

- умение пользоваться открытыми базами товарных знаков и географических указаний для выявления уже существующих и зарегистрированных.

При разработке и продвижении туров целесообразно проводить мероприятия, связанные с интеллектуальной собственностью, такие как:

- создание и регистрация товарного знака, идентифицирующего маршрут в каждой стране, регионе и на каждом рынке;

- выбор структуры владения интеллектуальной собственностью, соответствующей структуре управления маршрутом;

- разработка стратегии интеллектуальной собственности для получения дохода от выбранных ПОИС;

- подготовка рекомендаций для отраслевых ассоциаций по условиям использования товарных (сертификационных, коллективных) знаков;

- отбор продуктов местного производства (продукты питания, сельскохозяйственные продукты, ремесленные изделия и т.д.) с характеристиками и особенностями, относящимися к данной местности, и обозначение их товарными знаками, которые в дальнейшем могут быть зарегистрированы и продвигаться как географические указания.

Разные страны имеют разные законы об интеллектуальной собственности, что также может быть препятствием в ситуации необходимости охраны ПОИС, обеспеченной только в конкретной юрисдикции и только для конкретных групп продуктов или услуг. Поэтому при формировании стратегий развития туризма в рамках интеграционного образования целесообразно унифицировать политику в области интеллектуальной собственности, особенно при реализации общерегионального туристического бренда.

Заключение. Таким образом, концепция интеллектуальной собственности является эффективным бизнес-инструментом для повышения конкурентоспособности туристического продукта. Она способствует созданию благоприятной экосистемы для инноваций и предпринимательства в туристической индустрии, привлечению новых инвестиций для развития. Адекватное управление ПОИС в сфере туризма помогает укреплять позиции данного сектора экономики, играющего очень важную роль в плане создания рабочих мест и содействия социальной интеграции. Однако простой регистрации заявок на ПОИС недостаточно, чтобы получить их преимущества в секторе туризма. Постоянное продвижение с использованием маркетинговых стратегий и обеспечение защиты с помощью надлежащих мер также имеет решающее значение. Индустрия туризма при поддержке ПОИС может эффективно адаптироваться к динамичной среде, обеспечивая успех и выживание отрасли.

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INTERNATIONAL MARKETING STRATEGIES OF CHINESE ENTERPRISES UNDER THE BACKGROUND OF THE «LAND AND MARITIME SILK ROAD INITIATIVE»

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Abstract. The "Land and Maritime Silk Road Initiative" has played a crucial role in promoting regional economic growth and has created favorable conditions for development as well as increased opportunities for countries along the route. This initiative not only benefits other countries but also offers Chinese enterprises a new direction for marketing and development. With the "Land and Maritime Silk Road Initiative" as the backdrop, Chinese enterprises must remain up-to-date and adjust their marketing strategies accordingly. This article analyzes the effects of the "Land and Maritime Silk Road Initiative" on the development of enterprises, highlights the marketing challenges faced by Chinese businesses,

and proposes that companies should embrace novel marketing concepts, develop innovative marketing strategies, and nurture skilled marketing professionals to enhance their competitiveness in the global market.

Keywords: the "Land and Maritime Silk Road Initiative", Chinese enterprises, marketing, strategy, international environment.

Introduction. "The Belt and Road" (B&R for short) refers to the Silk Road Economic Belt and the 21st-Century Maritime Silk Road. It is a cooperation initiative proposed by Chinese President Xi Jinping in September and October of 2013 to build a "New Silk Road Economic Belt" and a "21st-Century Maritime Silk Road" [1]. Leveraging China's existing multilateral mechanisms and effective regional cooperative platforms, the Belt and Road aims to utilize the historical symbol of the ancient Silk Road to promote peaceful development and actively develop economic partnerships with countries along the route. The initiative seeks to create a community of shared interests, destiny, and responsibility based on political mutual trust, economic integration, and cultural inclusiveness [2].

Within a relatively brief period, the "Land and Maritime Silk Road Initiative" has made remarkable progress and exerted a considerable influence, which can be demonstrated by some statistical data. For instance, the aggregate trade volume between China and the Belt and Road countries has increased significantly. Initiative in 2021 amounted to 11.6 trillion yuan, increasing from 9.37 trillion yuan in the previous year [3]. The export value from China to countries along the Belt and Road Initiative in 2021 amounted to about 6.59 trillion yuan, increasing from 5.43 trillion yuan in the previous year [4]. The import value from countries along the Belt and Road Initiative to China in 2021 amounted to around 5.1 trillion yuan, increasing from 3.94 trillion yuan in the previous year [5].

Main part. More and more countries are joining the "Land and Maritime Silk Road Initiative". As of July 2022, according to official Chinese announcements, in total 149 countries had signed documents to join China's Belt and Road Initiative (BRI), around nine countries more than in January 2021. The Belt and Road Initiative, also known as One Belt One Road, is an infrastructural development strategy initiated by China in 2013 [6].

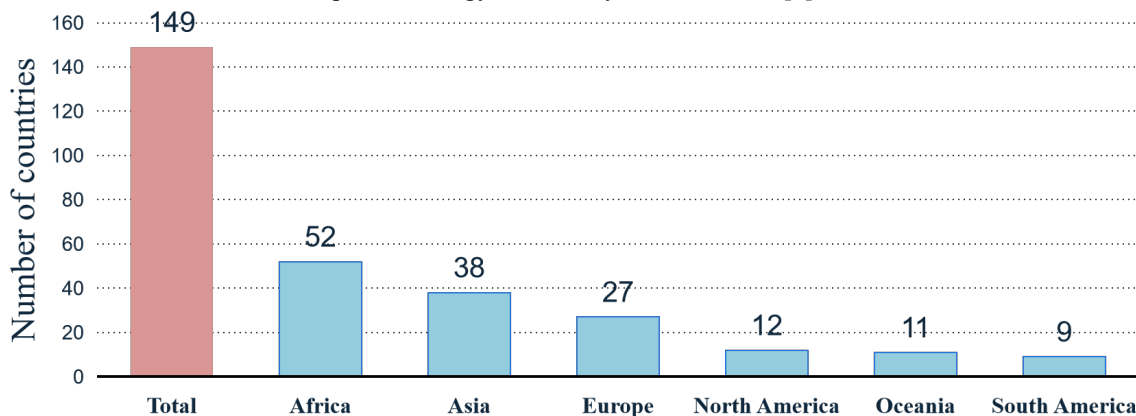


Figure 1. Number of countries that have joined China's Belt and Road Initiative (BRI) as of July 2022, by continent

Amidst the context of the "Land and Maritime Silk Road Initiative", Chinese enterprises are currently encountering marketing challenges.

1) Chinese enterprises are facing significant external pressure in international marketing under the backdrop of the "Land and Maritime Silk Road Initiative". It is well known that an enterprise's development is closely related to its surrounding environment. The "Land and Maritime Silk Road Initiative", a proposal introduced by China that involves long-term, extensive, multi-party, and optimized development, holds immense economic significance. Chinese enterprises are the mainstay of this initiative, and the initiative aims to create a more open environment and support Chinese enterprises to "go global". Nevertheless, it is important to recognize that protectionism is increasingly becoming an unavoidable trend among nations. Trade differences and difficulties between countries are increasing, and the setting of trade barriers will increase the difficulty for enterprises to expand overseas markets. Moreover, as market competition continues to intensify globally, it will directly lead to significant external pressure on the marketing of Chinese enterprises.

2) The strategic mindset of Chinese enterprises has not kept up with the times. With the promotion of the "Land and Maritime Silk Road Initiative", the Chinese domestic market has gradually shifted from a seller's market to a buyer's market, and there is an oversupply of industrial products in most industries. If enterprises continue to follow traditional marketing concepts, it will inevitably lead to product unsold, which will affect the liquidity of corporate funds and directly impact subsequent business decisions. In other words, many enterprises have overlooked the changing market environment and have not realized the critical role of marketing strategy in cross-border trade. Several Chinese enterprises are struggling to achieve desirable marketing outcomes as their current marketing approaches fail to meet the demands of the market environment.

3) One of the challenges that Chinese enterprises face in international marketing under the context of the "Land and Maritime Silk Road Initiative" is the lack of professional marketing talents. As the "Land and Maritime Silk Road Initiative" continues to evolve, enterprises should recruit skilled marketing professionals who possess not only the latest marketing concepts but also a comprehensive understanding of the enterprise's products. They should be able to introduce the products in an all-round way and accurately answer all kinds of questions raised by consumers. However, currently,

most enterprises have not recruited relevant professional talents. The internal marketing personnel of the enterprise lack marketing ideas, have not learned professional management knowledge, and have not effectively recognized the quality of the products and the concept of service, which does not meet the basic conditions required for "Belt and Road" marketing.

Amidst the context of the "Land and Maritime Silk Road Initiative," Chinese enterprises encounter both marketing challenges and opportunities, and the author suggests the following marketing strategies.

1) Enterprises need to develop scientific and reasonable marketing innovation strategies. The marketing innovation strategy of an enterprise is paramount within the context of the "Land and Maritime Silk Road Initiative". A reasonable marketing strategy can help the enterprise make the most of its advantages and effectively allocate its marketing resources. The formulation of marketing innovation strategies can be optimized in the following ways: 1. Market segmentation: The participation of foreign enterprises in the Chinese domestic market, driven by the "Land and Maritime Silk Road Initiative," has resulted in heightened competition, presenting both opportunities and challenges for Chinese enterprises. In market segmentation, enterprises should plan international markets based on factors such as population, geography, psychology, and buying behavior. 2. Once market segmentation has been conducted, enterprises must select their target market based on the characteristics of their products and target consumers. 3. Implementation plan: After formulating a marketing strategy, enterprises should implement the plan effectively by configuring marketing organizational structure and personnel, establishing marketing networks, allocating resources to segmented markets, and preparing marketing expense budgets to reduce unnecessary spending.

2) Enterprises must adopt a novel marketing approach, as marketing not only contributes to their economic development but also enables foreign consumers to gain a better understanding of the enterprise's products and assists them in making informed purchasing decisions, within the context of the "Land and Maritime Silk Road Initiative". Therefore, based on the assistance of the "Land and Maritime Silk Road Initiative" for enterprise development, enterprise managers need to innovate marketing concepts. Enterprises should conduct investigations on target markets, especially domestic and foreign markets related to the "Land and Maritime Silk Road Initiative", refine market customers, establish regional sales networks, and set up regional managers. In terms of marketing strategy, in different stages of product development, introduction, maturity, and stability, enterprises should adopt different marketing plans to win market favor in the the "Land and Maritime Silk Road Initiative" environment.

3) Enterprises need to establish a professional marketing team. To thrive in the market landscape of the "Land and Maritime Silk Road Initiative," enterprises must offer comprehensive after-sales services, promptly address customer inquiries, cultivate positive relationships with existing consumer groups, and effectively develop potential consumer groups to expand their market share. Within the competitive landscape of the "Land and Maritime Silk Road Initiative," enterprises must prioritize talent acquisition as the sales staff's service capabilities and innovative thinking will ultimately determine the enterprise's future development. Therefore, enterprises need to cultivate a professional and high-quality marketing team. To ensure the success of the enterprise in the "Land and Maritime Silk Road Initiative" market, it is imperative to provide comprehensive training for the marketing team, including specialized lectures on policies relevant to countries involved in the initiative, new marketing concepts, and self-management capabilities.

Conclusion. As a crucial component of the "Land and Maritime Silk Road Initiative," Chinese enterprises are encountering escalating market competition and grappling with unprecedented challenges in their marketing management. In light of this, Chinese enterprises need to promptly revolutionize their marketing strategies to adapt to the evolving domestic and global market landscape, and cater to the varying demands of diverse consumers. Chinese enterprises still face numerous challenges in their development, including insufficient advantages in marketing concepts, methods, and strategies in the global market, as well as a lack of established end customers for their products in the market. In the next phase of marketing strategy innovation, enterprises must proactively conduct market research to identify and refine their target markets, scientifically and strategically develop marketing techniques that are suitable for their specific enterprises, and expand their market outreach, considering the background and unique attributes of the "Land and Maritime Silk Road Initiative".

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DEVELOPMENT PROSPECTS OF THE CROSS-BORDER E-COMMERCE PLATFORM IN THE EURASIAN ECONOMIC UNION

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Abstract. *As a touchpoint for products and services, cross-border e-commerce platforms are an important transformation direction for digital trade in the Eurasian Economic Union. This paper analyzes the current situation and characteristics among the countries of the Eurasian Economic Union and identifies the factors that hinder the exchange of products and services among them. On this basis, it looks forward to the future development direction and prospects of cross-border e-commerce in the Eurasian Economic Union.*

Keywords: *cross-border e-commerce platforms; Eurasian Economic Union; prospects.*

Introduction. In 2015, the Eurasian Economic Union (EEU) was established. In order to remove barriers to mutual trade between the Union countries, the EEU set the goal of "Strategic Directions for the Development of Eurasian Economic Integration until 2025." That is, to achieve the free movement of products, services, capital, and labor within the EEU and to implement a coordinated economic policy by 2025 [1]. After several years of development, the EEU has demonstrated strong economic cooperation capabilities, with trade between all countries in the EEU showing a significant increase in 2021, reaching US\$72.6 billion, an increase of 31.9% year-on-year. The foreign trade scale of the alliance is 844.2 billion US dollars, a year-on-year increase of 35.1% [2]. Despite the significant growth in both domestic and external trade, the EEU has not yet fully realized its economic development potential and is still some way from the strategic direction set for 2025. The EEU is currently not a unified market due to the differences between the economic, political, and social advantages of the different countries. The development of cross-border e-commerce platform is a major trend to realize free circulation for the EEU.

Main part. According to statistics, the e-commerce market in the Eurasian Economic Union grew by 20-30% in 2020, with the market size rising to USD 5 trillion in 2021 compared to USD 4 trillion in 2020 [3]. On the one hand, the further development of cross-border e-commerce platforms could allow more companies to participate directly in trade within the EEU, such as buyers and sellers, logistics companies, payment companies, etc. This can facilitate the upgrading of manufacturing industries in the EEU countries. On the other hand, it can achieve trade growth across trade barriers.

At present, there are two types of factors that hinder the development of cross-border e-commerce in the EEU. Firstly, there are problems with hardware facilities and policy barriers such as weak infrastructure in some regions, inadequate logistics networks leading to slow deliveries, and the need to improve the facilitation of transit transport [4]. Furthermore, there are numerous barriers to the user experience. For example, consumers do not trust companies on cross-border e-commerce platforms and are not sure about the quality of delivery before ordering because they cannot see the products; they cannot feel a good after-sales experience after delivery. For enterprises, it is difficult to change the deep-rooted consumption habits of consumers; it is difficult to attract traffic in an effective way; etc.

The prospects for cross-border e-commerce platform development in the EEU are mainly divided into two directions.

Firstly, the establishment of standards for cooperation, such as credit systems, logistics systems, intellectual property rights, market access standards, and the handling of transaction disputes, is a rigid necessity for the deep development of cross-border e-commerce platforms in the EEU [5]. In order to create favorable conditions for the development of cross-border e-commerce, the EEU has formulated a series of relevant measures. For example, the Eurasian E-commerce Association was established, and pilot work in the field of cross-border e-commerce was launched in Belarus, Russia, and other countries. The efforts of the EEU have led to improvements in this area. The gradual establishment of uniform rules and standards will make the development road smoother and facilitate the growth of cross-border e-commerce platforms. If cross-border e-commerce companies can carry out their development strategies early, they will be able to enjoy this wave of policy dividends.

Secondly, new technology empowers new models of cross-border e-commerce. At present, the EEU e-commerce platform is highly standardized, and the platform positioning and marketing model are relatively simple. If the cross-border e-commerce platform wants to develop in the direction of industry depth, it needs to enhance the differentiation and specialization of the platform, give full play to its own advantages, improve the user experience, and ultimately provide enterprises and customers with more accurate and efficient services. The development of AI, UI, VR, and other technologies has provided new ideas for cross-border e-commerce. Distributed AI technology can more accurately mine the needs and preferences of each consumer, then classify them into user groups. Groups with similar needs will be pushed to suppliers; UI real-time dynamic technology can realize real-time push according to purchase preferences; VR can enhance the interaction between users and products and help users evaluate products more accurately. For example, China's Pinduoduo has used AI technology to open a social e-commerce model and has achieved rapid development under the premise that traditional e-commerce occupies the market. Through AI technology, it has enabled users to share, group, and cut prices, enabling merchants to wholesale one-to-many, enhancing the integration of resources on the platform, and