

CONTENT

ECONOMICS, MANAGEMENT, LAW: PROBLEMS AND PROSPECTS OF DEVELOPMENT

Chelyapina V. D., Harkevich I. S. Features of selling goods on marketplaces	5
Goranin M. I., Ostrovskaya A. K. Digital marketing as the foundation of modern communication with the consumer.....	6
Klimenkov I. A. Relevance of international financial reporting standards in the Republic of Belarus.....	7
Klimuk E. V. Startup design as a tool of innovative entrepreneurship.....	8
Klimuk V. V. The impact of the development level of the market for R&D services on the economic security of the state.....	10
Kostukevich A. A. Possibilities of using artificial intelligence in marketing.....	11
Kuzmich U. G., Vanyuk Y. V., Harkevich I. S. Crowdfunding as an innovative form of financing.....	12
Prudnikova A. N. The role of management accounting in the management of business entities	14
Ryabova K. I. Intellectual capital as the main factor of economic development	15
Vakar A. S., Kostyukevich E. A. The influence of psychological factors on the characteristics of consumer behavior	16
Vasileuskaya A. E. The importance of profitability indicators in assessing the financial performance of an organization	17

INFORMATION SYSTEMS AND TECHNOLOGIES

Ananko A. V., Muharevskiy A. A. Features of developing simple client-server applications based on WCF and rest architecture.....	20
Bobko M. I. The air flow computer simulation inside the computer system unit.....	22
Borisik M. D., Mikolaychuk N. S., Gorbach J. E. Developing a business performance evaluation application	24
Khrolovich D. M., Shakh A. V. The development of a software module to simplify decisionmaking by the employees of the HR service of Patio CJSC.....	26
Lishik A. N. Comparative analysis of the wing and spoiler aerodynamic properties	28
Lysko A. V., Shapovich E. G. Internet anonymous.....	31
Mazura R. V. Using the capabilities of the C++ programming language to calculate human biorhythms	32

ECOLOGY/TRENDS IN THE DEVELOPMENT OF SOCIAL AND HUMANITARIAN KNOWLEDGE AND PEDAGOGICAL SCIENCES/PSYCHOLOGY

Davydchik A. A. Specific peculiarities of the process of teaching mathematics to schoolchildren	35
Lukashik A. A. School violence: psychological and pedagogical analysis.....	36
Novik A. N., Filon M. A. ADDIE model: organization of educational services for technical design.....	37
Savina A.V. The image of the family as an object of the formation of family self-determination.....	39
Sedov I. S. Internet addiction among teenagers	41
Shovgenya M. M. Business game as a method of forming foreign language communicative competence in future specialists of preschool education	42

PHILOLOGY AND METHODS OF TEACHING LANGUAGES AND LITERATURES

Batova N. V. Peculiarities of adjective usage in English-language commercials.....	44
Busko N. A. Visualization and the semiotic method.....	45
Gamezo Y. V. The functions of the foreign language teacher as a cultural mediator.....	46
Hveduk A. V., Piniuta I. V. The importance of foreign language learning in Belarus and the UK	47
Kirikova V. S. The language game techniques in the advertising text	49
Lesina L. V. Compulsion expression means in English phraseological units.....	50
Natalevich A. I. Storytelling in a foreign language class	51
Skopintseva V. K. Globalization and regionalization as major trends in higher education	52
Starovoitova D. S., Piniuta I. V. University students' preferences in studying the Humanities in Belarusian and American cultures.....	53
Yakubovich M. S., Mankevich Zh. B. British irony vs Russian and Belarusian ones.....	56
Zasim A. A., Mankevich Zh. B. The symbolism of color in people's lives.....	56