

– provision of quality certificates, environmental goods. With the oversaturation of markets came the selective attitude of consumers to what they buy and consume. For more successful trading activities with the construction of a system of regular consumers, companies are required to have quality certificates of their products. This inspires confidence in consumers. One of the latest trends has become cosmetics that are not tested on animals. Recently, more and more companies are abandoning animal testing. Environmental marketing has also become popular, aimed at creating a safe production of environmental products.

– the privacy policy is one of the main forms of consumer confidence in the company. For firms, data collection is a priority for building an expanded database, but the company cannot risk the trust of consumers. To do this, firms either use anonymous data or give consumers more control over their data [1].

Technology plays a huge role in modern marketing. Today, without their use, a marketing campaign is doomed to failure. The fastest growing areas are virtual reality, augmented reality, artificial intelligence. A few years ago, it was only possible to imagine these technologies in everyday life. Already today, for many, they are publicly available and commonplace [1].

Conclusion. All of the above are elements of digital marketing — the main trend of today. The marketing market is constantly changing, and it is difficult to predict what will be popular next year, in a month, in a week, tomorrow. However, knowledge of these trends allows firms to be ready for any changes, to be mobile and flexible.

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DEVELOPMENT OF THE DIGITAL ECONOMY IN MODERN CONDITIONS

Introduction. The digital economy has become an integral part of the modern world and continues to develop at an incredible pace. Today it covers all spheres of life, from production and education to healthcare and tourism. More and more companies and states are moving to digital technologies to improve their productivity and efficiency.

Digitalization of the economy is a process during which traditional forms of business and production are transferred to the digital environment. This means that all processes, from design to sales, are carried out using digital technologies.

Main part. One of the main reasons for the development of the digital economy is the rapid development of technology. Today we have access to free Internet, mobile applications, cloud technologies, and many other innovations. These technologies allow us to quickly and easily share information, conduct online transactions and manage our business from anywhere in the world.

Another important reason for development is the need to save time and resources. With the help of digital technologies, we can optimize processes and reduce the costs of producing and distributing goods and services. For example, with the help of online stores, we can reduce the time for delivery of goods and reduce the cost of renting a store and salaries of sellers.

The digital economy also opens up new opportunities for the development of small and medium-sized businesses. New technologies and opportunities that it provides can become the basis for the creation of new businesses and industries, small and medium-sized companies can expand their market and attract new customers. But for this, it is necessary to ensure the availability and quality of education so that people can learn the new skills and knowledge necessary to work in the digital economy.

One of the most promising areas of this economy is the development of artificial intelligence. This technology allows automating processes in various areas, from manufacturing to healthcare. For example, artificial intelligence can help doctors diagnose diseases and prescribe treatments, as well as optimize processes in production. However, the risks associated with its use must also be taken into account. Since the use of artificial intelligence can lead to job losses and increased social inequalities [1, p. 180].

Some countries such as the US, China, Japan and Germany are leaders in this field. They invest heavily in the development of new technologies and infrastructure, which allows them to maintain their positions in the market and attract new investments. Different countries have their own characteristics in the development of the digital economy. For example, in the European Union, the focus is on creating a single digital market and harmonizing data usage rules. While in China, the government is actively supporting the development of the digital economy by investing in new technologies and creating a favorable business environment.

At the same time, the development of the digital economy also causes certain risks. For example, the possibility of cyberattacks and data breaches can lead to serious consequences for business and society as a whole. Data security and the protection of personal information are important aspects to consider in the development of the digital economy. In this context, it is important to develop effective data protection measures and ensure they are respected by all market participants. Only in this case will we be able to use all the advantages of the digital economy, minimize risks and ensure its further development [2, p. 189—192].

Despite some shortcomings, the digital economy has great potential to improve the quality of people's lives. Thanks to smart cities, the level of safety and comfort of life of citizens can be improved, and thanks to the development of healthcare technologies, the quality of medical care can be improved and the cost of it can be reduced, and the spin-up of the Internet economy can lead to an increase in the number of jobs in the field of IT and related industries, and also improve the standard of living of citizens. It is worth noting that this may increase social inequalities and threaten the privacy of citizens.

Digital technologies are equally enabling the creation of new forms of learning, such as virtual and augmented reality, which can improve the learning process and make it more interactive. Thanks to the digital economy, scientific research is becoming more accessible and faster, which can lead to new discoveries and the development of science in general. Moreover, digital technologies can help create new forms of communication between scientists and specialists from different industries, which can lead to a more effective exchange of knowledge and experience.

Conclusion. In general, we can conclude that the digital economy represents a huge potential for business development and is an important step for economic growth and improving the quality of people's lives. It allows speeding up processes and increasing efficiency, and also opens up new opportunities for the development of innovations and new technologies.

However, for the successful development of the digital economy, it is necessary to take into account not only the risks, but also the rights and freedoms of citizens, develop security measures and comply with the law and develop technologies within the framework of ethics.

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HOW IT INDUSTRY IMPACTS THE ECONOMY OF BELARUS

Introduction. The use of Information Technology (IT) has become essential in today's world, impacting the global economy significantly. Similarly, the Republic of Belarus (RB) has also witnessed a substantial rise in the utilization of IT in recent years. This paper endeavors to examine how IT has influenced the economy of RB. In the Republic of Belarus, the basis of the IT sector is the Hi-Tech Park and the famous EPAM company. This paper aims to explore the influence of IT on the economy of RB. The information technology (IT) industry is a global phenomenon, with talent and skills often crossing national borders. The Republic of Belarus (RB) is no exception, with an increasing number of foreign IT specialists coming to work in the country's booming IT sector. This paper aims to examine how foreign IT specialists are impacting the RB economy.

The main part. The IT industry in RB has experienced a significant growth in recent years, mainly due to the establishment of the Hi-Tech Park and the presence of companies such as EPAM Systems. The National Statistical Committee of the Republic of Belarus reported a 19.4 % growth in the IT sector between 2016 and 2020, which has had a significant impact on the country's GDP. One of the main drivers of this growth has been the influx of foreign IT specialists who bring a diverse range of skills and knowledge to the RB IT industry. The contribution of foreign IT specialists to the RB economy is notable in several ways. Firstly, their experience and expertise gained from working in other countries can be applied to the RB IT industry, especially in areas such as software development, cybersecurity, and artificial intelligence, driving innovation and competitiveness in the RB IT sector. Secondly, foreign IT specialists create job opportunities in the RB economy by being hired by local IT companies or establishing their own businesses. This leads to an increase in demand for goods and services such as housing, food, and other necessities, providing a boost to the local economy. Furthermore, foreign IT specialists often earn higher salaries than local workers, which has a positive impact on the RB economy by increasing consumer spending and tax revenues. The RB economy is experiencing rapid growth in its IT industry due to the presence of foreign IT specialists