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DYNAMICS OF CLUSTER DEVELOPMENT IN BELARUS, THEIR TRENDS AND DEVELOPMENT PROSPECTS

Introduction. In recent years, the cluster approach has become one of the main tools for economic development in many countries of the world, including Belarus. Clusters are groups of companies that are in contact with each other and work in the same industry or related industries. Interaction between companies in the cluster allows them to increase the efficiency of their activities, increase competitiveness and create conditions for innovation.

Main part. At the moment, the resolution of the Council of Ministers of 16.01.2014 No. 27 “On approval of the concept of formation and development of innovation and industrial clusters in the Republic of Belarus and measures for their implementation” is in force in the Republic, the purpose of which is to assess the existing potential and determine the prospects and organizational and economic mechanism for stimulating the cluster development of the national economy for the period up to 2020 [1].

The Council for the Development of Entrepreneurship in the Republic of Belarus and the Ministry The Economy of the Republic of Belarus has jointly prepared and published a guide to the creation and organization of clusters in the Republic of Belarus. In our Republic clusters in Belarus are classified into three categories based on the level of interaction according to the cluster development model. Existing clusters are legal entities that have formed organizationally, elected a Cluster Council, implemented a formalized cluster development strategy (cluster project), and regularly engage in agreed areas of activity. Emerging clusters have initiative groups for their creation, formed Cluster Councils, and have taken the first steps towards cooperation based on the cluster development model. Currently, four have been identified. Potential clusters consist of fifteen groups of business entities that could become engines of economic development in their territories [2].

One of the most successful clusters in Belarus is the IT cluster. It unites more than 200 companies engaged in software development, information technology, Internet marketing and other related industries. The cluster is located in Minsk, which is considered the IT capital of Belarus. The cluster includes companies such as EPAM Systems, IBA Group, Wargaming and others.

The main reason for the success of the IT cluster is the high level of qualification of specialists in this field. Belarus is a leader in the field of IT services in the region, and its specialists are well acquainted with the latest technological trends and innovations. In addition, Belarus has a high level of education and scientific and technical potential, which also contributes to the development of the IT cluster.

One of the main trends in the development of the IT cluster is the growth of the number of startups and small enterprises in this area. Thanks to the availability of investments and a high level of support from the government, many young companies get the opportunity to develop and grow. This, in turn, contributes to the creation of new jobs and an increase in economic growth in the region.

One of the prospects for the development of the IT cluster is the expansion of its activities outside Belarus. Many companies in the cluster already have international experience and work with clients from around the world. The development of the IT cluster can become one of the key factors contributing to the strengthening of economic ties between Belarus and other countries.

Regarding the outlook for Belarusian clusters, it can be observed that the key trends involve a rise in the number of companies joining clusters and an enhancement of inter-company interaction within them. State support is also crucial for cluster development, which may include financial aid, tax benefits, and other supportive measures. The future of clusters in Belarus hinges on establishing new ones across diverse economic sectors and reinforcing the existing ones. Additionally, the development of infrastructure that facilitates favorable working conditions for companies in clusters is vital for their success.

Conclusion. In general, the IT cluster is one of the most successful clusters in Belarus, which has a high potential for further development. The growth in the number of startups and small enterprises, as well as the expansion of activities outside Belarus, can become key factors contributing to strengthening economic growth in the region. The creation of new clusters and the strengthening of existing ones will help to increase the efficiency of companies, increase the competitiveness of the country's economy and create conditions for innovation.

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ADVERTISING BUSINESS AS DIRECTION OF SOCIAL SPHERE DEVELOPMENT IN MODERN CONDITIONS IN THE REPUBLIC OF BELARUS

Introduction. In the modern world, advertising plays an increasingly important role in shaping consumer behavior and promoting goods and services. In the Republic of Belarus, the advertising industry has been developing rapidly in recent years, becoming an important direction for the development of the country's social sphere. Advertising agencies and companies are actively engaged in creating and implementing advertising campaigns, helping businesses of all sizes to reach their target audiences and grow their brand awareness [1, p.157].

The advertising industry in Belarus is a dynamic and vibrant sector, with a diverse range of companies offering a wide variety of advertising services. In this article, we will examine the current state of the advertising industry in Belarus, the main trends and challenges it is facing, and the potential opportunities for its further development. We will also analyze the impact of advertising on the country's economy and on the society as a whole.

The main part. Advertising is an essential component of the development and promotion of the social sphere in contemporary Belarus. Social advertising campaigns are effective to create awareness and change public attitudes and behaviors of people towards social issues. For example, some campaigns address such issues as drug addiction prevention, traffic safety, promoting healthy lifestyles, and others.

Advertising has proven to be an effective means of promoting social issues. It helps to create a positive image of social institutions and organizations in the mind of the public. Moreover, creative advertising serves as an effective tool to create awareness about government-related initiatives and programs designed to address social needs [2, p. 156—161]. Advertising does not only create awareness but can generate engagement and support of social issues.

Social advertising can be achieved in various forms, including traditional platforms such as TV and radio, as well as digital platforms such as social media. Social advertising campaigns must abide by certain regulations in Belarus to ensure that only legally accepted products or activities are advertised. The advertising law also governs the use of misleading or unfair advertising practices.

The growth of the advertising market in Belarus has been driven by the increasing demand for high-quality advertising services. Advertising agencies, production companies, outdoor advertising providers, and publishers are among the different players in the industry. The government encourages innovation in advertising, recognizing its value in promoting economic growth.

The advertising business is an important element of the economic infrastructure of the Republic of Belarus, which has many advantages for the development of the country and improving the quality of life of its citizens.

Boosts economic growth. The advertising industry in Belarus has the potential to generate significant revenue for the country's economy by promoting local businesses and attracting foreign investment. The growth of the advertising industry may create new job opportunities and contribute to the overall growth of the economy [3, p. 61—70].

Enhances brand awareness. Advertising agencies in Belarus can help local businesses to promote their products and services, increase brand awareness, and gain a competitive advantage over their rivals. Advertising campaigns can reach a wide audience across various media channels, including traditional print and television advertising, as well as social media and digital marketing.

Helps to support social causes. Advertising can be used to support social causes, such as promoting healthy lifestyles or charity fundraising. Many businesses in Belarus already use their advertising budgets to support social causes and help to improve the wellbeing of the population.

Facilitates communication. Advertising can help businesses to communicate with their target audiences more effectively, regardless of geographic boundaries or language barriers. Through advertising, companies in Belarus can share their messages with a diverse range of people, who may not otherwise have heard about their products or services.

Also, in addition to the advantages in the advertising business in the Republic of Belarus, there are disadvantages that make the advertising vulnerable.

Costs and budget constraints. Advertising can be an expensive process, particularly for small businesses in Belarus with limited budgets. The cost of advertising may limit opportunities for some businesses to participate in the market, and the high costs may also be passed on to consumers in the form of higher prices for products and services.