

strategies to maximize profits. Expert's experience and effective marketing strategies help them to meet the demands of customers in the quality of products and services, develop advertising campaign to make customers be aware of the goods and services they can purchase. Otherwise, companies are unable to compete on the market and will be forced to leave it. This generally has a negative impact on the activity of the company and economic situation of the country.

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THE ROLE AND FUNCTIONS OF SMALL AND MEDIUM-SIZED BUSINESSES IN THE REPUBLIC OF BELARUS

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Резюме – в данной работе рассматриваются значение малого и среднего бизнеса (СМБ) в социально-экономическом развитии Беларуси. Рассматривается вклад СМБ в различные сектора экономики нашей страны. А также анализируются функции СМБ в национальной экономике.

Summary – the article analyzes the level of development of small and medium-sized businesses in Belarus, their role and importance for the production of our country. Statistical data on the contribution of SMEs to different sectors of the economy of Belarus are considered.

Introduction. The role of small and medium-sized enterprises (SMEs) is an important topic for most countries at this stage. Small enterprises make an important contribution to the GDP of the national economy, contribute to accelerating the economic growth of any country. The sector of the economy occupied by small enterprises is quite mobile, this characteristic gives SMP many advantages. Firstly, small businesses are able to solve the problem in the field of employment

by involving workers released from large enterprises. Secondly, SMEs are also creating new market segments and points of economic growth. Thirdly, they adapt more easily to changing external and internal conditions.

The main part. SMEs in Belarus began to develop actively more than 25 years ago. SMEs in Belarus are an required element of an effective competitive economy that is able to provide a high level of well-being of the population.

Currently, the country has a number of regulatory legal acts (NPA) to support and develop SMEs in Belarus: Decrees and Decrees of the President of the Republic of Belarus, Laws, Resolutions of the Council of Ministers and other NPAs. In addition, Belarus has developed and approved the SME Development Strategy for the period up to 2030 "Belarus is a country of successful entrepreneurship". This strategy directly affects the formation and implementation of state programs to support SMEs, its development plans at all levels [1].

Small business also means a lot for market relations in the country. In addition, SMEs perform many functions: economic, marketing, national, ideological and methodological, innovative, social, environmental.

All ministries related to financial industries speak about the need to develop SMEs in the economy of Belarus.

At the end of 2021, there were 38 5028 SMEs operating in Belarus.

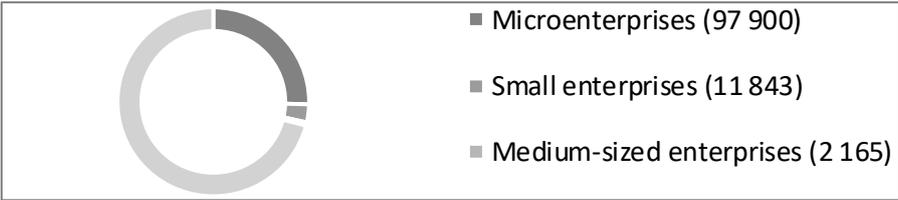


Diagram 1 – Small and medium-sized enterprises in the Republic of Belarus
Source: the author’s development based on 2]

The percentage of SMEs in the economic indicators of Belarus was in 2021: in gross value added – 30.52 %, in sales revenue – 41.6 %, in exports – 43.3 %, in imports – 43.5 % [2]. The percentage of industrial production of SMEs in the total volume of industrial production of the Republic of Belarus in 2021 amounted to about 19.2 %. The share of the volume of retail turnover – 34.4 %. The turnover of public catering is 48.2 % [2].

SME play an important role in the economic development of the country. Their role for production, job creation, export and many other areas is very important. Due to their flexibility, SMBs are poorly exposed to the economic crisis. SMEs are needed to improve and develop innovation, competitiveness and entrepreneurship in developing countries. To have a positive impact on the country's economic growth, it is necessary to improve the investment climate for SMEs. These enterprises are more elastic than large ones in terms of production, marketing and service. Thanks to this, they are able to better understand the needs of consumers and have a close relationship with their employees.

Conclusion. Analyzing small business, you can see both strengths and weaknesses. SMPS are very important for the state. However, the state should not rely on one sector. Conditions should be created for both large and small enterprises. At the moment, there is a gradual strengthening of its role in the economy, an increase in its share in GDP and the share of employees in the SME sector.

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HOW IS THE LABOR MARKET CHANGING?

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Резюме – данная анализирует текущую ситуацию на рынке труда. Также обсуждаются преимущества и недостатки замены человеческого труда искусственным интеллектом. Рассматривается внедрение цифровизации в различные сферы жизни и производства.

Resume–this article analyzes the current situation on the labor market. The pros and cons of replacing human labor with artificial intelligence are discussed. The introduction of digitalization in various spheres of life and production is considered in the article.

Introduction. Over the past two years we have very clearly seen in various places of our life how unpredictable it is, how far the future that we planned turns out to be far from the one in which we live. And all this naturally affected the labor market, the training of personnel for this labor market, technology and education in general. The world is complex, unpredictable and, what is more important, it's changing very quickly. One of the few rods around which these changes can somehow be grouped is digitalization.

The main part. Digitalization is the introduction of digital technologies into various spheres of life and production. Digital technologies somehow cover the most diverse aspects of human activity in various fields. At the moment the question arises which professions will disappear thanks to machine learning and artificial intelligence? According to Oxford University, in 15–20 years half of all routine work will be performed by artificial intelligence [2]. For example, the call center operator is the same routine, boring job that is not easy to easily replace with an algorithm, now algorithms are already quite successfully replacing it.