

Карлота Перес, автор теории технико-экономических парадигм. Она считает, что «финансовые пузыри» – неотъемлемая часть фазы агрессивного развития, когда товару или услуге требуется большое финансирование для быстрого выхода на рынок, а появление данного «пузыря» предоставляет такую возможность и способствует быстрому выходу новых товаров [3].

Также в качестве положительных аспектов отмечается, что в фазе роста «пузыря» рынки могут поглотить все напечатанные государством деньги, а потому инфляция практически не будет увеличиваться. Кроме того, все же некоторые инвесторы могут неплохо заработать на «пузырях».

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YouTube Influencers and Multi-Channel Marketing Network

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YouTube is an American *online video sharing* and *social media* platform headquartered in *San Bruno, California, United States*. Accessible worldwide, it was launched on February 14, 2005, by *Steve Chen, Chad Hurley, and Jawed Karim*. It is owned by *Google* and is the *second most visited* website in the world, after *Google Search* [1]. YouTube has more than 2.5 billion monthly users [2].

In the context of fan community relationships, internet celebrities are becoming the core driving force of YouTube e-commerce. The relationship between internet celebrities and their fans allows various types of YouTubers, such as food bloggers, beauty bloggers, and game streamers, to become internet celebrities and bring their own traffic. As a result, internet celebrity live streaming has also been given a new meaning: “Value Interaction.” This has injected new vitality into YouTube e-commerce. In Figure One, we can also see the number of superstars or creators in countries, on September 15, 2022, the United States was home to 266 creators with more than 10 million followers, which made it the country with the highest

number of supernova creators on YouTube worldwide. India ranked second, with 188 supernova creators, followed by Brazil with 80 [3].

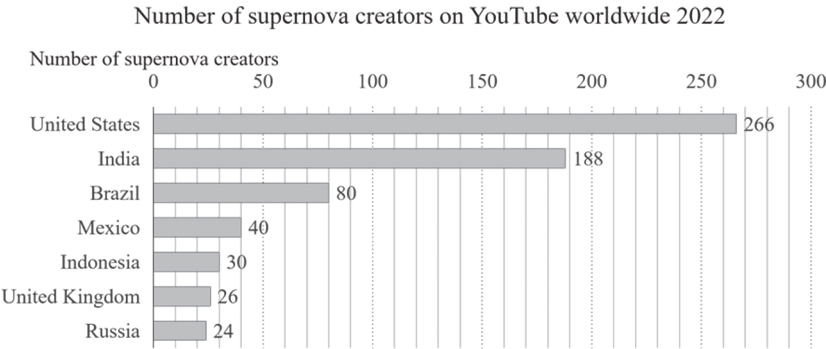


Figure 1. – Number of YouTube creators with more than 10 million followers worldwide in September 2022, by country [3].

On one hand, using internet celebrities as a gateway for traffic, “internet celebrity product reviews” have become a new channel for consumers to discover products. Users can directly select products showcased by internet celebrities on the product shelves below the videos, connecting the activities of watching videos and purchasing products, thereby reducing the cost of choice and transaction. On the other hand, the relationship between brands and consumers, through internet celebrities, has transformed from one-way value delivery to two-way value collaboration. In the interactive experience between fans and internet celebrities, all product attributes are perfectly displayed, product marketing is realized, and product sales have a stable direction. This not only helps brands establish connections with consumers but also reduces marketing costs and expands marketing channels. In marketing design, YouTube earns channel commissions by setting up a “Merch Shelf” rather than charging fees to internet celebrities. In higher-level partnerships, YouTube also collaborates with brands like Teespring, Crowdmade, DFTBA, and others, helping internet celebrity users customize brand merchandise and earning commissions from the sale of these products as revenue.

The Multi-Channel Network (MCN) emerged on YouTube in 2011 as a new kind of online intermediary. The value of MCNs lies in providing comprehensive support to exclusive users like internet celebrities and bloggers. Their functions encompass specialized services throughout the entire process, ranging from content production, product management, to business marketing, financial planning, and more. The role of MCN network agents offers full-fledged business support for YouTube, helping it achieve stable profits through internet celebrities. Therefore, MCNs also participate

in revenue sharing as partners with YouTube. As resource providers, YouTube first deducts a 45% channel fee from the total revenue, with the remaining 55% going to MCNs and internet celebrities. The collaboration between MCNs and internet celebrities can be likened to a relationship between “behind-the-scenes” and “on-stage.” Internet celebrities take the stage to endorse brands and attract traffic, while MCNs work backstage to precisely match the personalities of internet celebrities with brands, integrate marketing plans, package and operate internet celebrities, and assist in attracting traffic. In terms of content production, internet celebrities try, use, and review products in their live broadcasts, while MCNs in the background gather consumer psychology, buying motivations, and purchasing power information through data analysis to provide precise content customization and production. In user management, internet celebrities interact with fans in the live broadcast, while MCNs track fan interaction enthusiasm in real-time and carefully plan the timing, frequency, and format of distributing benefits such as gifts and coupons. In summary, MCNs can quickly turn internet celebrity products into bestsellers, resulting in a high conversion rate for viewers becoming customers. This collaborative model establishes a new mechanism for online marketing, combining “social media + e-commerce.”

Literature

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Малый бизнес как фактор развития экономики Бразилии

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Малый бизнес – это форма предпринимательства, в которой задействованы небольшие независимые фирмы и предприятия. Критерии отнесения к малому бизнесу различаются в зависимости от страны, отрасли и т. д., но, как правило, включают следующие: небольшое количество работников, а также небольшой годовой оборот. При этом малые предприятия имеют исключительную важность для экономики любой страны, поскольку обеспечивают создание новых рабочих мест, используют местное сырье, платят