

ads on the Internet based on an automated auction, which allows an advertiser to place ads only to a certain audience on various Internet resources. This technology allows the advertiser to conduct the most effective advertising campaign. However, there is a big disadvantage for consumers in this advertisement – it is a matter of confidentiality. Data collection takes place by analyzing consumers using online services such as cookies and data collection, which can in turn damage consumer confidentiality. After all, almost all sites currently collect information about you using cookies, and you may not always know about it.

Conclusion. In the modern world of technology, when even a kettle can be connected to the Internet, targeting occurs everywhere and always. This is an inevitable analysis of all potential consumers. Everyone decides for himself whether it is bad, constant "surveillance", or not. But today targeting is done not only for advertising, but also for the selection of music, videos or your price segment on the Internet.

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COMPETITIVENESS AS A FACTOR OF ECONOMIC GROWTH

*Е. В. Ковальченко, студентка группы 10508120 ФММП БНТУ
научный руководитель – старший преподаватель Г. В. Прибыльская*

Резюме – экономический рост – одна из главных проблем, стоящих сегодня перед государствами. Благосостояние государства в целом и в международных отношениях зависит от скорости его развития. Одним из важнейших факторов экономического роста является конкурентоспособность, которая будет подробно рассмотрена в данной статье.

Resume – economic growth is one of the main problems facing states today. The welfare of the state as a whole and in international relations depends on the rate of its development. One of the most important factors of economic growth is competitiveness, which will be considered in detail in this article.

Introduction. Today there are many types of enterprises, one way or another none of them can exist without a marketing service. Usually, enterprises resort to absolutely different ways of increasing the efficiency of work and get-

ting the biggest profit, but the attention is still concentrated on the marketing service. The essence of marketing activities reflects the conditions of market development, which ceases to resemble chaos and falls under the regulating influence of economic relations, where the leading role belongs to buyers. The buyer sets his own requirements for the goods, their quantity, quality, delivery time, which creates the prerequisites for the distribution of the market between producers.

The main part. Competitiveness is a set of consumer and cost characteristics of a manufactured product, allowing it to compete on a certain market and in a certain period of time. It is a dynamic characteristic of a product's probable ability, not a property acquired once and for all: it is tied to certain markets and a specific time. A product that is competitive in one geographical market may not have this quality in another. And on the contrary products that fail, that are displaced from market, can soon be popular on the market.

It can happen due to different reasons, f. e., departure of the main competitor, well conducted advertising campaign, price growth for analogous products. Speaking about the competitiveness of products, we have to keep in mind specific market conditions. There cannot be a universal concept of competitiveness.

According to Michael Porter, the differences in the economies of countries, their culture, population, infrastructure, governance, national values, and even history all affect the competitiveness of national companies and are determined by a set of factors that depend on specific, local conditions [1].

Michael Porter's theory is based on the four most essential factors, which are represented by him in the form of a national rhombus, and which act as determinants of competitive advantage. They include factor, demand conditions, related and supporting industries, the strategy of competing firms and their structure. A country has advantage when it has all the elements of the rhombus.

Let's take a closer look at factor conditions, which look at a country's endowment with the following factors of production:

1. Human resources – quantity, qualifications, and cost of labor, rate of work hours, and work ethic;
2. Physical resources – quantity and quality of minerals, water, land, forest resources, hydropower resources, etc., geographical location and climatic conditions of the country;
3. Infrastructure – transport system, communication system, postal service, communication system, health care, etc;
4. Knowledge resource – resources that are concentrated in institutes and universities, as well as research institutes, data banks;
5. Monetary resources – capital that can be channeled into production.

Conclusion. Thus, today the survival of any firm, its stable position on the market of goods and services is determined by the level of competitiveness, as more and more producers are ready to offer their goods on the market, the range of goods and services increases. At the same time, people's incomes are increas-

ing and, accordingly, demand is growing. At the same time, customers want to buy a good product that meets their needs.

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YOUTH UNEMPLOYMENT

*А. В. Куделко, студентка группы 10502121, ФММП БНТУ,
научный руководитель – преподаватель Е. О. Миронова*

Резюме – в статье рассматривается проблема безработицы молодежи и ее причины. Также представлены методы, которые обеспечат молодежи лучшие возможности для трудоустройства.

Summary – the article deals with the problem of youth unemployment and its causes. Methods that will provide youth with better job opportunities are also presented.

Introduction. Youth is one of the social groups of society, which is not an element of labor activity yet. This group is at the stage of self-determination now. In this regard, it is a risk group and therefore it has a number of features, which help distinguish it from other social groups: 1) this group is characterized by instability of life habits, and because of this is more flexible when choosing a workplace; 2) appears on the labor market for the first time and differs from more qualified workers by the lack of experience; 3) low employment; 4) has specific approaches to work mode, wages and career growth; 5) it is characterized by a low knowledge of the labor market, the demand for specific specialties, opportunities for professional training.

Main part. Youth unemployment – is the socio-economic phenomenon, when bright young people look for work and are ready to start working immediately, but cannot realize their right to work. The main causes of increasing youth unemployment are the following: young people don't meet employer's requirements; young professionals do not achieve the qualifications that correspond to the labor market, as well as the further process of expanding the demand for workers; false choice of profession, specialty; young specialists' lack of professional skills in the profession they were previously studying; low salary level of young specialists and delayed promotion.