения покупок резко изменился. В прошлом на появление потребности обычно влияла реклама, которую видели по телевизору, и прямой контакт с продуктом в магазине. Сегодня эта простая схема редко работает, поскольку на решение о покупке обычно влияют социальные медиаресурсы. В потребительском поведении есть 5 этапов:

1. Осознание необходимости.
2. Поиск информации и оценка альтернативы.
3. Принятие решения о покупке и совершение покупки.
4. Ощущения после покупки.
5. Обмен информацией о покупке.

Перед совершением покупки потребитель проверяет всю возможную информацию, которая может помочь ему или ей понять решение о покупке. Чрезвычайно важны здесь не только подробные описания параметров и функциональности товаров, но, прежде всего, рейтинги, отзывы и комментарии других потребителей, которые уже приобрели и протестировали товар. Когда количество положительных отзывов убеждает потребителя купить, он или она использует сайты сравнения цен, которые указывают, где данный продукт можно купить по самой низкой цене. После покупки оценка потребителя основывается на таких факторах, как соответствие продукта предложению, соотношение цены и качества, своевременная доставка,

обслуживание клиентов и многие другие. От них зависит, будет клиент доволен или разочарован.

### **Потребители влияют на решения других**

Ощущения после покупки определяют дальнейшее поведение данного покупателя и решения, принимаемые в будущем, например, вернется ли он в магазин и сделает еще одну покупку. Существует высокая вероятность того, что клиент, удовлетворенный покупкой, вернется в магазин, чтобы сделать еще одну и порекомендовать делать покупки в этом магазине напрямую своим друзьям и сообществу, сосредоточенному вокруг компании, например, на ее фан-странице [3, с. 126].

Однако, продавцы и компании также должны учитывать, что если хотя бы один фактор, составляющий общую оценку магазина и транзакции, не соответствует ожиданиям пользователя, вполне возможно, что он также изменит задачу в отношении продукта или компании. Как поделиться своими чувствами на публичном форуме, высказывая негативные мнения, которые будут предупреждением для других потребителей.

Интернет предлагает множество возможностей с точки зрения рейтингов и рекомендаций, в т.ч. через службы общественного мнения, профили компаний или магазины в Facebook или Instagram. Эти каналы общедоступны, поэтому каждый пользователь имеет возможность добавлять свои собственные рейтинги и влиять на решения других потребителей.

Социальные медиа оказывают все большее влияние на качество и образ жизни современного общества. Почти каждый пользователь Интернета использует их хотя бы раз в день, и это лучшее доказательство того, что они навсегда вошли в иерархию наших повседневных потребностей. Хотя платформы социальных сетей не являются основным каналом покупок, поскольку процент пользователей, которые покупают продукты напрямую через социальные сети, невелик, с учетом того, сколько пользователей руководствуются мнениями, найденными в Интернете, можно сделать вывод, что социальные медиа превратились в важную среду формирования общественного мнения.

В последние годы социальные медиа стали неотъемлемой частью нашей жизни. Хотя еще десять лет назад такие платформы Facebook или YouTube практически никто не использовал, сегодня эти платформы сопровождают нас каждый день и формируют не только наши отношения с друзьями, но и влияют на решения о покупке, которые мы принимаем.

Трудно не согласиться с тем, что в настоящее время наличие социальных медиа необходимо с точки зрения компаний. Именно через такие платформы, как Facebook, Instagram и Youtube, у них есть практически неограниченные возможности с точки зрения создания собственного имиджа, привлечения новых клиентов и прямого контакта с существующими и потенциальными клиентами. Их роль в принятии решений о покупке также возрастает, поскольку мнения потребителей о товарах и магазинах в Интернете признаются

пользователями социальных сетей как надежный источник информации. Кроме того, потребители с большей вероятностью будут покупать товары у компаний, на чьи профили они подписаны в социальных сетях.

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*Иголина Ю.А., студентка НИТУ «МИСИС»*

**Научный руководитель:** преподаватель кафедры иностранных языков и коммуникативных технологий НИТУ «МИСИС» Артамонов А.С.

### **An overview of global issues**

It is a well-known fact that the main dilemma of ancient times was wars - people have been practicing mass extermination to conquer new territories and seize its resources. Today, however, an abundance of new global issues has appeared. They can be divided into several categories: ecological, social, economic, and political.

The first one embraces a litany of problems relating to pollution and global warming. There is no point in denying that the climate is rapidly changing leading to devastating consequences for the planet. Harmful human activities led to melting of polar ice caps and mountain glaciers, warming of reservoirs all over the world, alterations in migration of animals and activity of plants, increase in average temperatures, etc. The vast majority of scientists agrees that climate change can put human population in jeopardy.

The other category revolves around a plethora of social, economic and political problems. For instance, people who live in Third World countries suffer from poverty and famine and have little to no access to health and education services. According to WorldHunger.org (2015), “66 million primary school-age children attend classes hungry across the developing world”.

Moreover, paupers do not have enough sources to afford good health maintenance which has always been a huge problem and became especially

acute during the pandemic. The threat of new incurable disease and re-emerging unemployment has become another modern global challenge.

Last but not least is the issue of gender discrimination which refers to unfair rights between men and women based on roles in society leading to unequal treatment. Although this problem is associated with one of the most rapid alterations, there is still a lot to deal with. The mistreatment is distinguished from different biological factors which leads to another question - why is this expression used with the term “gender” instead of “sex” - which is a controversial topic for another discussion. Furthermore, gender inequality consists of not only salary gap, harassment at the workplace, harmful and humiliating stereotypes, but also abuse against women. World Health Organisation (2021) states that “about 1 in 3 (30%) of women worldwide have been subjected to either physical and/or sexual intimate partner violence or non-partner sexual violence in their lifetime”. All these intricacies cause serious physical, mental, sexual, and reproductive health complications.

To conclude, it is important to mention that there are many other serious problems in the contemporary world. This essay lists only a small part of everything that can negatively influence the future of mankind. If people do not come to their senses and start thinking about solving these issues, then it is terrifying to imagine what awaits us all.

*Картушина Л.С., студентка Финуниверситета*

**Научный руководитель:** Старший преподаватель Департамента английского языка и профессиональной коммуникации Финансового университета при Правительстве Российской Федерации Южакова Н.Е.

### **Green banks in modern world**

Green banks are called monetary organizations investing in projects aimed at maintaining the state of the environment and improving the environmental situation. "Green" banking is any form of banking, thanks to which the country and the nation receive environmental benefits. Green banking is carried out by green banks. The initial idea of a green bank was to minimize environmental harm from the activities of the bank itself (reducing paper consumption, switching to electronic document management, using alternative energy sources, etc.). Today, the idea of green banks includes the development of a green economy.

Green financial instruments can be defined as financial assets and financial liabilities used by economic agents to achieve the goals of sustainable development. The "green" financial instruments for which the bank is a counterparty include "green" loans, "green" bonds (bonds), "green" deposits, "green" leasing, "green" insurance.

The first mention of green banking as an environmentally oriented bank is related to Triodos Bank founded in 1980 in the Netherlands. Speaking about the history of green banks, particularly active development began after 2015, when the Paris climate agreement was signed. This contributed to the opening of many green banks around the world, the most

famous of which were New York Green Bank, California Green Bank Project, GLS Bank.

As for the Russian banking system, unlike the countries of Western Europe, there are not such a large number of green banks. The direction of green finance has not yet become widespread in our country. We can confidently say that today there are no green banks in Russia.

Green banks use financial instruments that are characterized by:

- Focus on green projects
- Focus on the development of environmentally friendly technologies
- Requalification of quantity in favor of quality
- Development of already established types of financial instruments (credit, leasing, etc.)

The development of green financial instruments allows you to attract capital to the green economy. This is also done on favorable terms for investors, so the sphere begins to become attractive. This creates new cash flows in the sphere and contributes to its development. Financing green projects allows you to increase their scale. This contributes to more people learning about and becoming involved in green projects (initiative, new jobs). This makes green projects a normal, familiar part of life and educates the green culture of the population.

### **Actions required**

- Creation and development of regulatory framework
  - Entrenching green at the legal level
  - Developing definition of “green” bonds, “green” loans in Tax jurisdiction in Russian Federation

-Creating acts about regulation activity of “green” banks by Central Bank

- State support for green projects in the initial phase

*Ковалева А.А., студентка Финуниверситета*

**Научный руководитель:** старший преподаватель Департамента английского языка и профессиональной коммуникации Финансового университета при Правительстве Российской Федерации Южакова Н.Е.

### **Impact of Covid - 19 on a nation economy**

A constant flow of money, services and people is important for a healthy economy. And that flow is severed right now by life-saving stay-at-home orders. A recession is inevitable, but it is not yet known what kind of recession it will be and what kind of improvement in the recession awaits us.

To give an idea of what might happen, the authors of the Boston Consulting Group defined the recession and its recovery as shock forms of recession.

First, we need to understand the definition of recession. Recession is a macroeconomic term meaning a significant decline in overall economic activity in a particular region. This was a generally recognized decline in GDP for two quarters, combined with monthly indicators such as an increase in unemployment.

The main important forms for determining and regulating the decline in the economy from the worst to the best are L, U and V forms.

The L-shape is the worst-case scenario of a recession, which repeats itself not once, but constantly, and there are practically no new investments. This economy will never return to its previous production trajectory, and growth will slow down. The crisis is causing irreversible structural damage to the entire economy.

The U-shape hits the economy a little easier, growth never returns to normal before the crisis, credit flows are interrupted, but later growth will accelerate again. However, a large gap between the old and the new exchange rate will damage the supply of the economy.

Form V is the best outcome, it is a recession that repeats only 1 time. It allows productivity and capital to continue to develop despite the downturn. We see that growth is slowing down but is returning to pre-crisis levels and growth rates.

Today we are in an unusual economic situation, which we have not encountered before, where there is a double risk of a collapse of the financial system and a massive freeze of households, companies and governments that supply real physical goods and services. In this integrated crisis, capital does not grow, it pushes the economy to a U-shape, which has many negative consequences. How can we reduce the intensity of the crisis without allowing L and U-shaped forms of recession?

Primarily innovation.

In the medical field, vaccines and innovations are needed to save lives and prevent the economic damage caused by social exclusion. In the field of economics, we will need political innovations.

We need innovative ways to transfer money to those who need it, because we have never had to help so many businesses and households.

For example, the so-called «discount windows», which provide unhindered access to finance for the financial sector, can be replicated for households and companies in the real sector of the economy.

Interest-free transitional loans for the population and business; a moratorium on mortgage repayment for borrowers of housing and business.

These are possible solutions that will lead to real changes.

So, our main economic goal is to keep the shape of the stroke closer to V and further from U or L.

*Харчилава Д.Х., студент Финуниверситета*

**Научный руководитель:** к.пед.наук, доцент Департамента английского языка и профессиональной коммуникации Финансового университета при Правительстве РФ Соколова Н.И.

### **Investing in Developing Countries**

For many years, humanity has been facing global problems that pose a threat both to individual countries and to the whole world. Of course, these problems vary depending on the period. There are also many global problems in the modern world, but out of all their diversity, I have identified one that is connected both with the political sphere of society and with the economic one - Investment in developing countries.

Now, please take a look at the plan of my presentation:

1. Urgency of the problem
2. Definition of a developing country
3. Advantages and disadvantages of investing in developing countries
4. Developing countries suitable for investments
5. Sources

The urgency of the problem is that in our days there are lot of investors who are ready to invest in businesses abroad, also there are many countries that need investments from other countries to improve the economy and support domestic business. There are a lot of issues caused by problem of investing in developing countries: big difference in the distribution of benefits between countries, less effective interaction between countries, low standard of living. All the above leads to another problem which calls North-

south problem, thus as we can see problem of investing in developing countries connects with another global problem.

Let us consider the main features of developing countries. A developing country:

- usually refers to countries with low level of economic development,
- does not have a level of industry that will support their population and has low standard of living,
- has low incomes,
- has high population.

Indeed, before investing every wise investor wants to know about possible risks, advantages and disadvantages of investing in a developing country. Thus, the next step of the presentation is to analyze them. Among the advantages are: low competition level, cheap workforce, government support. Speaking about disadvantages we should name: low level of organization which may negatively affect the status of the company, underdeveloped legal system. Corruption is also worth mentioning. Actually, I cannot assign to any of these two groups, for the one reason – you can use bribes in your favor as well as your competitors can use it against your business.

After reviewing the urgency of the problem, some definitions and advantages and disadvantages of investing in developing countries, investor may be interested in a list of developing countries suitable for investments.

## Least Developed Countries



In conclusion, I would like to point out that solution of the discussed problem will help to find the solution of the other global problems and to achieve balance in the global market.

*Гончаренко В.П., студент Минского филиала РЭУ им Г.В. Плеханова*

**Научный руководитель:** к.пед.н., доцент, доцент кафедры информационных технологий и социально-гуманитарных дисциплин Минский филиал РЭУ им Г.В. Плеханова Загуменнов Ю.Л.

### **Drug addiction among youth**

Drug addiction is a chronic, progressive brain disease that requires integrated treatment of the mind, body, and spirit. Without treatment, brain changes can be long-lasting, and the disease can be fatal [1].

The earlier young people start using drugs, the greater their chances of continuing to use them and become addicted later in life. Taking drugs when you are young can contribute to the development of adult health problems, also such as heart disease, high blood pressure, and sleep disorders.

Long-term use causes changes in brain chemical systems and circuits, affecting functions that include learning, judgment, decision-making, stress, memory, behavior [2]

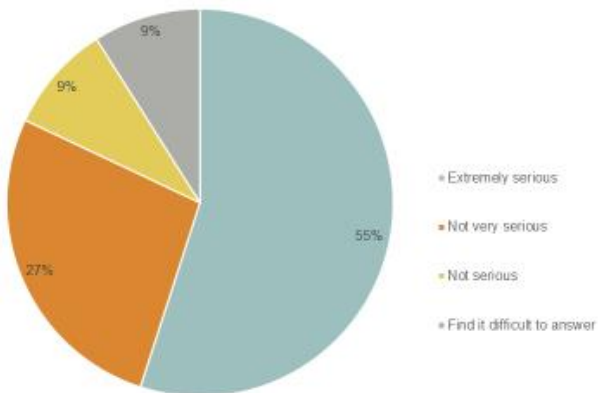
To diagnose attitudes of our students to the problem of drug addiction we asked them the following questions:

1. How serious do you think the problem of drug addiction is at the present time?
2. What, in your opinion, are the reasons for the spread of drug addiction?
3. Are there any people you know, relatives who use drugs or psychotropic substances?
4. In your opinion, the use of drugs or psychotropics is....

5. Are you interested in the topic of drug addiction (do you watch films, read articles on this topic)?
6. How do you feel about drug addicts?
7. Have you ever been in a situation where drugs were used in your presence?
8. Have you ever tried drugs?

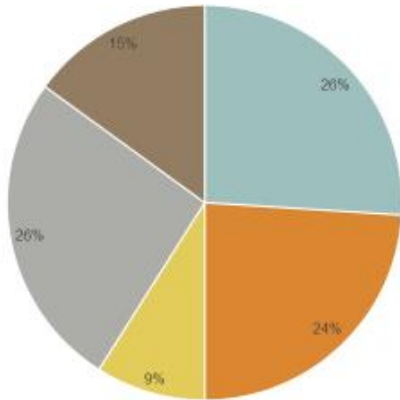
We have received the following responses to these questions:

The majority of our students believe that drug addiction is an extremely serious problem faced by youth (55%).



1. How serious do you think the problem of drug addiction is at the present time?

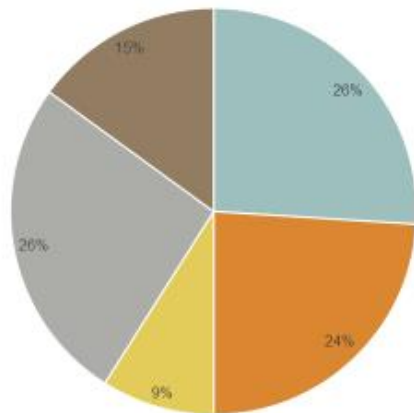
Our students list the following reasons for the spread of drug addiction among youth: young people like to experiment (26%); they may experience depression, apathy (26%); they may be influenced by bad companies (24%); they may have stressful situations in their families (9%); the rest of our respondents (15%) find it difficult to answer this question.



2. What, in your opinion, are the reasons for the spread of drug addiction?

- For the sake of experiment
- Stressful situations in the family
- Find it difficult to answer
- Bad company
- Depression, apathy, etc.

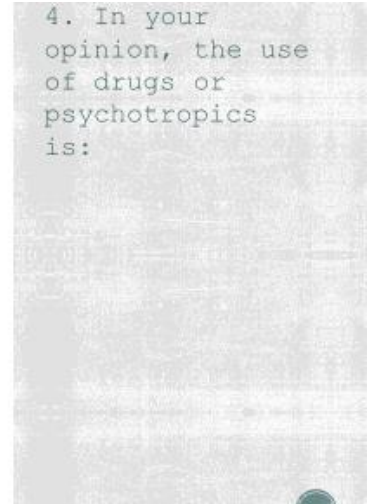
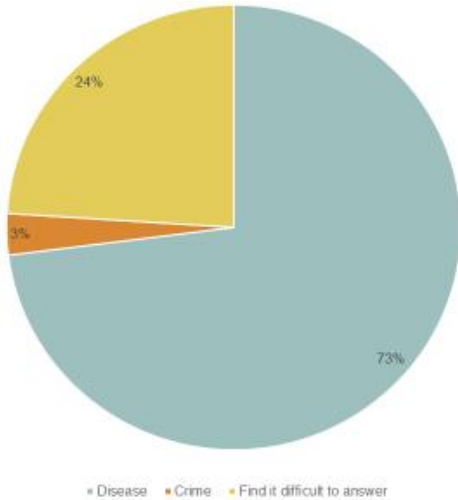
The majority of the students know personally people who use drugs or psychotropic substances (56%).



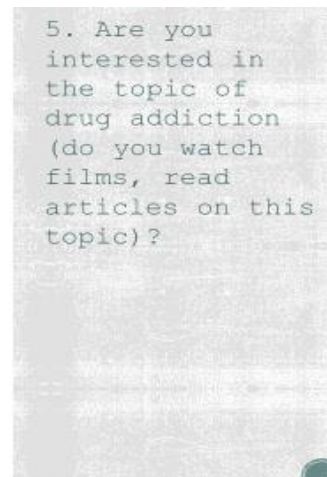
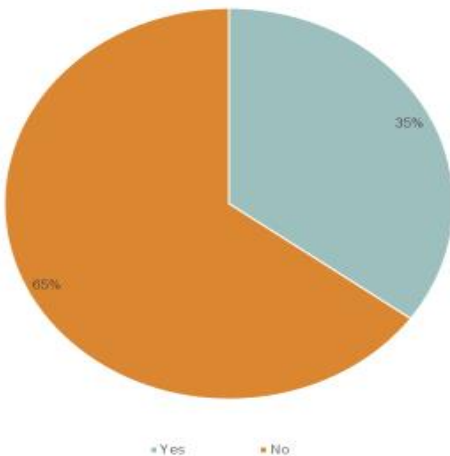
- For the sake of experiment
- Stressful situations in the family
- Find it difficult to answer
- Bad company
- Depression, apathy, etc.

2. What, in your opinion, are the reasons for the spread of drug addiction?

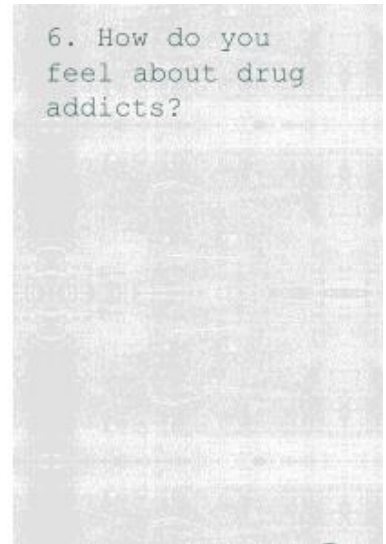
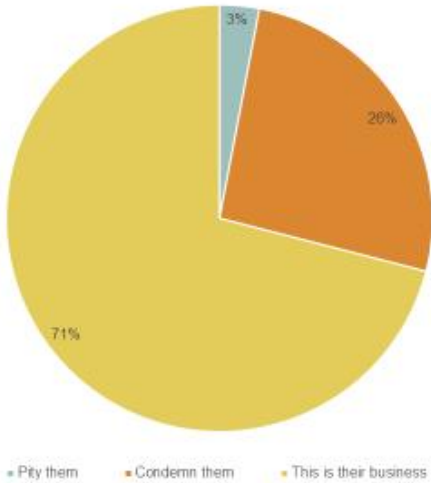
73% think that use of drugs is a disease, 3% of our students believe that it is a crime and the rest of our respondents (24%) find it difficult to answer this question.



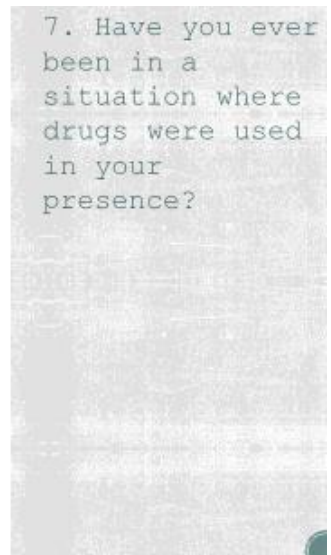
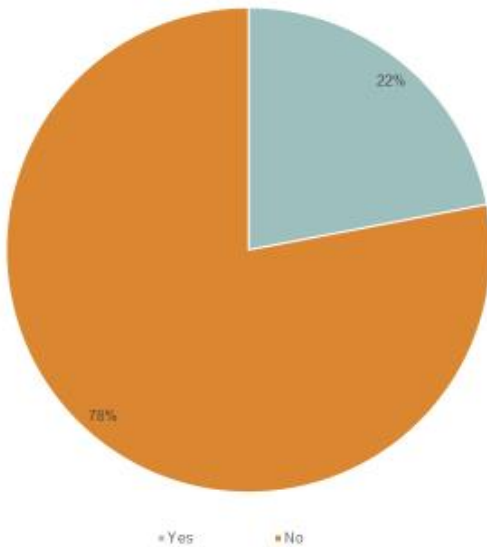
It turns out that the majority of our students (65%) are not interested in the topic of drug addiction – they do not watch films and read articles on this topic.



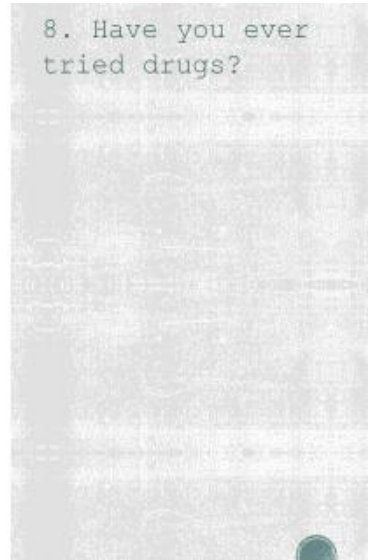
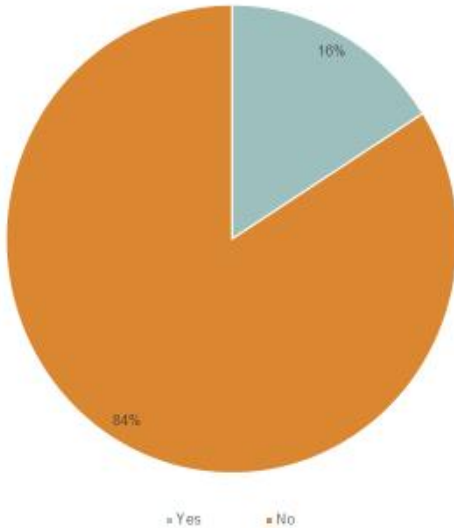
26% of the students condemn drug addicts, 3% pity them while 71% think that this is their business.



22% of the students personally witnessed use of drugs.



Finally, 10 % of our students confess that they have tried drugs.



Drug use and addiction are preventable. Prevention programs involving families, schools, communities, and the media may prevent or reduce drug use and addiction. These programs include education and outreach to help people understand the risks of drug use.

We believe that our research can contribute to these programs. We plan to use the results of the survey for further discussions with our students about the threat of drug addiction and possible ways and means to prevent use of drugs by young people.

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*Калякин В.С., студент Минского филиала РЭУ им Г.В. Плеханова*

**Научный руководитель:** к.пед.н., доцент, доцент кафедры информационных технологий и социально-гуманитарных дисциплин Минский филиал РЭУ им Г.В. Плеханова Загуменнов Ю.Л.

### **International youth mobility**

International youth mobility – the ability of young people to communicate with foreigners, find themselves remote work and so on. Nowadays the world becomes more and more borderless. We have: all kind of transport, such communication means as the Internet, mobile phones, television, radio and many others, opportunity to have a good education.

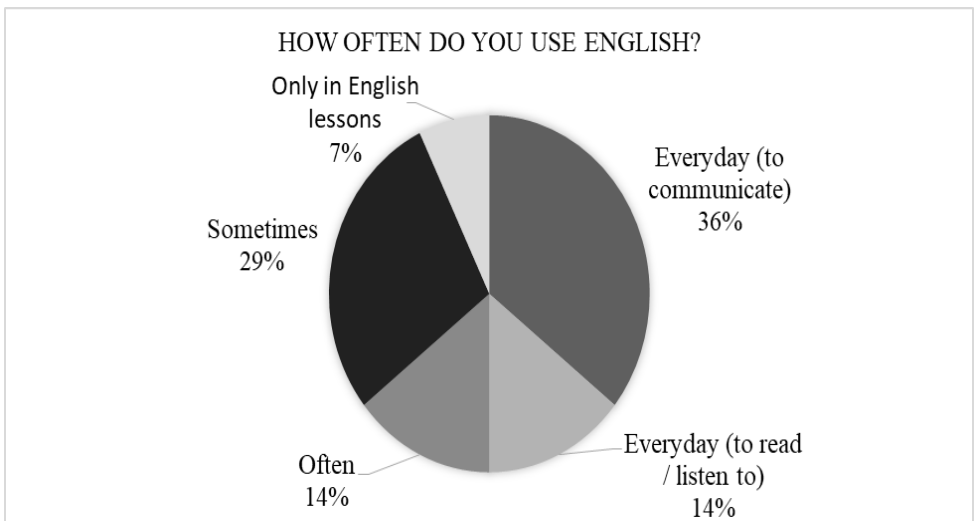
So, we can say, that people become more internationally mobile than ever before. And, of course, young people are more mobile than anyone else. It brings them a lot of possibilities. And there are some examples how they can use those possibilities.

1. Education. Many universities around the world provide education for foreign students, sometimes even for free. Most popular options among our country's students are Czech, Slovak and Polish universities, because of lots of educational programs, possibility of staying there and cultural closeness. If you are not into the idea of moving somewhere, you can always study online. For this there are lots of different apps: for real time (Zoom) and step-by-step (Coursera) education.

2. Making acquaintances. By using communication means and travelling to different countries you can meet new people that share your interests. Later you can become friends with them or get some profit of this acquaintance.

3. Work. Freelance become more and more popular among young people (there're about 10 million freelancers only in USA [1]). Working this way your life become more flexible because you can choose what you will do and you can't be fired by someone one day. Also by using the Internet or moving directly to a different country you can get hired by a foreign company. To achieve this, you need to pass an interview, where they will check your working and language skills.

Speaking of language skills. To be involved in international youth mobility one needs to know a local language or English. The second option is more preferable [2]. As we can see from a survey [diagram 1], that we conducted among students from 17 to 19 years old, young people understand the importance of mastering their English skills. 50% of interviewed responded that they use the English language on a daily basis, 14% admitted that they often use it and 29% said that they use it only sometimes.



We believe that a good command of a foreign language, and particularly of English, is of critical importance for youth international mobility. Youth is also so international mobile due to the technological progress, possibilities to practice their foreign language skills and its ability to easily absorb new information. These factors bring to young people lots of opportunities by which they are able to easily meet the international mobility challenges people used to face and were not able to overcome just a few decades ago.

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*Людчик У.С., студентка Минского филиала РЭУ им Г.В. Плеханова*

**Научный руководитель:** к.пед.н., доцент, доцент кафедры информационных технологий и социально-гуманитарных дисциплин Минский филиал РЭУ им Г.В. Плеханова Загуменнов Ю.Л.

### **The competences needed for employment in the future**

In the 20th century, the main task of mass education was to teach people to read, write and count. Then, literate workers formed skills for specific professions in technical schools, universities and courses. At that time, professional tasks remained almost unchanged. It was enough to hone a few skills to climb the career ladder.

By the beginning of the 21st century, about 85% of the world's population had basic literacy, but narrow vocational skills were in short supply. The complex world required new basic and professional skills and competences-based approach became the mainstream in education [1; 2; 3].

It is also important that representatives of business now are actively involved in the development of the key competences that will be in demand in any field of human activity [4].

A competency is more than just knowledge and skills. It involves the ability to meet complex demands, by drawing on and mobilising psychosocial resources (including skills and attitudes) in a particular context.

Each key competency must:

- Contribute to valued outcomes for societies and individuals;
- Help individuals meet important demands in a wide variety of contexts; and

- Be important not just for specialists but for all individuals

It is important that students at the very first stage of their studies in university need to be aware of the key competences. This would allow their more focused and proactive approach to the content and methods of their studies.

For this purpose, we conducted a research of different approaches to selecting these competences and then proposed our students to discuss which of these competences they consider the most important for successful personal, social and professional life.

The participants of the discussion identified the following ones:

Concentration and attention management that helps to cope with information overload and manage complex equipment.

Emotional literacy that helps to preserve oneself and interact with others through emotion and empathy.

Digital literacy which helps to work in a digital environment and digital literacy comes along with reading and writing skills.

Creativity as it helps to think outside the box, to create something new in the conditions of automation of routine work.

Environmental thinking which helps to understand the connectedness of the world, to perceive their activities in the context of the entire ecosystem, to support evolutionary processes

Cultural and cross-cultural competence that helps to overcome the generation gap, to understand other cultures and subcultures, to find a common language with people.

Learning / self-learning ability that helps to learn throughout life and independently master skills in a rapidly changing world.

Our students also believe that to be successful in their social and professional lives they need to master such important competence as communication in foreign languages.

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*Малащенко Ю.А., студентка Минского филиала РЭУ им Г.В. Плеханова*

**Научный руководитель:** к.пед.н., доцент, доцент кафедры информационных технологий и социально-гуманитарных дисциплин Минский филиал РЭУ им Г.В. Плеханова Загуменнов Ю.Л.

### **Consequences of youth unemployment**

Unemployment is understood as the temporary unemployment of the economically active population of the country. Unemployment is a very common phenomenon and in many countries with market economies, especially in Western Europe, it remains quite high, sometimes covering more than 10% of the working-age population.

Whether or not youth are enrolled in school, receiving training or working, has important implications for future economic growth, development and stability. If overlooked, youth unemployment has a potential to have significant and serious social repercussions. 621 million young people aged 15-24 years old are not in education, employment or training. 75 million young people are trained but have no job.

Among all categories of the population in the labor market, young people are more at risk. [3] Youth are approximately three times more likely to be unemployed than adults. This is explained by the fact that young specialists have high professional and territorial mobility in search of work, on the one hand, and with a lack of work experience, which makes them less competitive, on the other hand.

Leaving school to find employment is a central and difficult transition for young people. An extensive body of literature suggests that youth unemployment is related to a decrease in physical and mental health and an increase in smoking and alcohol consumption. Further, youth appears to be a sensitive time period in life, as recent studies have found that the effect of youth unemployment on mental health remains in adulthood, independent of later unemployment experiences.

The most important consequences of youth unemployment go beyond the effects of temporary labor market fluctuations, leaving an imprint on both individual life outcomes and national development trajectories. A number of World Bank studies show that young people who struggle to integrate into the world of work suffer lifelong cicatrice effects that reduce their resilience and ability to survive in a dynamic and demanding labor market. The youth labor market is characterized by high mobility, low qualifications, and a fairly high level of unemployment. Almost one fifth of the unemployed are young people who have no work experience.

Unemployed youth are exactly the source from which criminal circles get their "cadres". The stress caused by unemployment leads to poor health, the emergence of various diseases, for the treatment of which the unemployed often do not have enough money. If unemployment exceeds the socially acceptable level (such a critical value is considered the share of the unemployed in 10-12%), a serious exacerbation of social conflicts or even a social explosion is possible.

In addition to purely economic costs, unemployment also has significant social and psychological consequences, often less obvious but

more serious than economic ones. The main ones are the following: increased political instability and social tension in society; aggravation of the crime situation, the growth of crime, since a significant number of offenses and crimes are committed by non-working persons; an increase in the number of suicides, mental and cardiovascular diseases, mortality from alcoholism, in general cases of deviant behavior; deformation of the personality of the unemployed and his social ties, expressed in the appearance of a life depression among the forcedly unemployed citizens, their loss of qualifications and practical skills; aggravation of family relations and breakdown of families, reduction of external social ties of the unemployed.

The consequences of unemployment are long-term. The former unemployed person, even after employment, is characterized by reduced labor activity, conformity of behavior, which requires significant efforts to rehabilitate the unemployed. [1]

The economic and socio-psychological consequences of unemployment indicate that this is a rather dangerous phenomenon for society and the individual, requiring an active employment policy aimed not only at eliminating the consequences of unemployment, but also at preventing and preventing its uncontrolled growth above the minimum permissible level. [2]

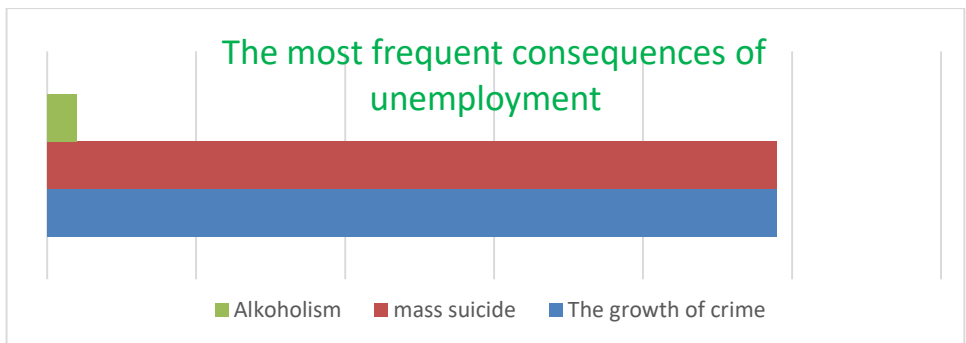
I became very interested in what my 1st year colleagues at my university think about unemployment and its consequences. In general, whether they view unemployment as a problem?

According to my survey, we can say that young people are aware of the problem of unemployment (and more than 70 percent have even faced it!) and our students agree that its consequences are especially hard for the younger generation. Only 13% do not consider unemployment to be a problem, and only 23% have relatives who have not faced rejection when applying for a job.

30% are sure that the consequences of unemployment among the mature generation and among young people are essentially the same.

40% of students' families experienced situations when women were not employed just because they are women and may go on maternity leave or simply work less efficiently and get more tired than men. This clearly shows that it is necessary for women to fight for equal rights, because problems with gender equality are obvious.

Opinions were divided on the most frequent consequences of unemployment: 49% believe that unemployment leads to the growth of crime, 49% - that it leads to mass suicide, and only 2% think about alcoholism and drug addiction.



To my great regret, our generation considers it shameful to seek help from a psychologist (82% would not seek help in case of depression caused by refusal of employment), while I believe that this is the key to preventing the worst consequences of unemployment.

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*Мозальков В.Е., студент Минского филиала РЭУ им Г.В. Плеханова*

**Научный руководитель:** к.пед.н., доцент, доцент кафедры информационных технологий и социально-гуманитарных дисциплин Минский филиал РЭУ им Г.В. Плеханова Загуменнов Ю.Л.

### **Internet addiction**

The term "Internet addiction" in psychiatric practice for the first time was introduced by the American psychiatrist Ivan Goldberg back in 1995.

The further advancement in study of Internet Addiction Disorder has been negatively impacted by the lack of standardization in this area. It has been generally accepted among researchers, however, that Internet Addiction is only a subset of technology addiction in general [1; 2].

Internet addiction today is regarded as mental disorder, expressed in the inability of the victim to get out in time from the network and a constant and obsessive desire to enter there again.

Young people of today have been attached to computers since childhood. Indeed, ever more advanced technologies are solving many problems. The Internet allows you to find any information of interest, communicate with acquaintances and strangers, and play games. But very often the computer "swallows" young people.

The main types of Internet addiction include:

1. Obsessive web surfing - endless travel around the World spider web searching for information.
2. Addiction to virtual communication and virtual dating redundancy of acquaintances and friends on the web.

3. Gambling addiction - an obsession with computer games for networks.

4. Obsessive financial need - online gambling, unnecessary purchases in online stores.

We have conducted a survey to diagnose the attitudes of the first year students of Minsk Branch of Plekhanov Russian University of Economics to the problem of internet addiction.

We asked them the following questions:

1. Do you use the Internet?
2. Do you often spend time on the Internet?
3. Can you live without the Internet?
4. Do you think that Internet addiction is a global problem of youth?
5. Does your emotional state change after you spend time on the Internet?
6. Are you ignoring your scheduled chores or your commitments to spend time online?
7. Do you often choose to spend time online instead of meeting friends or family?

The answers received are as follows:

According to the survey results 100% of our students use the Internet and 80% of them spend their time on the Internet quite often. Approximately 20% of students cannot live without the Internet. About 20% of students change their emotional state after spending time on the Internet. 25% of students ignore their business in order to spend time on the Internet.

According to the survey 65% of students believe that Internet addiction is a global problem of youth and ways out from this situation needs to be found. For example, they acknowledge that as soon as there is an interesting alternative all of them would rather spend time with friends than on the Internet.

Thus, we can conclude that Internet addiction is a global problem and it has negative effects on students in our university. It is a challenge for young people to reasonably balance their Internet activity and real life social activity. We believe that developing students' social extra-curricular activities at their university is one of the ways out.

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*Мудриченко П.И., студентка Минского филиала РЭУ им Г.В. Плеханова*

**Научный руководитель:** к.пед.н., доцент, доцент кафедры информационных технологий и социально-гуманитарных дисциплин Минский филиал РЭУ им Г.В. Плеханова Загуменнов Ю.Л.

### **Hustle Culture or The Cult Of Productivity**

Imagine that today as many photos are taken as for the whole 19th century! This is just one example of how the volume and speed of information transfer have increased in our time. The modernity demands from us more and more new knowledge, skills and abilities. However, we still have 24 hours per day. So, a modern person has to think about increasing his own efficiency...

In a nutshell, hustle culture (the cult of productivity) implies constant working or study. It means devoting as much of your day as possible working — hustling. Work is done in the office, outside the office, at home, at coffee shops — anywhere. And it's a mindset, a philosophy by many, both by individuals and even companies. When you talk of hustle culture, the more you work, the more celebrated you are. Never mind that you miss meals, sleep, and other important events. Your brain becomes trained to always be active and always churning out idea after idea after idea. However, this is a rather harsh and forthright definition, so let's analyze this situation in more detail.

It is worth noting that in the 21st century, a large number of jobs associated with hard physical labor have disappeared. Why do we keep working harder? There are many reasons for falling into the cult of

productivity. However, after analyzing the problem, I can conclude that most of them are somehow connected with unemployment. Here are some examples:

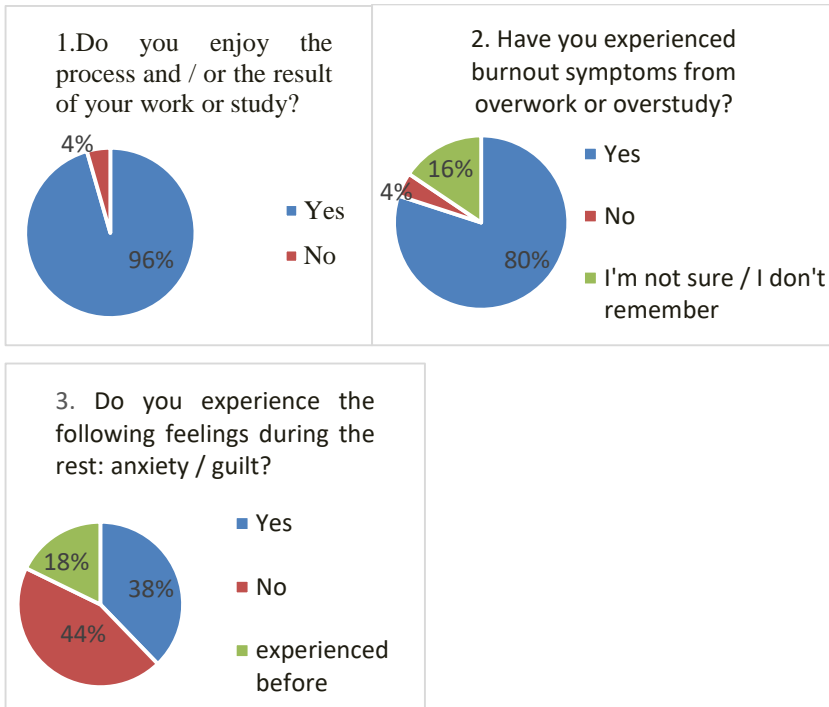
1. It's no secret that the labor market is overcrowded. For example, according to the International Labor Organization for 2020 unemployment affects 67.6 million young people from 15 to 24 y.o. all over the world. Of course, this creates competition for every opportunity in the labor market. This fact urges people to agree to any work conditions and overtime which corporation offers. [1]

2. A preparation for entering the university is a reason too. When young people see the situation in the labor market, they have to study much more to be able to enter the best universities. Students believe, that in the future it will allow them to keep the bar on the labor market. And of course, the result of working in such a tight schedule isn't long in coming. For example, in Japan, which is famous for one of the most difficult introductory companies, in 2016/17 teen suicide rate reached its highest in 30 years. [2]

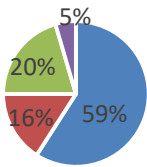
3. COVID-19 also strongly influenced the strengthening of the hustle culture in society. During the pandemic, a huge number of people lost their jobs and are forced to study and work all day long in order to return a well-paid job now. According to FinExpertiza in 2020, the number of employees aged from 15 to 19 years in Russia decreased by 24.9%, and the number of employed Russians aged 20-24 years - by 4.5%. So, in December, there were 12.17 million employees of this age group. That is, over the year, the Russian economy lost 7.7%, or every thirteenth young worker This is a record for the past 12 years. [3]

Looking through these reasons we may think that despite we have to work harder "the end justifies the means" and hustle culture really helps to become successful. But let's take a note – at what cost. People who face constant overwork are more likely to have the following symptoms: constant headaches, increased level of aggression, burnout, apathy, problems of central nervous system, cardiovascular diseases, backache, depression etc.

To make sure, I conducted my own small survey among 1st year students at Minsk Branch of Plekhanov Russian University of Economics. 45 respondents took part in my research.



4. Imagine the situation. You feel very tired for a long time. You have more frequent cases of lack of sleep, headaches, etc. Your actions?



- I will put off some of my work (or cancel it generally) in order to take time to rest
- I'll leave it as it is. Tiredness is my usual state
- I would like to rest, but I can't refuse even part of my work.
- I have never faced similar situations.

Even though 43 out of 45 respondents enjoy study or work [diagram 1], 36 of them experienced burnout symptoms from overwork or overstudy [diagram 2]. Moreover 17 respondents feel anxiety or guilt during the rest and 8 more experienced these feelings before [diagram 3]. Furthermore 20% respondents can't stop working even when they are very tired. And 16% have already come to terms with constant tiredness [diagram 4].

Why is the cult of productivity a problem which is important to talk about?

- The main reason is that overwork leads to health problems.
- The cult of productivity is not the choice and desire of the person himself. Its development is more related to the problems in the labor market.
- The cult of productivity is basically a broad sweeping societal peer pressure to make everything you do marketable, monetizable, and helpful to the economy. Many people faced with this problem noted that they no longer enjoy their hobbies, because even there they can't refuse the pursuit of productivity.
- For some people, work has already filled the place that religion used to take

➤ Hustle culture is also a home crisis. People have less and less time for friends and family, and women get a double burden. After all, traditionally they are the ones who perform household duties. As a result, it is more difficult for women to realize themselves in society, and inequality between the sexes is growing.

In conclusion I want to propose some advices about how you can save your productivity without damage to your health:

1. You don't need to work for a long time, you need to work efficiently
2. Plan your relax time
3. Spend more time outside the information noise
4. Take short breaks while working
5. Listen to yourself more often

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*Мурашко И.Р., студент Минского филиала РЭУ им Г.В. Плеханова*

**Научный руководитель:** к.пед.н., доцент, доцент кафедры информационных технологий и социально-гуманитарных дисциплин Минский филиал РЭУ им Г.В. Плеханова Загуменнов Ю.Л.

### **Challenges of youth labor market in the USA**

Throughout life, people grow, develop, and look for ways to make a living. The need for a livelihood is especially acute for young people. Although they are full of ideas and enthusiasm, they often lack the necessary experience and skills. This is why the segment of the market where young people work is segregated [**Ошибка! Источник ссылки не найден.**].

The youth market is an excellent platform for research and the introduction of new technologies. By studying trends in the youth labor market, we can predict how the labor market will change in the future.

There are always problems in any activity. They interfere with normal functioning. The U.S. youth labor market is no exception and could serve as an example. Among the problems of the U.S. youth labor market are the lack of young professionals and the lack of legal protections for young people under the age of 20. For example, for them in the first 90 days of employment with a company, the wage per hour can be \$4.25 [2].

Specialists from other countries fill the shortage of their own young specialists. There are various social programs for this purpose, one of which is the Work and Travel USA program. Under this program, students have the right to work for up to three months in the United States during summer and then travel in the United States for another month.

However, international participants of the Work and Travel USA program may face problems while in the USA. For example, a student may travel with an invalid job offer or not find a place in a hotel or hostel.

Therefore, a survey was conducted among the first-year students of the Minsk branch of Plekhanov Russian University of Economics in order to find out their attitude to this program and to the risks they may face.

We have found out that only 31.6% percent of students are aware of the existence of the Work and Travel USA program.

15.8% of students have very negative, 47.4%, negative, 31.6% neutral attitude to the fact that they may not find a vacant place in a hotel/hostel when arriving in the USA. As for the rest (5.3%) they do not consider it as a serious challenge.

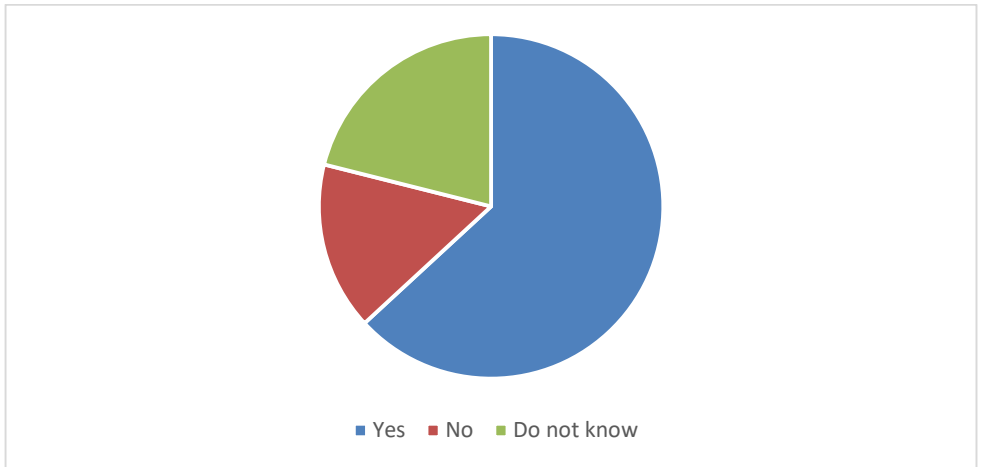
52.6% of students have negative and 47.4% neutral attitude to the fact that in the USA equipment that is not designed for charging from 110 V will not work or will work poorly.

68.4% of students have negative, 21.1% very negative and 10.5% neutral feelings to the fact that young people who come to the USA on a job offer from a company may realize that the job offer is not real.

73.7% have negative, 15.8% very negative and only 10.5% neutral attitude to the fact that the job description may not correspond to the job they may be looking for.

Nevertheless, the majority of answers to the question “Are you ready to take the risk to participate in this program, in spite of possible difficulties but taking into account such advantages as a guaranteed increase in your level of English, improving socialization and obtaining a unique life

experience?" were positive: 63.2% answered "Yes", 15.8% answered "No", 21.1% "Do not know".



In particular, the following reasons for participation in the program were given: "There's nothing to do in summer anyway", "Travel, work experience, language practice, new acquaintances are important for us ", "We are interested in self-development, improvement of the English language and new acquaintances".

From the results of the study, we can conclude that the majority of our first-year students being aware of the international students' employment programs and also of challenges they may face are still ready to take the risks and eager to get involved in these programs.

In this regard, the problem of the shortage of young professionals in the USA and in other countries may be solved by advertising such programs as the Work and Travel one, and also by providing additional guarantees to the participants so that they feel safe and confident while participating in the international youth employment programs.

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*Одноконный Г.А., студент Минского филиала РЭУ им Г.В. Плеханова*

**Научный руководитель:** к.пед.н., доцент, доцент кафедры информационных технологий и социально-гуманитарных дисциплин Минский филиал РЭУ им Г.В. Плеханова Загуменнов Ю.Л.

### **Youth employment in digital economy**

The «digital tsunami» destroys the current notion of employment. Most of jobs we know today will be outdated and replaced by the latest generation of robotics: printing of 3D objects, document translation, insurance policies, elderly homecare, medical consultations, each of which is more important than the other. The very concept of «work» may become obsolete and be replaced by a constantly changing algorithm of projects designed to operate through Internet platforms. [**Ошибка! Источник ссылки не найден.**].

Youth employment has always been a problem because of the following reasons:

- Lack of work experience
- Lack of higher education
- Minor age

Due to them teenagers regularly become victims of underpayment which relates to absence of work contract, or they just can not find a good job with a nice salary.

But today people live in the world which is full of technologies with internet available almost everywhere. And it's also possible to earn money

with the help of this “tool”, which means that it is enough to be able to do something well on your computer to make your balance bigger.

Also it necessary to mark that many jobs today are possible and welcomed to be done through the internet because of COVID 19 and pandemic situation.

One of possibilities of working in internet is freelance. A freelancer is an individual who earns money on a per-job or per-task basis, usually for short-term work. A freelancer is not an employee of a firm and may therefore be at liberty to complete different jobs concurrently by various individuals or firms unless contractually committed to working exclusively until a particular project is completed.

Key takeaways as concerns freelance are as follows:

- A freelancer is an independent laborer who earns wages on a per-job or per-task basis, typically for short-term work.
- Benefits of freelancing include the freedom to work from home or from a non-traditional workspace, a flexible work schedule, and a better work-life balance.
- An example of a freelancer would be an independent journalist who reports on stories of their own choosing and then sells them to the highest bidder.

#### Understanding Freelancers

Typically, freelancers are considered independent workers and may do their contract work full time or as a side job to supplement full-time employment, time permitting. Freelancers, as independent contractors, typically require signed contracts for the job to be done and will agree to a

predetermined fee based on the time and effort required to complete the task. This fee may be a flat fee or a per-hour, per-day, or per-project fee, or some other similar measure.[2]

One more possible variance especially for creative teenagers to earn in internet is to become popular in media sphere, for example in Tik Tok, YouTube or Twitch. As we can see the biggest part of celebrities of this apps are young people. It does not work by a special scheme, but everyone can try if he wants.

On the other hand, not everything is great here, and in internet there are also many dangerous works where people can be victims of frauds or even go to prison. Usually, it is connected with drugs selling or bookmaking and virtual casinos. So, it is necessary to surf internet safely, avoid strange sites and ignore illegal invitations.

Therefore, a survey was conducted among the first-year students of the Minsk branch of Plekhanov Russian University of Economics in order to find out their attitude about work in internet.

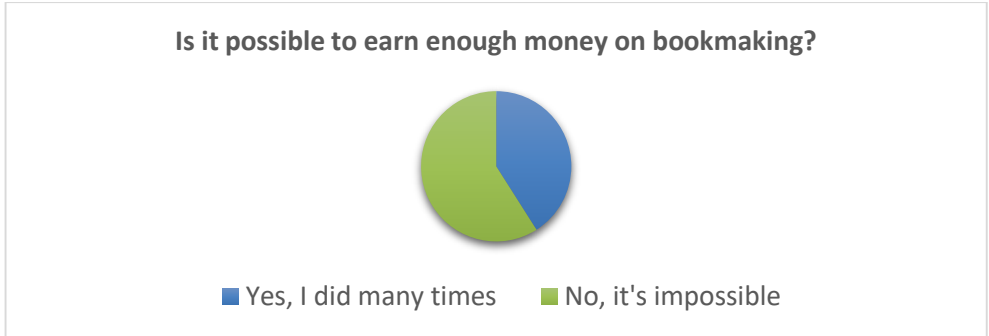
We have found out that only 8% of students think that teenagers can't work at the same time with getting education.

**Could teenagers work at the same time with getting education?**

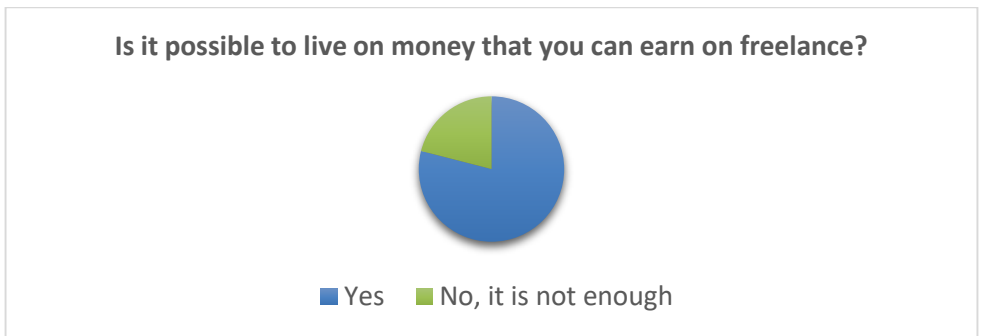


■ Yes, it isn't a problem ■ No, they should be focused on studying ■ ■

59% of students are sure that it is real to earn money on bookmaking and did it many times. While 41% think that it is impossible, and bookmaking is something for fun.



We see that 79% of students think that it is possible to live on money which people can earn on freelance, and 21% are not sure about freelance income.



54% of students are sure that it is a matter of luck and nothing else when people become popular in media sphere and start earning money there, while 46% think that it is hard work which is the most important thing.

**Is it hard to become popular in media sphere and earn money there?**



■ Yes, it's luck    ■ No, just work hard

As many as 93% of students think that not all jobs will be able to be done through the internet in the future, and only 7% trust doctors who propose diagnosing via Skype.

**What do you think, will all jobs be able to be done through the internet in the future?**



■ Yes, even doctors will diagnose    ■ No, it makes quality worse

Based on these answers we can say that students believe in possibilities to work from any point in the world and get enough money from things that you can do and like to do. Youth community believes in digital progress and employment in this sphere. Students are eager to develop their digital skills. They are not so stressed about their professional future as it was before, but they are not sure about possibilities of all jobs to be done through internet.

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*Удовенко Д.А., студент Минского филиала РЭУ им Г.В. Плеханова*

**Научный руководитель:** к.пед.н., доцент, доцент кафедры информационных технологий и социально-гуманитарных дисциплин Минский филиал РЭУ им Г.В. Плеханова Загуменнов Ю.Л.

### **Challenges of youth labor market in Belarus**

The labor market is a system of social relations corresponding to a market economy, social norms and institutions, that ensure the reproduction, exchange and use of labor resources.

Among the main features of the modern labor market of the youth of the Republic of Belarus are:

1. Mismatch of demand for certain professions and offers from young professionals;
2. Low competitiveness of young people in comparison with other age groups.

Problems that make it difficult for young people to find employment:

1. Lack of professional knowledge, lack of necessary qualifications and labor skills, which creates uncertainty among employers in labor productivity;
2. The need for the employer to provide benefits to young people provided for by the Labor Code of the Republic of Belarus;
3. Labor instability of young people, (interruption of work in connection with conscription, admission to study and etc.)
4. Overestimated self-esteem and demands of young people to the level of remuneration;

5. Lack of initiative in solving employment issues, unwillingness to take independent action;

6. Low awareness of young people about the state of the labor market. [1]

However, young people have a number of advantages that allow them to be competitive in the labor market:

- receptivity to new things
- high ability to creative activity
- flexibility
- high efficiency.

Thus, we can say that young people in the process of choosing and mastering a profession, finding the desired job, adapting to the workplace, building a professional career face a lot of problems.

The possibilities of increasing the competitiveness of young people in the Belarusian labor market include:

1. Improving the quality of provision by educational institutions of practical and theoretical knowledge and skills that meet modern requirements;

2. Provision of temporary employment of students and students in their free time;

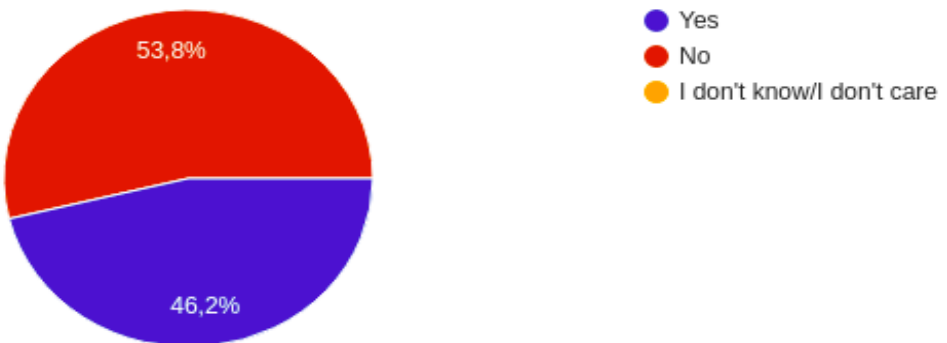
So, based on the above, it can be argued that the problem of employment of young professionals in the near future will remain relevant.

And to solve this problem, it is necessary to know the real situation on the labor market for young people.

In 2016, the five most popular professions were: IT specialists, builders, medical workers, engineering specialists, trade workers. The youth unemployment rate in Belarus is about 6.5%, which is significantly lower than in European countries. [2]

We have researched attitudes of students of our university to the problem of youth employment.

The first question was about the need by young people of higher education to start their careers. And the results are as follows: 53,8% believe that they don't need it ; 46,2 think that it is needed. The answers are close enough to equal, but still most people have decided that they really don't need higher education for their employment in the future.



Most of our students think, that they have chosen the right specialty for their study in the university (92,3%) and it is great, that they are in their sphere of life, and there is a hope, that they will realise themselves in the

future, but also we can see, that there is a small group of students who are not sure about their choice (7,7%).

The third question was about finding the place of work after graduation from the university. 53,8% of our students believe that it's not a problem. 38,5% think that they will face problems, the rest think that but for other part of students it's problem (38,5%) and the rest of our students don't know or don't care (7,7%).

While nowadays a lot of companies are in need of young specialists with creative minds and fresh ideas they require at least a year of experience in their fields of activities. Most of the students think that this is a serious problem (53,8%), and the rest either don't view this as a problem (23,1%), or they don't care (23,1%).

The last question was about medical restrictions, which make employment impossible in certain spheres of professional activities. For example, in catering, for obvious reasons, employment is impossible for people with skin diseases. Mos of our students view this is as a problem (46,2%), for 38,5% it is not a problem, 15,4% don't care.

Based on our research we can conclude, that our students have different opinions regarding possibilities of their employment after graduation from the university. But hopefully these possibilities will improve in the future and all of them will be successful in their professional lives.

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*Жукович Д., студентка Минского филиала РЭУ им Г.В. Плеханова*

**Научный руководитель:** к.пед.н., доцент, доцент кафедры информационных технологий и социально-гуманитарных дисциплин Минский филиал РЭУ им Г.В. Плеханова Загуменнов Ю.Л.

### **Youth's dependence on social networks**

As noted by Mark Zuckerberg - social networks are not an alternative to friendship, they are its continuation.

As advantages of social networks it is worth mentioning the following possibilities:

- Communication at a distance
- Place to study
- Means of earning
- Self-development
- Source of useful information

As for disadvantages one can list the following:

- Receiving huge amount of useless/unreliable/negative information
- Oppression of real communication
- Harm to health
- Degradation of speech
- Open access to personal information
- Great dependence on someone else's opinion [1].

We have conducted a research to find out how social networks effect students of Minsk Branch of Plekhanov Russian University of Economics and received the following results.



According to the survey results, the majority of our first-year students use social networks in their work and studying and don't believe that social networks negatively affect their productivity. Most students would use social networks even if they need to pay for this service. Opinions are about equally divided on the issue of age restrictions. Opinions on the issue of addiction are also divided approximately equally. As we can see from the survey results social networks have become an integral part of our students' lives, and it is a challenge for them to beneficially use social networks strength and to avoid their harmful effects.

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*Борисова Е.В., студентка Финуниверситета*

**Научный руководитель:** к.филос.н., ст. преподаватель Департамента английского языка и профессиональной коммуникации Финансового университета при Правительстве Российской Федерации  
Куликова О.О.

### **Post-pandemic recovery: what strategies countries choose to boost growth**

The particular sources of the COVID-19 crisis creates new threats and objectives, difficulties, opportunities and tasks for small businesses in the USA and all over the world, because small companies try to do something to revive their business and stay afloat. And recovery in their industry is one of the crucial issues for them.

In different countries the situation is not the same. In some industries companies see that the demand for their products is going up, and customers are expecting new variants of the commodity, new ingredients or new flavours, so these companies are considering new way of developing their business, because new challenges mean restructuring the business or improving the quality of the products. As we all understand the COVID -19 led to the situation when the economy and business of European countries have to overcome or adapt to health and safety restrictions. And it will take time and efforts for the small businesses in European countries to recover and become competitive and, moreover, to get a leg up on their rivals. We may ask a question – how long it will take for the companies to become buoyant, brisk and competitive again after the recession. Some economists think that such period of recovery may last for four or even six long years.

How extensive this period will be may depend on the economic openness, exposure to risks and danger in the period of the COVID-19 pandemic and also on the existent, dominant macroeconomic environment in their respective economic and business spheres.

As far as we know, numerous small companies require to make noticeable, tangible efforts which can result in evident and extreme changes which lead to the possibility of the companies to survive after the crisis. What are those areas which need to be changed and improved? Spheres, in which both owners and managers will have to make changes, are Human Resources, if to be more precise, it is Human Resources management. Managers will have to do a lot to protect the health of the people working for them and the safety of their staffers, the safety of their current and potential clients. What is more, the owners of the companies will have to change or adapt business models to the new reality, they will have to invest in technology, and improve recruitment styles and labor practices. All these changes require extensive time, money and effort.

But for the small companies it will be rather problematic and difficult to plough money into the new business structures and projects, new ways of knowledge accumulation and application of skills, methods, and processes used in industrial production and scientific research, the money which is necessary for them to recover. And the only possible way for them to expend, grow, overcome difficulties, as well as to stay afloat is to collaborate with similar companies across the economy.

We can read the statistics and see that numerous small firms across different sectors appeared in the time of the COVID-19 crisis with low

financial resilience. They turned out to have little money to replace obsolete equipment or to modernize the structure of the business. To prove that we may look at the financial statements of small companies. If we do that, we will see that the EBITDA margins of such companies are usually rather low, it constitutes the miniscule share of 5 percent for small retailers specializing in selling groceries. EBITDA of the companies which sell discretionary items is known to be below 10 per cent. If we examine the Balance sheets of small companies in manufacturing industry and retail business, if we analyze the Balance sheet of small restaurants, we will notice lack flexibility. The reason for that is the fact that a crucial part of the costs of the businesses in these areas are slightly fixed. Occupancy costs can be the example. Occupancy costs is not the only obstacle. Another issue that small retailers experience is low flexibility in managing the material resources, that is money, necessary in maintaining inventory. In clothing stores inventory is seasonal. So, it makes great impact on profit margins. Moreover, the inventory of clothing companies has the date of expiration, and customer demand is changing often and unexpectedly. All this creates a lot of difficulties for clothing companies to manage liquidity and to increase the amount of profit to be dominant on the market.

If we consider the situation, which restaurants face, we will understand that the majority of restaurants also encounter margin challenges. A shift to delivery and or carryout practice also creates a lot of difficulties. The opportunity or necessity to deliver and or carry out goods is likely to destroy their possibility to generate profit, as packaging costs will increase. The ability for small companies to sell profitable goods, such as spirits and

desserts will also be unclear. It will also be essential to mention that as many small companies were already weak, insecure and exposed to risks before the critical situation occurred, their huge costs for accommodating became an unexpected phenomenon and that altered expectations of both clients and owners and it influenced relatively slim operating profit.

Handling the current crisis and trying to overcome it will need great alterations in business and operating models for all businesses. The COVID-19 pandemic influenced the restaurant business significantly. The majority of restaurants in the USA started to offer curbside pickup. Small grocers began to offer curbside pickup, and in such a way they try to restrict and lessen the number of visitors, buyers in their stores, and adjust their hours, in some cases they even determine special time slots to cater to the most vulnerable walks of people. For some companies the way out is to experiment with new payment methods and apps. Retailers that were considered nonessential experimented by rapidly uploading goods to their e-commerce websites, offering free delivery.

It is an open secret that to overcome crisis will be acceptable and not so difficult for large companies, but small ones will experience significant difficulties. What will such small companies be able to do to cope with arising issues? The answer may be as follows: small restaurants and retailers can adapt to the new economic environment by increasing promotional activities. Another way out is to offer their clients reduced priced and also to adjust their product mix, they can focus their activities on high-value items. What can also increase their competitiveness is the attempts to renegotiate possible conditions and terms with their suppliers, who should be persuaded

to low down the prices, that will allow to preserve the margins of the small companies.

If small businesses want to be more effective they have to think how to change their safety measures, and one of the ways to achieve that is to design and organize effective contactless possibilities to conduct their business with their customers and suppliers. For example, the restaurants can use digital capabilities and investments in technology, and collect payments in a digital way, that will allow the restaurants to increase takeout, and build up their customers 'loyalty, because their customers will be able to make orders using their applications.

Small businesses are companies that face the challenge unlike their larger counterparts. Small companies are more exposed to risk and difficulties, because they don't have enough capacity to invest in equipment and machines and it is more problematic for them to upgrade facilities, and increase their productivity, because their productivity compared to large businesses seems to be 40 per cent lower.

So, we can make the conclusion saying that one of the market-based solutions for small businesses can be the possibility to digitize the business and outsource workers to deliver the goods and services. Moreover, the survival of small businesses across the economy requires new business models and technology, but these required solutions are very often rather difficult for small businesses to meet, as it is difficult for them to raise the money needed for that.

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*Калинкин Д.С., студент Финуниверситета*

**Научный руководитель:** к.филос.н., ст. преподаватель Департамента английского языка и профессиональной коммуникации Финансового университета при Правительстве Российской Федерации  
Куликова О.О.

### **The Possibility to Spur Productivity and Economic Growth Through Investments In Basic Science**

It is necessary to say that we are facing uneasy time, as people all over the world have suffered reversals in economic growth since 2020 owing to the COVID pandemic. We have seen that COVID-19 has become rampant, and people began to reflect on world problems and reconsider some universal human values. We understand that a global pandemic is not just a health crisis, but also an economic crisis, we could even say that the Covid-19 pandemic is an education crisis, and mention rising food insecurity, and growing mistrust of public institutions and leaders as a proof to our persuasion. But it is evident that economists as well as scientists are trying to find the way out. And we would like to focus on is economists' attempts to boost economic growth.

At the same time, we have seen such spirited generosity during this crisis and incredible solidarity across countries, communities, and sectors. This crisis has showed that the world can come together when faced with huge shared challenges. Let's hope we can do the same for other great challenges that loom ahead.

With that in mind, we should say that it is important to define what some global issues people may be and should be prioritized in our article.

They are the necessity of research funding, targeting basic research, and developing closer connections between public and private research. The reason to that may be the fact that investing in public in private research could help people cope with economic slowdown and offset the consequences of the COVID pandemic.

If we demonstrate some facts on the pandemic, we will see that the majority of the employees and self-employed people have lost part of their income owing to the pandemic. The pandemic has led to the world's workers losing more than 10% of their income, or \$3.5 trillion in the first three quarters of 2020, compared with the same period in 2019. It is estimated that COVID-19 will push more than 71 million people into extreme poverty. What is more, economic centers around the world are subject to Wuhan-style shutdowns as people panic over the spread of the virus. It is also worth noticing that uncoordinated decisions on a country-by-country basis disrupt the movement of both people and goods. Global manufacturing declines, as businesses with international supply chains can operate only intermittently. Tourism and related businesses decline sharply, and tourism-based businesses and regions suffer. It takes more than a year for the World Health Organization and the United Nations to develop an accepted global response that prioritizes health measures based on effectiveness and cost to the wider economy, and for this response to be accepted in the major world economies. Global GDP stagnates, international trade falls, and a global recession is a distinct possibility. Another consequence is financial crisis, which has become evident in delayed shipments and the fact that production schedules created financial problems

for companies with heavy debts, especially in the United States. The decline in global equity markets and flight from risk—investors selling assets such as high-yield bonds and volatile stocks—exposes investors who have underpriced risk. Concern about counterparty risk accelerates the decline and dries up liquidity in financial markets. Central banks scramble to manage the problem. Financial markets—and the global economy—recover after a V-shaped recession.

COVID-19 affected the global economy through three channels:

1. Direct impact on production. Chinese production has already been substantially affected by the shutdown in Hubei province and other areas. Some other countries are also beginning to feel a direct impact as their authorities put in place similar measures.

The slowdown in China has effects on exporters to China. China's largest sources of imports are Korea, Japan, and other Asian countries, according to the World Bank.<sup>2</sup> Thus, even without new outbreaks of the disease, these areas will likely experience slow growth in the first half of 2020.

2. Supply chain and market disruption. Many manufacturing firms rely on imported intermediate inputs from China and other countries affected by the disease. Many companies also rely on sales in China to meet financial goals. The slowdown in economic activity—and transportation restrictions—in affected countries will likely have an impact on the production and profitability of specific global companies, particularly in manufacturing and in raw materials used in manufacturing. For companies that rely on intermediate goods from affected regions, and that are not able

to easily switch sourcing, the size of the impact may depend on how quickly the outbreak fades. Small and medium-sized firms may have greater difficulty surviving the disruption. Businesses tied to travel and tourism are facing losses that are likely not recoverable.

3. Financial impact on firms and financial markets. Temporary disruptions of inputs and/or production might stress some firms, particularly those with inadequate liquidity. Traders in financial markets may or may not correctly anticipate or understand which firms might be vulnerable. The resulting rise in risk might reveal that one or more key financial market players have taken investment positions that are unprofitable under current conditions, further weakening trust in financial instruments and markets. A possible (likely low-probability) event would be a significant financial market disruption as participants become concerned about counterparty risk. A somewhat more likely possibility is a significant decline in equity markets and corporate bond markets, with investors preferring to hold government securities (particularly US treasuries) because of the uncertainty created by the pandemic.

These potential scenarios are purely descriptive ideas about possible paths that the disease outbreak, and the global economy, might take. Fortunately, the world sees that the worst is over. Transmission in China has slowed already. Although some isolated outbreaks occur elsewhere, these do not create a massive spread of the disease. As the global number of cases stabilizes, China's economy returns to normal, and there is little impact outside of some areas such as Iran that are not important for the global economy. China's GDP takes a big hit in Q1 2020 but bounces back in Q2

and Q3—although some of the lost production is never replaced. Specific companies outside China experience short-term supply disruptions, but the impact on the global economy is small and temporary. People all around the world realize that although the spread of the disease in China slows, outbreaks occur on a rolling basis around the world. Each outbreak requires slowing production in that area, and in a globalized world, that means rolling disruptions to different regions and industries as outbreaks occur and are controlled. The overall impact is to disrupt economic activity enough to slow global growth substantially. Businesses that are nimble enough to manage switching suppliers and that have enough liquidity to survive periods of low sales and revenue will have a competitive advantage.

Economic centers around the world are subject to Wuhan-style shutdowns as people panic over the spread of the virus. Uncoordinated decisions on a country-by-country basis disrupt the movement of both people and goods. Global manufacturing declines, as businesses with international supply chains can operate only intermittently. Tourism and related businesses decline sharply, and tourism-based businesses and regions suffer. It takes more than a year for the World Health Organization and the United Nations to develop an accepted global response that prioritizes health measures based on effectiveness and cost to the wider economy, and for this response to be accepted in the major world economies. It will be vital to mention that global GDP stagnates, international trade falls, and a global recession is a distinct possibility.

The pandemic and its devastating consequences have resulted in financial crisis. Delayed shipments and production schedules create financial

problems for companies with heavy debts, especially in the United States. The decline in global equity markets and flight from risk—investors selling assets such as high-yield bonds and volatile stocks—exposes investors who have underpriced risk. Concern about counterparty risk accelerates the decline and dries up liquidity in financial markets. Central banks scramble to manage the problem. Financial markets—and the global economy—recover after a V-shaped recession.

As was mentioned above scientists and politicians are trying to boost economic growth. But the question arises - what policymakers and scientists can do to spur productivity and promote long-term growth in the post-COVID-19 global economy?

It is important to start the narration with the definition of the economic growth. It is clear that economic growth is the increase in an economy's potential, the increase that stipulates the production of goods and services. Growth is of central importance not only for improving living standards, but also for addressing debt sustainability and the cost of climate change mitigation.

All these issues are of great significance for policymakers and ordinary people, but, unfortunately, the past few decades have seen a long and persistent decline in long-term growth. Policymakers face an urgent and essential question: how can this trend be reversed to build a more buoyant post-pandemic global economy?

To find way to boost economic recovery scientists and policymakers organize conferences on what factors may influence better development of the society. We may see from different articles that international exuberances

are vital for developing countries. It is evident that international spillovers are essential for emerging market and developing economies, where better education and liquid and deep financial markets help convert innovation into economic growth, and this process results in rapid technology transfer, the free flow of ideas, and collaboration across borders. And technology transfer, the free flow of ideas, and collaboration across borders become key priorities for people. Moreover, we see that advanced economies discuss possibilities and ways to raise long-term growth by increasing research funding, targeting basic research, and developing closer connections between public and private research. By lifting the growth potential and future tax base of the economy, these investments tend to pay for themselves within a decade. Investments in basic research may also have green benefits, as cleaner technological innovations rely on newer, more fundamental research.

To arrive at the conclusion, we will say that investment in basic science will spur productivity and pays for itself over the long term. Moreover, it vital to notice that the development of COVID-19 vaccines acts as a stark reminder of the importance of science for innovation and growth. In common with other technological breakthroughs, past scientific discoveries in unrelated fields typically laid the foundation for today's technological advances, driving future productivity and economic growth. Improving growth outcomes will be essential to post-pandemic economies, helping finance higher public debt and additional post-pandemic social expenditures. International knowledge spillovers are more important for innovation in emerging market and developing economies than in advanced economies. Easy technology transfer, collaboration, and the free flow of

ideas across borders should be key priorities. So, it is evident that knowledge creation plays a central role in driving productivity growth.

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*Лысакова А.А., студентка Финуниверситета*

**Научный руководитель:** преподаватель Департамента английского языка и профессиональной коммуникации Финансового университета при Правительстве Российской Федерации Комаркова М.А.

### **Global problems. The damage of rubbish in the space due to human activity**

Global issues are troubles that tackle all spheres of human activity, all countries and nations and only collective measures can be effective to alleviate the consequences of this problems, improve the world situation and probably in future to come over these huge difficulties. There is a list of global issues that every person is able to find on particular web-resources. This list is made in accordance with scientific research that is held every year to define the level of each problem for the population, established criteria of damage from each particular problem. This article is devoted to the issue of debris in the Space that can cause a huge damage for our living.

Space debris (also known as space junk, space pollution, space waste, space trash, or space garbage) is defunct artificial objects in space—principally in Earth orbit—which no longer serve a useful function. These include derelict spacecraft—non-functional spacecraft and abandoned launch vehicle stages—mission-related debris, and particularly numerous in Earth orbit, fragmentation debris from the breakup of derelict rocket bodies and spacecraft.

Another words, space junk, or space debris, is any piece of machinery or debris left by humans in space.

The sources of the appearance of space technological junk in the galaxy are banal:

- Failed geostationary objects.
- Spent rocket stages and small shrapnel fragments remaining in case of accidental explosion.
- Overclocking blocks.
- Elements of coatings of aircraft equipment.
- Lost bolts, fasteners from flying equipment.
- Satellite debris

But the main source of rubbish is explosions of spacecraft. The second slide shows the diagram that includes the crucial reasons of explosions:

1. Engines amount 44%
2. Aerodynamics – 3%
3. Battery – 13%
4. Collisions – 1%
5. Deceleration – 12%
6. Unknown – 27%

Unfortunately, human history have faced accidents occurred in the Space and it's necessary to mention about them in the article.

On February 10, 2009, two communications satellites—the active commercial Iridium 33 and the derelict Russian military Kosmos-2251—accidentally collided at a speed of 11,700 m/s and an altitude of 789

kilometres above the Taymyr Peninsula in Siberia. This event alone increased the number of space debris by more than 10%.

In 2013, over the Indian Ocean, a small Ecuadorian satellite Pegaso collided with debris of Cyclone-3.

One of the most serious pollution of the near-Earth orbit was the American Westford project. In 1961-1963, 480,000,000 copper needles were launched into orbit with the help of three launch vehicles. The US military intended to create an artificial ionosphere around our planet to provide greater reliability for military communications systems. The wire needles were very thin, they were only 1.78 cm long. The needles were supposed to return to Earth after 10 years, but a significant part remained in orbit, actually initiating the accumulation of space debris.

Elon Musk launched 60 satellites into space, which was the result of the indignation of many astronomers, since the Earth's orbit is already full of space debris objects. This may be a consequence of Kessler syndrome, since the orbit of our planet is filled with space debris.

The main factor that should be taken into account is severance of pollution that has a great impact on the Earth. The numbers are following:

3,000 dead satellites in Earth's orbit

34,000 pieces of space junk larger than 10 centimetres

128 million pieces of space junk larger than 1 millimetre

Their speed is 8 kilometres per second. And it can be dangerous for other space objects such as active satellites and spacecraft, uncrewed spacecraft, space shuttle missions, crewed spacecraft and international space station.

Moreover, one more problem should come to light. This is Kessler Syndrome. The point is that if there was too much space junk in orbit, it could result in a chain reaction where more and more objects collide and create new space junk in the process, to the point where Earth's orbit become unusable. Also space junk may fall to the surface of the Earth.

Every trouble should be considered carefully and properly, scientists and all concerned parties should be engaged in searching solutions. Scholars proposed some definite equipment for cleaning the Space and lowering the damage of debris and rubbish as the result of human activity.

#### *Lasers*

According to the engineers, the laser beam will literally vaporize dangerous objects. Now Russian scientists are working on creating a similar system to protect the ISS.

#### *Harpoon and seine*

The idea is to capture non-functioning vehicles using a heavy-duty network or harpoon them, and then send them into the dense layers of the atmosphere, where they will burn up.

In conclusion, it's pretty necessary to summarise that rubbish in the Space is a hot topic which scientists have already begun to work on. In the near future, space pollution may lead to large-scale accidents. Currently, we can launch no more than 100 space objects, which indicate the global nature of this problem, so it is very important to pay attention to solving this huge issue.

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*Саввина А.А., студентка Финуниверситета*

**Научный руководитель:** к.филос.н., ст. преподаватель Департамента английского языка и профессиональной коммуникации Финансового университета при Правительстве Российской Федерации  
Куликова О.О.

### **Post-pandemic recession and attempts to achieve sustainable economic growth**

To begin with, it is necessary to note that the coronavirus pandemic has covered a lot of countries and has spared no one. The coronavirus has attacked numerous industries and firms, it has changed global society and these changes are irretrievable and irreversible. People have to adjust to new ways of living. Lockdown has resulted in recession, the its consequences for the global economy are tragic. We may call that recession the worst economic downturn as international business and globalization are reported to be in jeopardy. Scientists are analyzing how disruptive the pandemic will be and how it will impact different countries. Disruptions are natural and recurring phenomena of life. People deal with them, and the ways they influence us area different based on our attitudes and capabilities. The infectious diseases will weaken or even deprive the infected person's ability to work, which leads to lower income level and labor supply. As a result, there would be lack of investment and other factor input, which eventually suppresses economic growth. In addition, the impact of infectious diseases and related pandemic prevention measures on human capital accumulation will inhibit the improvement of production efficiency and weaken the momentum of economic growth.

We can't deny that COVID 19 poses universal distress and it will inflict lasting consequences for the economies of different countries. Scientists and politicians admit that the devastating consequences of the pandemic have become possible because of globalization, and a high degree of interdependence among the national economies. A half century of market liberalization, stepped-up trade and investment, and human mobility allowed the virus to spread around the world at an extraordinary pace. The COVID-19 pandemic has had a devastating impact on the global economy. It has changed the way businesses operate, causing companies to freeze their activities and even shut their doors. Local, regional and international organizations have all had to adapt.

Developed countries try to do something to help developing countries to overcome the crises. It was reported that the government of Finland has contributed more than one million euros to help the countries which were hurt by the COVID-19 limitations. This money was donated with their purpose to help developing countries increase their influence and develop their participation in multilateral trade negotiations [1].

Early evidence suggests that COVID-19 has pushed some businesses to adopt process innovations that were technologically possible, but largely under-utilized, before the crisis. These long-overdue improvements to the way that firms operate could yield a substantial productivity dividend, offering hope of a new phase of economic dynamism once economies reopen.

The pandemic has now undoubtedly changed our economic environment, opening different perspectives. New McKinsey Global

Institute (2021) research explores potential paths ahead for productivity growth to 2024 in the US and Europe. A review of eight sectors indicates that there is potential to accelerate annual labour productivity growth by around 1% a year to 2024. If that were to materialize, it would be more than double the rate achieved after the Global Crisis. This would imply additional per capita GDP in 2024 ranging from about \$1,500 in Spain to about \$3,500 in the US. That would be a stunning outcome, but delivering it will require two key conditions to be in place – that productivity-enhancing action spreads widely, to many companies, and that demand is robust.

The pandemic pushed companies to accelerate the deployment of technologies that had been around for some time including digitization, robotics, and algorithmic process controls. With the right conditions in place, this ‘creative re-processing’ could permanently raise labour productivity by substituting technology for employees. A McKinsey Global Institute (2020a) survey conducted in October 2020 found that companies digitized many activities 20 to 25 times faster than they had previously even thought possible. A McKinsey executive survey in December 2020 found that 51% of respondents in North America and Europe had substantially increased investment in new technologies (excluding remote work technologies) that year.

The first condition that needs to be in place is that proactive supply-side reorganization needs to spread far more widely, particularly in sectors that are large enough for diffusion to have an impact on economy-wide productivity. However, as of the third quarter of 2020, corporate action appears concentrated in large ‘superstar’ firms, defined as the top 10% of

firms by revenue and economic profit. Moreover, there is rising optimism that if and when the health crisis is contained, pent-up demand and savings stocked up during the pandemic could be unleashed, and there could be a strong initial bounce in demand, led by the consumer McKinsey Global Institute (2021a). The key question is whether – and how – demand can be sustained after an initial bounce back.

The large government economic support package in the US, notably the \$1.9 trillion passed by Congress in March 2021, coupled with a large infrastructure bill currently being discussed as a medium-term follow-on initiative could create ‘high-pressure’ economic conditions, putting the US economy on a robust trajectory. In Europe, however, the situation thus far appears much less dynamic and substantially more vulnerable.

For innovation and diffusion on the supply side, large corporations need to continue investing in innovation and reengineering their organizations to become more flexible and adaptable, but should also consider how to catalyze change across their entire supply chains and ecosystems. Policymakers can support these efforts through, for instance, public procurement focused on innovation, direct R&D investment, and revising platform, data access, and competition rules, insolvency procedures, and product and labour market regulations.

On the demand side, large-scale, sustained, and direct government economic support could minimize or even reverse the potential demand gap, and, while there is a lively debate about the sustainability of such efforts, it appears important that government support is not withdrawn prematurely before economies have reached ‘escape velocity.’ In Europe, this might

stretch certain readings of the fiscal rule book that is currently under review. There are substantial arguments for pondering a new approach (Blanchard et al. 2021).

But supporting demand is not only a job for governments. Firms, too, need to play their part in ensuring that productivity grows in a way that supports employment, median wages, and thereby demand. Companies clearly need to look after their bottom line, but they need also to grow revenue rather than solely seek efficiencies. They can ramp up retraining their workers to make them less vulnerable and rebuild their incomes. A sustainable recovery will face resistance unless median wage growth tracks productivity growth more closely than it has in the past. Some companies are responding to the pandemic by looking at how to strengthen the finances of their most vulnerable workers.

Policymakers are proposing to stimulate demand to re-inflate GDP. They also suggested zeroing out the federal payroll tax, but now is leaning toward a \$1,000 per-person stimulus check. This could start a bidding war for hand-outs because the “money for everyone” approach has bipartisan appeal.

However, a demand-side stimulus would accomplish little except moving the government closer to a debt crisis. It would have a hard time boosting GDP because the supply side of the economy is damaged by supply-chain bottlenecks and safety fears. A stimulus would give consumers more cash, but the economy will shrink nonetheless if restaurants, travel, and other goods and services are closed. Rather than raising output, much

stimulus money would end up as personal savings or bid up prices for the products still available in a smaller economy.

Governments should help companies resume production safely. They should work to ensure availability of testing kits, sanitizers, gloves, masks and other equipment. South Korea is showing that widespread and rapid testing can empower the private sector with better information and reduced uncertainty.

There are plenty of regulations that the federal government, state governments, and local governments should reevaluate to give businesses operational flexibility. In particular, it's worth modifying regulations that make it more costly or more time-consuming to bring on new workers. Policies such as California's recently-enacted laws classifying gig economy workers as full-time employees, for example, hamper the kind of flexibility that workers need.

And as the pandemic unfolds, local government should do everything they can to preserve public health while looking for ways to allow businesses to safely reopen or resume operations. The more businesses that close, the more that supply chains for other businesses will be disrupted. The more workers who lose incomes, the more government handouts will be demanded that the country cannot afford.

Governments can also support production by reducing business costs. The U.S. Treasury is easing income tax payment deadlines, and local governments should do the same with property taxes. The government should also ease rules on the use of income tax losses to support business cashflow, while ensuring access to credit for cash-strapped firms.

To sum up it is necessary to say that policymakers should refrain from imposing costly rules on businesses, such as mandates for paid sick leave, and from pursuing price-gouging cases, which undermine incentives for businesses to supply needed goods. These perhaps well-intentioned interventions don't work during regular times, and during a public health crisis they will likely have an even more destabilizing effect on markets for goods and services.

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*Туманова А.В., студентка Финуниверситета*

**Научный руководитель:** преподаватель Департамента английского языка и профессиональной коммуникации Финансового университета при Правительстве Российской Федерации Комаркова М.А.

### **Global problems. Mental diseases and disorders.**

Adolescence is a unique period of personality formation. A wide range of physical, emotional and social changes can increase the vulnerability of adolescents to mental health problems. Improving the psychological well-being of adolescents and protecting them from severe shocks and risk factors that may affect their chances for successful development are essential for well-being in adolescence, as well as their physical and mental health in adult life. Mental health disorders account for 16 per cent of the global burden of disease and injury among persons aged 10-19.

Half of all mental health disorders occur before the age of 14 but most cases go unreported and untreated. Depression is one of the leading causes of morbidity and disability among adolescents worldwide.

Neglect of mental health disorders during adolescence has consequences that continue into adulthood affecting both physical and mental health and limiting opportunities for full adulthood.

It's very crucial to identify the mental diseases most diagnosed among adolescents and young people and to demonstrate the importance of timely diagnosis, to analyze their causes.

There are some major types of illnesses that mostly affect adolescents. The most common are anxiety disorders, stress-related

disorders or mood swings, obsessive neuroses, attention deficit disorder, hyperactivity, bipolar affective disorder, and schizophrenia is the least common. Depressive and anxiety disorders and related disorders are of primary importance. Adolescent mental health is determined by several factors. Factors that can increase stress in adolescence include the desire for greater autonomy, the desire to meet the expectations of peers, the search for sexual identity and the increasing availability and use of technology. Other relevant determinants of adolescent mental health are the quality of their family life and their relationships with their peers. Recognized risks to mental health are violence (including severe parenting and peer bullying) and socio-economic problems.

The examples of neurological disorders that can be provided are as follows:

Depression is the fourth leading cause of morbidity and disability among adolescents aged 15-19 in the world and the fifteenth leading cause of morbidity and disability among adolescents aged 10-14.

Anxiety disorders are the ninth leading cause of mental health disorders among adolescents aged 15-19 and the sixth among those aged 10-14.

Emotional disorders can have a significant impact on, for example, school attendance and performance. Exclusion and loneliness can be exacerbated by social exclusion. .

Eating disorders usually occur in adolescence. Eating disorders are more common for girls than for boys. Disorders such as neuroanorexia, neural bulimia and compulsive overeating are characterized by unhealthy

dietary behaviours such as caloric restriction or uncontrolled food intake. Eating disorders are detrimental to health and are often accompanied by depression, anxiety disorders and/or substance abuse.

In 2016, it was estimated that 62,000 teenagers died as a result of self-harm. However, as a result of this, 62,000 children died. Suicide is the third leading cause of death among older adolescents (15-19 years). Suicide risk factors are diverse and include harmful alcohol use, child abuse, stigmatization of seeking help, barriers to assistance and the availability of means of suicide.

It goes without saying that this situation is of great concern and requires immediate and effective steps. Mental health promotion and preventive measures are designed to enhance the ability of individuals to control their emotions, expand the range of alternatives to risky behaviours, and build resilience, to cope successfully with difficult situations or adverse factors and to promote a favourable social environment and social relationships. Responding to the needs of adolescents with identified mental health problems is critical. The basic principles of working with adolescents are to avoid sending them to specialized institutions, as a matter of priority, the use of non-formal methods and respect for children's rights in accordance with the United Nations Convention on the Rights of the Child and other human rights instruments.

Summarizing all the above-mentioned information it is important to say that adolescents do not fear being ridiculed by their peers or judged by adults if they seek psychological help. In terms of prevention, parents need to make sure that the child has a variety of leisure activities so that he or she

can do what he or she likes. They are obliged to respect his personal space, to allow himself to express himself. It is important for adolescents to be treated not as children but as adults who have personal feelings and emotions to respect and not ignore. If you diagnose mental illness in time and start treating it, you can avoid serious consequences in adulthood. The psyche of a child is flexible, but if you ignore the psychological problems of a child and a teenager, these problems will not disappear in the future, but it will be much more difficult to treat them than on the initial stages.

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*Николаева Е.С., Филиппова А.С., студенты РЭУ им. Г.В. Плеханова*

**Научный руководитель:** к.филол.н., доцент, доцент кафедры иностранных языков №2 РЭУ им. Г.В. Плеханова Кузнецова В.Ю.

### **The «North-South» problem**

#### 1. Introduction.

In our time the economy is only a part of human activity, however, it is mainly from its development in the 21st century that the preservation of peace, nature, and people's habitat, as well as religious, philosophical, and moral values depends.

#### 2. The essence.

The «North-South» problem is a term referring to the problems of economic relations and social differences between developed and developing countries. The essence of the global problem of the north and south is the difference in income/standard of living between countries that are divided into countries of the northern and southern hemispheres (the countries of the northern hemisphere are considered developed, and the southern hemisphere — developing).

#### 3. Causes of the «North-South» problem.

- the level of health and education in the country;
- natural resources (availability and management);
- properties of the country's industry and its economy;
- market access and international trade policy;
- the way government and international relations are managed (with other countries);
- the presence of conflict within the country and between countries.

4. The root of the conflict.

The root of the conflict between the rich «North» (rich European countries) and the poor «South» (African countries) lies in the policy pursued centuries ago. Researchers believe that since the southern countries were colonies, they simply got used to following the path indicated to them. The South needs a strong hand, because without it, it becomes helpless. At the same time, African countries want to be independent, to have their own voice on the world stage.

5. What is the danger of this problem for the world community?

After the entry of society into the era of the global economy, everything that happens in one country inevitably reverberates not only at the local, regional and interregional levels, but necessarily affects the economy of other countries. We are already seeing concrete examples today. The second serious problem is the spread of new and seemingly defeated infections: Ebola, sleeping sickness, HIV, MERS coronavirus, etc. All this causes concern and forces us to look for solutions.

6. Aggravating factors for the «South».

Most of the population of the «South» remains terribly poor. The economic and development costs associated with sustainability and the fight against various diseases are significant. High levels of Southern indebtedness, poor governance, and corruption are also important causes. High fertility rate leads to a proportionately large number of children and young adults, many of whom are poorly educated, underemployed, and vulnerable to disease and economic exploitation. Another point is that, overall, populations and governments in the «North» have shown little

interest in the social and economic fate of the «South». In fact, Northern countries have behaved collectively as though it is just and proper that the economic and social privileges of Northern populations be enhanced by Southern poverty.

#### 7. Solution of the problem «North-South».

1) The liberal approach. Its supporters believe that to overcome backwardness and to occupy a worthy place in the international division of labor in the agrarian countries is the inability to establish a modern market mechanism in national economies. According to the liberals, developing countries should follow the policy of liberalizing the economy, ensuring macroeconomic stability, and privatizing state property.

2) Anti-globalization approach. Its representatives adhere to the point of view, that the system of international economic relations in the modern world is unequal, and the world economy is heavily under the control of international monopolies, which enables the North to exploit the South.

3) Structuralist approach. Its adherents agree that the international economic relations system, existing at the present time, creates serious difficulties for developing states. In their view, the current system of economic relations should be reformed, but in such a way that the changes made do not facilitate the implementation of reforms in developing countries.

#### 8. Conclusion.

China provides economic support to third world countries, huge investments are pouring into the African continent. Charitable organizations are also trying to help African countries. Humanitarian aid is delivered there

every year, and support actions are held. The world community and famous personalities do not stand aside. To date, the world, unfortunately, cannot boast that the North-South problem has been successfully solved. The problem continues to be classified as global.

*Овчинникова К.К., Москалева А.В., студенты РЭУ им. Г.В. Плеханова*

**Научный руководитель:** к.филол.н., доцент, доцент кафедры иностранных языков №2 РЭУ им. Г.В. Плеханова Кузнецова В.Ю.

### **The Impact of Artificial Intelligence on Unemployment**

Every day there we get fresh news about the development of Artificial Intelligence and further prospects for the use of technology. Artificial intelligence is the simulation of human intelligence in machines that are programmed to think like humans and mimic their actions. It has the potential to redesign the world completely as AI simplifies the lives of people by performing tasks that are typically done by them, but in less time and at a fraction of the cost. The possibilities seem endless. Some robots are already helping humans around the house, others replace them driving, and the third will go to factories in the nearest future.

With the rapid technological advancement of recent years there are predictions which tell us about the possibility of millions of people facing unemployment in the next decade due to automation and neural networks. This question is still debatable.

On the one hand, some scientists believe that the top reason in unemployment in the near future will be artificial intelligence. It is believed that entire job industries could disappear. First of all, Artificial Intelligence is able to replace people who are employed in low-paid jobs. Manufacturing, agriculture, food service, retail, transportation and logistics, and hospitality tend to top the list of industries likely to be affected by automation. As businesses look for ways to reduce labor costs it is much more profitable for companies to utilize robots than people.

Today automation is not regulated and develops without any control. Many politicians and public figures who are concerned about this problem suggest limiting layoffs and redundancies or prohibiting the usage of robots in certain sectors. For instance, in 2017, Bill Gates proposed to put a tax on robots in companies.

On the other hand, some experts believe that although artificial intelligence causes changes in the labor market, mass unemployment should not be expected. UN experts see that people still have advantages over computers – creativity and the ability to build relationships.

First of all, artificial intelligence is generally designed to excel at a very specific set of tasks. It will rarely be able to substitute an entire occupation, which, in most cases, requires much more universality and adaptability.

Secondly, new technologies not only destroy, but also create jobs. Technological innovations have enhanced the productivity of workers and created new products and markets, thereby generating new jobs in the economy. Responsibilities will also change: employees will have new tasks, while robots will take over the old routine ones.

Thirdly, AI cannot yet be applied globally due to the lack of necessary skills of staff, lack of electricity, weak Internet connection, as well as an undeveloped transport network in some regions of the world. Legal aspects also remain unresolved. For example, in medicine, it is not yet clear who will be responsible for mistakes in treatment: the doctor or the robot.

Artificial Intelligence does not threaten employees who are constantly improving their skills and striving to develop. Companies that will

utilize the services of AI should at the same time keep jobs for people, giving them the opportunity to retrain and learn another profession that is beyond the control of artificial intelligence.

Various economic, legal, regulatory and socio-political factors should prevent many occupations from disappearing. Technology will have a "huge impact" on labor markets. If the necessary laws are adopted at the local, national and international levels, this influence can be directed in a positive way.

To sum up, though artificial intelligence has numerous benefits if implemented in day-to-day life by making work easier and faster but it is also becoming a cause for unemployment. So, the biggest challenge would be to implement it in such a way that it doesn't enhance unemployment. The implement of AI will benefit companies that are able to combine high technologies with human skills and a creative approach to work, which so far only a person can perform.

- Artificial intelligence is the simulation of human intelligence in machines that are programmed to think like humans and mimic their actions.
- The question about the possibility of millions of people facing unemployment in the next decade due to automation and neural networks is still debatable.
- On the one hand, some scientists believe that the top reason in unemployment in the near future will be artificial intelligence because entire job industries such as manufacturing, agriculture, food service, retail, transportation and logistics, and hospitality could be affected by automation.

- Today automation is unregulated and develops uncontrollably. Therefore, many politicians and public figures concerned about this problem are trying to regulate this area.

- On the other hand, some experts believe that artificial intelligence will rarely be able to substitute an entire occupation, which, in most cases, requires much more universality and adaptability.

- Also, technological innovations have enhanced the productivity of workers and created new products and markets, thereby generating new jobs in the economy.

- Artificial intelligence cannot yet be applied globally due to some reasons. For example, the lack of necessary skills of staff, lack of electricity, weak Internet connection, as well as an undeveloped transport network in some regions of the world.

- Artificial Intelligence does not threaten employees who are constantly improving their skills and striving to develop.

- Technology will have a "huge impact" on labor markets. That is why should develop various economic, legal, regulatory and socio-political factors at the local, national and international levels.

- The implement of artificial intelligence will benefit companies that are able to combine high technologies with human skills and a creative approach to work, which so far only a person can perform.

*Аленичева Д.А., студентка Минского филиала РЭУ им Г.В. Плеханова*

**Научный руководитель:** к.пед.н., доцент, доцент кафедры информационных технологий и социально-гуманитарных дисциплин Минский филиал РЭУ им Г.В. Плеханова Загуменнов Ю.Л.

### **Teen Anger & Aggression**

Anger is only one letter short of danger. It's a powerful human emotion presenting one of the biggest challenges for teens and their parents. 1 in 5 teens have anger management issues.

No wonder that the problem of teen anger is in the focus of research by psychologists, educators and other specialists.

Boys are 3x more likely to develop anger management issues than girls. And boys are more likely to express anger physically, girls are more likely to express verbally.

Nearly two-thirds of adolescents reported lifetime anger attacks that involved destroying property, threatening violence, or engaging in violence.

Teenage anger can be short lived or last for extended periods of time. When anger lasts for extended periods of time, it creates anger disorders such as [1]:

1. **Chronic Anger** – Chronic anger is prolonged and impacts the immune system. Chronic anger can cause mental disorders such as depression and anxiety. A survey conducted by Psychologist W. Doyle Gentry found 11 percent of teens experienced chronic anger. [2]

2. **Overwhelmed Anger** – Overwhelmed anger is caused by life demands that are too much for an individual to handle. 31 percent of teens

admitted to feeling overwhelmed in the past month. Overwhelmed anger can lead to depression and anxiety.[3]

3. **Self-Inflicted Anger** – Self-inflicted anger is directed towards one’s self and arises from guilt or low self-worth. Self-inflicted anger can lead to self-harm to relieve overwhelming feelings. An estimated 15 percent of the general adolescent population has self-harmed due to overwhelming feelings. [4]

4. **Judgmental Anger** – Judgmental anger is directed toward others and creates resentment or jealousy. Judgmental anger may cause teens to put down or verbally abuse others.

5. **Explosive or Volatile Anger** – Explosive or volatile anger, also known as Intermittent Explosive Disorder (IED), triggers spontaneous excessive anger, culminating into a violent anger or rage that teens may take out on others. A Harvard study found close to six million teens meet the criteria for explosive anger, but only 7 percent of teens displaying explosive or volatile anger were being treated.

6. **Retaliatory Anger** – Retaliatory anger is directed towards individuals or organizations that an individual feels have “wronged them.” This anger may cause an individual to direct destructive revenge tactics towards an individual or organization. An estimated 25 percent of anger incidents involve thoughts of revenge. [5]

7. **Passive or Avoidant Anger** – Passive anger is usually not obvious and is difficult to identify. Teens displaying passive or avoidant anger are aloof and abnormally silent. A study in Psychology of Violence found participants that did not or could not express their emotions properly

had more extensive histories of aggression than those who could express their emotions (Daffern and Bucks 2015).

We used Bass - Darkey questionnaire to research the cases and causes of anger of students in our university [6]. According to the survey results in our University:

40% of our first year students experienced physical aggression, 61% - indirect aggression, 40% - Irritation, 47% - Negativism, 21% - Resentment, 31% - Suspicion, 70% - Verbal aggression, 52% are feeling guilty.

40% of teens admit to feeling some sort of anger. Teenage anger is triggered from external and internal situations such as:

1. **Oppression** – Being a teenager means more independence and self-identification. This can cause conflicts with authority figures, creating anger in teens.

2. **Social Confusion** – Teenagers social lives are complicated. Friends come and go, creating complicated situations that create anger.

3. **Puberty** – Hormones released during puberty create many emotions. Puberty can make teens unpredictable and cause difficulties controlling anger.

4. **Stress** – Stress comes through social situations, school pressures, and after school activities and often overwhelms teenagers, creating anger.

5. **Hunger** – Have you heard the phrase “Hangry?” It’s a real thing! Being “hangry” means being angry due to hunger. “Hanger” occurs when blood-glucose levels fall, making it difficult to function normally, and instead, creating anger.

We also discussed with our first year students the ways they display anger. This happens through assertive, passive, or aggressive behaviors.

1. **Assertive** – Responding to anger in an assertive way is a productive use of anger. Teens express this through assertive, non-aggressive communication that gets their point across without harm or threat.

2. **Passive** – Teens may ignore anger because it makes them feel uncomfortable or threatened. This does not address the problem and increases stress. Passive displays of anger may lead to ulcers.

3. **Aggressive** – Teens display anger by acting aggressive or violent toward people, animals, or objects. This damages relationships and creates work or school problems. An estimated two-thirds of teens in the United States have experienced an aggressive anger attack. Aggressive anger can lead to drug or alcohol abuse as well.

We believe that our further study followed by involving the first year students in research and discussions aimed identifying effective way and means of handling anger and aggression can contribute meaningfully to the solution of this youth problem.

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*Баканов М.А., студент Минского филиала РЭУ им Г.В. Плеханова*

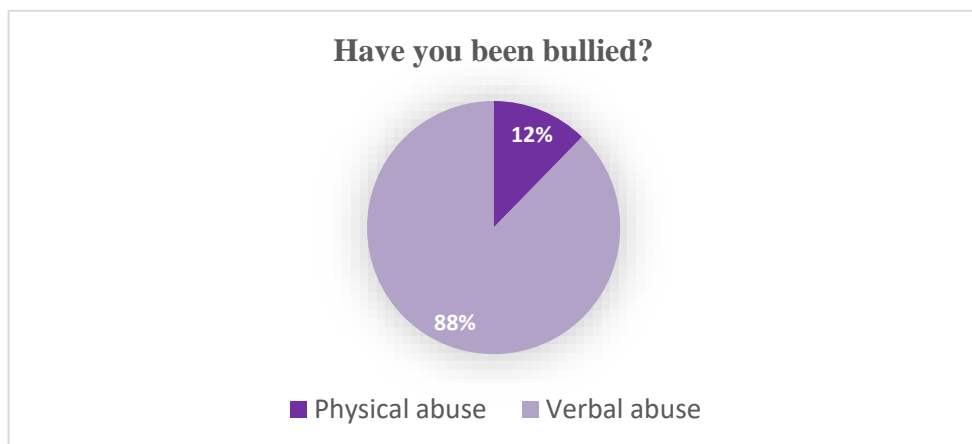
**Научный руководитель:** к.пед.н., доцент, доцент кафедры информационных технологий и социально-гуманитарных дисциплин Минский филиал РЭУ им Г.В. Плеханова Загуменнов Ю.Л.

### **The Bullying Problem**

Bullying is hounding, humiliation and the creation of long-term status by adolescents for the selected person; the status of a victim, an outcast [1; 2]. There are a number of problems in bullying, one of which is a sense of impunity among the aggressors. This feeling "erases" moral boundaries and is socially dangerous in nature, since the aggressor does everything to block the feedback from the "victim". Thus, it is much more difficult to learn about the problem of bullying from the "victim" herself.

We have researched attitudes of our students to the problem of bullying and received the following results.

Diagram 1



Looking at Diagram 1, we can see that more than 60% of our first-year students have experienced bullying. This is not a good indicator.

Directly, there is the problem of the consequences of bullying, which develops in the "victim". The consequences can be psychological and physical. Examples of consequences: loss of self-confidence, psychological deviations, psychosomatic illnesses, can cause suicide.

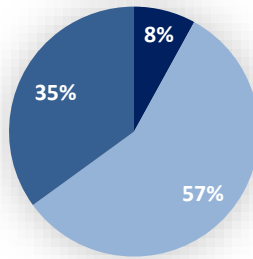
It is difficult to figure out the specifics of bullying in all its aspects, since the explanation of bullying does not always take into account age. Bullying is most common during adolescence, but this does not mean that adults do not experience bullying from others.

There are 4 types of bullying:

- Social type - social boycott (ignorance), deliberate exclusion of a person from general activity.
- Physical type - intimidation, with unwanted touching in an inappropriate manner (aggressive physical intimidation).
- The verbal type is verbal bullying or intimidation with violent words.
- Cyberbullying - intimidation, accusation of someone using the Internet sphere.

Diagram 2

### What kind of bullying have you experienced?



■ Physical abuse    ■ Verbal abuse    ■ Internet abuse

In diagram 2 we can see that most of our students were physically abused. About 35% have experienced the downside of the Internet that is cyberbullying.

It's no secret that in our time the Internet sphere is developing more and more rapidly. The Internet serves as a means of finding information, but in addition it is a means of communication. This type of bullying is the most dangerous, because the offender feels great impunity and does not see the consequences of his act. In the 21st century, bullying has entered a new stage of evolution - cyberbullying. Cyberbullying is insults, bullying, intimidation expressed to a victim using electronic means.

The problem is taking on an international dimension. Bullying in educational institutions occurs in all countries of the world. At the moment, psychology is poorly understood, and there are no definite ways to deal with such a phenomenon as bullying. Many argue that this is a stage in life and is simply worth going through. In a bullying situation, a person may have problems with self-esteem or communication.

If teenagers are abused at school by others, then adults should be told about it. Adults can always help with advice or actions, no matter who the child is in this situation. Most often, the child ends up in the wrong team, so if possible, it is worth changing the social environment. If the bullying occurs on the Internet, then the person should ignore it; if the victim and the aggressor are personally acquainted, then the victim should tell everything to adults and try to find a solution to the problem. As for parents, it is worth raising children from childhood; immediately explain that you can't scoff at anyone and everyone has equal rights. If their child is already in this situation, it is worth talking to the parents of other bullying participants. If the problem isn't solved, then, if possible, change the social environment of the child.

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*Демидов И.С., студент Минского филиала РЭУ им Г.В. Плеханова*

**Научный руководитель:** к.пед.н., доцент, доцент кафедры информационных технологий и социально-гуманитарных дисциплин Минский филиал РЭУ им Г.В. Плеханова Загуменнов Ю.Л.

### **Challenges of young specialists' employment in Belarus**

Young people make up a fifth of the population of Belarus, they are a potentially active part of it and they annually replenish the labor market with new labor force. [1]. This statistic takes into account young people aged 16 to 30 years.

The level of youth unemployment in Belarus by the end of 2020 was 6.5%. The main reason for youth unemployment is the low competitiveness of this population group in the labor market, although young people have a number of advantages compared to other age categories of the working-age population (greater mobility, better physical condition, higher level of education and the ability to acquire new additional skills faster). However, employers tend to hire experienced specialists, which allows them to avoid financial and organizational costs associated with professional training and retraining of a young employee.

Still the level of youth unemployment in Belarus is lower than in most of the European countries were the number of unemployed youth exceeds Belarus number several times.

The number of unemployed with a diploma of higher education is the smallest in Belarus. Most of the unemployed either do not have an education or have a vocational training.

One of the key positive factors here is the university graduates' distribution mechanism. Young specialists are guaranteed a place of work by distribution, and in addition to the place of employment, they are provided with a vocation for 31 calendar days. They are also fully reimbursed for the cost of travel to their work place.

However, there are also challenges of young specialists' employment in Belarus. To discuss these challenges, we organized a round table involving students of Minsk Branch of Plekhanov Russian University of Economics.

The major challenge faced by young specialists who are assigned to a particular work place after graduation from the university is that the work place guaranteed by the state may not meet the expectations of young specialists. They may not be happy to leave their home town and move to another destination where the assigned place of work is located. Also the character of assigned work may not fully meet their interests. Young specialists may not be satisfied with the level of compensation for their work proposed by employers, etc. Finally, after leaving the assigned work place young specialists may not find the one that fully meets their qualification and interests.

The participants of the discussion stand for the development of the system of youth employment which ensures the adaptation of a young person to the labor market, takes into account their interests, competences, knowledge, skills and abilities and thus contributes to the formation of a flexible youth labor market in the field of vocational guidance and territorial mobility, promotes the labor activity of young people, the development of

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*Фальковская М.Н., студентка Минского филиала РЭУ им Г.В. Плеханова*

**Научный руководитель:** к.пед.н., доцент, доцент кафедры информационных технологий и социально-гуманитарных дисциплин Минский филиал РЭУ им Г.В. Плеханова Загуменнов Ю.Л.

### **Girls' rights and the unique challenges they face around the world**

October 11 is International Girls' Day in recognition of the rights of girls and the unique challenges they face around the world.

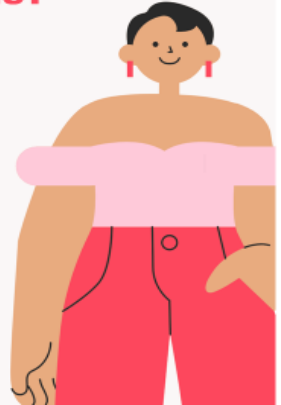
Empowering women and girls and promoting gender equality is crucial to accelerating sustainable development and building inclusive societies. Ending all forms of discrimination against women and girls is not only a basic human right, but it also has a multiplier effect across all other development areas [1; 2].

We have researched attitudes of students of our university to the problem of girls rights and gender equity

The first question was about students understanding of the concept of feminism. And the results are as follows: 6% of respondents (all boys) believe that it is desire of women to take control over the male population (matriarchy); 8% think that it is man-hating (girls – 1, boys – 3); 85% understand the concept as women's movement for equal rights with men (girls – 19, boys – 25).

## 1. What do you think feminism is?

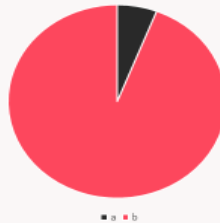
- a) The desire of women to take control over the male population (matriarchy) – 6% (girls – 0, boys – 3)
- b) Man-hating – 8% (girls – 1, boys – 3)
- c) Women’s Movement for Equal Rights with Men – 85% (girls – 19, boys – 25)



Then we asked whether students believe that the problems of gender inequality is still actual nowadays: 80% of respondents answer “yes” (girls – 20, boys – 21), 20% responded “no” (girls – 0, boys – 10).

## 2. Do you think there are still problems of gender inequality today?

- a) No, today men and women are equal. – 20% (girls – 0, boys – 10)
- b) Yes, there are. – 80% (girls – 20, boys – 21)



We further asked the following question: If you had a teenage daughter in your family, what, first of all, would you associate her future

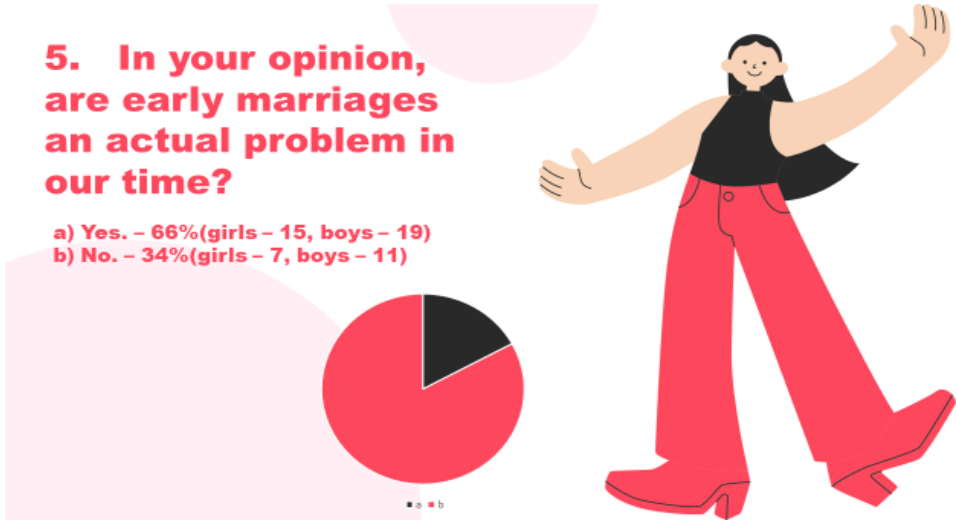
with? 9% associate it with a happy marriage (girls – 1, boys – 3), while 91% associate it with a good job (girls – 20, boys – 24).



Our fourth question was about the scale of violence against girls and women in the world. 80% think that it is widespread in all countries of the world (girls – 22, boys – 21) . 20% do not think that it is a global issue (girls – 1, boys – 9) .



Finally, we asked the students whether early marriages are an actual problem in our time. 66%(girls – 15, boys – 19) answer “yes” and 34% have a different opinion (girls – 7, boys – 11).



Based on the results of the survey, we can conclude that:

1. This problem of girls rights and gender equity is relevant for students;
2. Students still don't fully understand what feminism is;
3. We still have a challenge to change attitudes of male students to gender equity issues;
4. Girls rights and gender equity issues should become integral components of inclusive education in schools and universities [3];
5. To change attitudes of young people to the problems of gender equity our society should speak openly about these issues.

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