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INTERNATIONAL CONFERENCE ON MULTIDISCIPLINARY STUDIES AND EDUCATION: a collection scientific works of the International scientific conference – London, England, 2026. Issue 7

Languages of publication: Uzbek, English, Russian, German, Italian, Spanish

The collection consists of scientific research of scientists, graduate students and students who took part in the International Scientific online conference «**INTERNATIONAL CONFERENCE ON MULTIDISCIPLINARY STUDIES AND EDUCATION**». Which took place in London 2026.

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The influence of bloggers in the economy.

Mamurova Sevinch Shuxratovna

Student, Bukhara State Technical University

Abstract: This article examines the impact of bloggers and social media on the modern economy in the context of digitalization and globalization. In recent years, blogging has become an important element of the digital economy, significantly influencing the market for goods and services, consumer behavior, and the development of online marketing. Popular platforms such as Instagram, TikTok, YouTube, and Telegram have become effective tools for promoting brands, advertising products, and engaging with audiences. This article analyzes the role of bloggers in shaping demand for goods and services, as well as their impact on the development of small and medium-sized businesses. Particular attention is paid to influencer marketing as one of the fastest-growing areas of the modern economy. The key benefits of companies partnering with bloggers are discussed, including increased sales, increased brand awareness, and stronger consumer trust. The impact of blogging on the development of e-commerce, digital advertising, and new forms of employment is also explored.

Keywords: bloggers, economics, digital economy, social media, influencer marketing, online advertising, e-commerce, consumer behavior, business, digital marketing.

Presentations: In the 21st century, the development of digital technologies has completely transformed the global economy. Social media, YouTube, online advertising, and digital marketing have become integral parts of modern business. One of the most striking examples of the internet industry's impact on the economy is the work of Jimmy Donaldson, known worldwide as MrBeast. MrBeast has demonstrated that, in the modern economy, trust and attention constitute capital more valuable than production capacity. He has turned his audience—comprising over 470 million subscribers—into a powerful economic lever capable of driving up or crashing sales across entire product categories in a matter of days. MrBeast is not merely a blogger or a YouTube star. Today, he is a major entrepreneur, investor, job creator, and one of the most influential figures in the digital economy. His projects demonstrate how ordinary content can evolve into a massive business empire with a turnover in the billions.

Jimmy Donaldson's (MrBeast's) economic impact extends far beyond traditional content creation. He has built a media empire that operates like a standalone corporation: he is transforming the creative labor market, attracting millions in investment, and reshaping the consumer goods industry.

MrBeast's own corporate economy:

Scale of earnings: MrBeast firmly holds the title of the highest-paid creator on the planet, with estimated annual earnings of \$600–\$700 million. His net worth is estimated at over \$500 million.





1. Reinvestment in videos: The creator's unique economic model involves pouring almost all revenue back into production. Individual videos cost millions of dollars to produce, and advertisers are willing to pay huge sums for partnerships. This drives:

- □ growth in the online advertising market;
- □ an increased role for digital marketing;
- □ development of the online entertainment sector;
- □ greater significance of the content economy.

His impact on the advertising market is evident in the following ways:

- companies achieve massive sales after advertising in his videos;
- brands are partnering with content creators instead of relying on traditional television;
- the product promotion model is shifting.

For instance, major companies leverage MrBeast's popularity to attract customers and boost interest in their products among young people. Recently, Lowe's launched a joint project with MrBeast to increase store foot traffic and sales among the youth demographic. Researchers note that MrBeast's activities exemplify the new "creator economy" model.

2. MrBeast Burger: A franchise that, at the height of its popularity, generated millions in revenue for partner restaurants nationwide by reshaping "dark kitchen" logistics.

3. Feastables: An in-house chocolate and snack brand sold in major US retail chains, generating revenue that vastly exceeds earnings from YouTube advertising. Impact on YouTube: MrBeast set new standards for content quality. To compete with him, other creators are forced to increase their budgets, which stimulates financial turnover in the creative industry and raises production standards. He demonstrated that long, high-budget videos could garner hundreds of millions of views, thereby changing how advertisers approach investment in digital content. The industry of "shock" philanthropic marketing.

4. MrBeast's philanthropy functions as a powerful economic tool. He does not merely give away money or sponsor medical procedures; instead, he creates global viral campaigns. Initiatives like #TeamTrees and #TeamSeas have raised tens of millions of dollars from subscribers, corporations, and foundations, funding tangible work by hundreds of environmentalists and companies worldwide. Regarding the fintech sector, the creator's economic influence has scaled to the point where he has filed trademark applications for names such as "MrBeast Financial," signaling plans to develop proprietary fintech products or a neobank for his audience.

Despite his immense popularity, MrBeast's activities also draw criticism.

Some observers argue that philanthropy is being turned into a spectacle, social issues are exploited for views, and people are beginning to view aid as entertainment. Discussions on Reddit and in academic articles question the extent to which "viral philanthropy" actually addresses deep-seated economic problems in society. However, even critics acknowledge that MrBeast has had a profound impact on the development of the digital economy and modern internet culture.





Jimmy Donaldson is one of the icons of the modern digital economy. His work demonstrates that online content can:

build multi-million-dollar companies;

foster entrepreneurship;

create new professions;

influence advertising and marketing;

generate jobs;

stimulate philanthropy.

MrBeast has demonstrated that, in the modern world, audience attention can become a crucial economic resource. His projects impact not only the entertainment industry but also the global economy, the labor market, the business world, and society as a whole.

Thus, MrBeast has become an example of how a single individual can use digital technologies to build an international business and reshape perceptions of the modern economy.

There are bloggers from many different fields around the world who create and release content not only from their own countries but also from others. For instance, South Korea produced a sports show called *Physical: 100*, which was released on Netflix in 2023. While the first season featured only local participants, the second season included contestants from Japan, Thailand, Mongolia, Turkey, Indonesia, Australia, and the Philippines.

The show quickly became a global phenomenon, ranking among Netflix's most popular non-English-language projects. It brought together athletes, military personnel, bodybuilders, MMA fighters, Olympic champions, and fitness models. The project's primary goal was to identify the individual with the best physical fitness.

However, the show's success proved significant beyond the realm of television. It had a substantial impact on South Korea's economy, as well as on the development of tourism, the sports industry, advertising, and the country's international image. The show featured 100 participants with diverse athletic backgrounds, including Olympic champions, professional UFC fighters, CrossFit athletes, special forces personnel, rescue workers, bodybuilders, dancers, fitness influencers, and national-level athletes.

The participants faced extreme challenges, such as one-on-one combat, heavy load carrying, endurance tests, strength competitions, team games, and obstacle courses. The winner received 300 million Korean won and international fame. The show quickly went viral on social media and became a hot topic worldwide, leading to economic growth.

1. Growth in media industry revenues:

The show's success significantly boosted the popularity of Korean content on Netflix. Following the project's release, viewership of Korean shows rose, the number of international subscribers increased, and exports of Korean content grew.





Netflix began investing even more heavily in the Korean entertainment industry, announcing multi-billion-dollar investments in the production of Korean series and shows.

This led to:

- □ the construction of new studios,
- □ the development of filming technologies,
- □ rising salaries in the media industry,
- □ the creation of thousands of jobs.

2. Development of the sports industry:

The show sparked immense interest in fitness, bodybuilding, CrossFit, martial arts, and a healthy lifestyle

Following the show's release, demand surged for gyms, sportswear, training sessions, fitness apps, and sports nutrition products.

Many participants became the faces of advertising campaigns for well-known brands.

3. Tourism development:

Korean shows have long served as a tool for attracting tourists. After the success of *Physical: 100*, many foreigners became interested in life in South Korea, the country's sports culture, Korean fitness centers, the show's filming locations, and the Korean lifestyle.

This boosts revenue for:

- □ hotels,
- □ restaurants,
- □ transportation services,
- □ shopping malls,
- □ travel agencies.

Today, many tourists visit South Korea not only for K-pop and TV dramas but also for the country's modern sports culture.

4. Job creation:

Producing a large-scale show requires the work of a vast number of specialists: camera operators, directors, editors, designers, set builders, coaches, technical staff, marketers, and PR specialists.

Thus, the entertainment industry creates thousands of jobs and becomes a vital part of the country's economy.

5. South Korea's International Image

The show portrayed South Korea as a modern, technologically advanced, disciplined, and athletic nation.

This strengthens the country's international brand and helps attract investors, boost exports, enhance the influence of Korean culture, and increase the popularity of Korean brands.

South Korea actively uses the entertainment industry as a tool of "soft power"—a means of exerting peaceful cultural influence on other countries.





Thus, *Physical: 100* has become not merely a television show but a significant element of South Korea's economic and cultural development. It demonstrates that the modern entertainment industry can generate immense economic benefits for the state and play a vital role in national development. Bloggers have evolved into not only content creators but also active participants in economic processes, influencing the market, consumer behavior, and business development. Modern platforms—such as Instagram, TikTok, TV shows, YouTube, and Telegram—have become a vital part of the digital economy. These platforms have enabled companies to interact directly with consumers, while allowing bloggers to build their own brands and cultivate vast audiences. Consequently, collaboration between businesses and influencers has emerged as a key component of modern advertising and internet marketing.

Conclusion: In summary, the influence of bloggers on the modern economy is growing increasingly significant year by year. The evolution of the Internet, digital technologies, and social media has given rise to a new economic sector—influencer marketing—which currently stands as one of the most effective tools for promoting goods and services. It is particularly important to highlight the impact of bloggers on the development of small and medium-sized businesses. Many entrepreneurs use influencer advertising as an affordable and effective way to promote their products. This helps companies cut traditional advertising costs, boost sales volumes, and expand their customer base. Furthermore, bloggers help popularize new products, services, and even tourist destinations, thereby positively influencing economic activity.

Bloggers also exert a significant influence on consumer behavior. Today, many people decide to purchase products specifically after viewing recommendations or reviews on social media. This drives up demand for certain products and intensifies competition among companies. Bloggers exert a particularly strong influence on the younger generation, who are active users of the internet and digital platforms.

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