

## **2.2. ИНСТИТУТ ПРЕДПРИНИМАТЕЛЬСТВА В УСЛОВИЯХ МУЛЬТИКРИЗИСНОСТИ (ENTREPRENEURSHIP INSTITUTE IN THE TIME OF MULTICRISIS)**

УДК: 334.012.64/.65

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### **ENTERPRENEURIAL AFFAIRS BETWEEN ENGLISH-SPEAKING AFRICAN STATES AND RUSSIA**

The relevance of this article is due to the following: 1. The increasing importance of various aspects of business communication in connection with the new realities of the economy; 2. The peculiarities of doing business on the African continent; 3. The analysis of pragmatism in choosing strategic partners allows us to determine how businessmen from Russia will be able to establish a market mechanism for their companies to work with local African potential customers; 4. The widespread use of digital technologies in English-speaking African countries can be an excellent platform for the introduction of such experience in Russia, for example, wide digital banking.

Researching aims are the following: to classify business types, to briefly describe them, to determine the preferences of Russian and African businessmen, to characterize the ways of market access. Data sources and research methods: electronic resources and publications on current business trends in Africa. The main results of the study are the facts that the countries of English-speaking Africa are interested in cooperation with Russia in the field of digital technologies and mining of fossil resources. The practical value of the study is its applicability within university courses on communication theory, discourse theory, intercultural communication and stylistics, as well as the interpretation of new business approaches. The results of the study can also be useful to a wide audience of Internet users and for practicing businessmen.

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УДК: 316.77:004.7

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### **UNDERSTANDING THE CORRELATION BETWEEN SOCIAL MEDIA USAGE AND TRAVEL INFORMATION SEEKING BEHAVIOR AMONG RUSSIAN CITIZENS**

In today's digital era, social media profoundly shapes travel decisions, especially among Russian citizens. Despite restrictions on platforms like TikTok, Russians actively engage with social media, underscoring the need to understand its impact on travel behavior. This study explores the link between social media usage and travel behavior among Russians, focusing on WhatsApp, Telegram, VK, TikTok, and Odnoklassniki.

Utilizing data from DIGITAL 2024: The Russian Federation report, the study combines quantitative usage data and qualitative insights. It adopts a descriptive approach to reveal how these platforms influence Russian travelers' information-seeking behavior. Through the Uses and Gratifications Theory, it examines motivations behind platform choices for travel-related purposes.

WhatsApp leads with high user penetration and communication versatility. Telegram prioritizes privacy and security, while VK offers a blend of social networking and multimedia. TikTok's popularity grows with engaging short videos, and Odnoklassniki remains a hub for reconnecting.

The study uncovers various reasons for social media usage among Russians, including staying in touch, consuming news, finding content, and leisure. It suggests links between social media and