

the greening of production. All this will develop social capital, as certain social groups will be united in new social formations, which will certainly simplify the provision of economic security, as transaction costs will be reduced, Public confidence in the State and its policies will grow. It is important to note the increase in the level of education of the population, as it will help to build ideological values, increase the general level of erudition of the population, as well as create a strong relationship of trust, which will form a social group with a low degree of differentiation.

According to the national strategy for sustainable development, social policy was aimed at raising the standard of living of the population, increasing wages, access to education which leads to the accumulation of social capital. The National Sustainable Development Strategy therefore gives priority to the three pillars of every society: social, economic and environmental. The National Sustainable Development Strategy clearly defines that the environment and the economy are two interdependent and inseparable systems where each element complements each other in harmony.

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NATIVE ADVERTISING AS A NEW FORM OF MARKETING ACTIVITY

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Every day, the world is undergoing significant changes in all areas of life. As it was rightly noted by S. Y. Solodovnikov “... the world has gone through radical technological changes, in their influence on the evolution of mankind comparable only with the Neolithic Revolution” [1, p. 17]. So, “in modern conditions – conditions of economy of risks – a sharp increase of the subjective factor” [2, p. 110], there is a need for significant changes in the relationship be-

tween producer and consumer, aimed at establishing long-term relations between them. In this respect marketing becomes an essential element of communication between consumers and producers, as it implies a direct impact on buyers. Due to the global use of the Internet in business, the issue of building up an Internet marketing strategy is no longer merely a competitive advantage but also a survival factor for the enterprise as a whole [3]. Organizations are forced to use mainly new ways to promote the product, which would attract and detain the consumer. One of the tools to attract new buyers is native advertising. With the introduction of the Internet in all spheres of life and society, native advertising has acquired many forms: spontaneous content in social networks, “humanizing the brand” and others.

Native advertising is subtly integrated into everyday life, and often users may not even realize it. According to Sharethrough, users pay 53% more attention to native advertising than to traditional banner. A significant share of native advertising was provided by a sponsorship contract, but recently it has been criticized by the public and has not been credible, despite the influence of influential people. It is also difficult to adapt native advertising for various Internet platforms, since rigid segmentation of users is necessary. In addition, some goods or services are difficult to integrate into everyday life. Nativity should be personalized for each client in conjunction with viral marketing, SMM (Social Media Marketing), black piar and others to hit the target as accurately as possible. Then users will discuss the advertising campaign, comparing and criticizing it, thereby clarifying the effectiveness of the marketing strategy. Thus, the customer becomes an essential element in the implementation of marketing activities, increasing the speed of communication and the choice of a product.

It is the shapes that determine the effectiveness of this type of proclamations. It organically integrates itself into web pages, directly communicates with influential people and other media personalities, creates consumer involvement in content. However, the most important advantage of native advertising follows from its name – naturalness. It has a high level of relevance and a variety of spheres of application. In-house advertising is subtly integrated into the service and creates the feeling that the consumer consciously decided to acquire the product, although his desire was formed by the positive feedback from influential people flashing in the tape photos of the product, as well as direct communication with the brand.

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IOS AS PRIMARY FACTOR FOR ENSURING HIGH ECONOMIC GROWN AND DEVELOPMENT OF INDUSTRIAL ENTERPRISES

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As the globalization of the world economic space developed over many centuries, the socio-economic system became proportionally more complicated and, as a result, many elements of this system, levels and subsystems, a variety of connections between them and the degree of autonomy of its parts grew. Thus, as a consequence of the need to combine all these disparate elements into one regulated system, the Internet appears in history. But if 30 years ago the only and main task of the Internet was to organize and unite people and computers, then since 1989, when a modified soda machine was connected to the Internet and was able to report the presence of drinks in it and their temperature, a new concept arises in which the Internet began to be used in industry to combine (smart) objects/things.

In this way, we can define the Internet of things (IoT) as a system of connected computer networks and connected physical objects (things) with built-in sensors and software for data collection and exchange, with the possibility of remote monitoring and control in automated mode, without human intervention. The emergence of the Internet of Things in industrial enterprises is primarily associated with the need to coordinate the activities of individual elements of the system, control and manage more or less autonomous parts of the entire production mechanism in an industrial enterprise and simplify the functioning of the entire production process of necessary products and services that meet modern consumer requirements.