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### INFLUENCE OF INFORMATION TECHNOLOGY ON THE ECONOMY OF THE REPUBLIC OF BELARUS

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*Резюме – влияние IT-индустрии на экономику нашей страны растет с каждым днем, и сейчас немисливо представить нашу страну без информационных технологий.*

*Resume – the impact of the IT industry on our country's economy is growing each day, and it is now inconceivable to imagine our nation without information technology.*

**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 main part.** One of the key areas where IT has had a significant impact on the economy of RB is in the growth of the country's IT industry. According to the National Statistical Committee of the Republic of Belarus, the IT sector in RB has been growing steadily, with a 19.4 % increase in the number of IT companies between 2016 and 2020. This growth has led to an increase in the number of jobs in the IT industry and a boost to the country's GDP.

Furthermore, the use of IT in the RB economy has led to significant improvements in productivity and efficiency. The development of the IT industry in Belarus has resulted in the creation of well-paid employment opportunities, making

it an attractive industry for both domestic and foreign investors. This sector is expanding at a rapid pace, making it one of the fastest-growing industries in the country. This has led to the creation of a large number of well-paying jobs, which in turn has a positive impact on the overall economy. IT has enabled businesses in the country to automate many of their processes, reducing the need for manual labor and increasing output. Another benefit of IT in Belarus is its role in promoting innovation and entrepreneurship. The IT sector is known for its dynamic and innovative nature, and this has led to the development of a thriving startup ecosystem in Belarus. Many successful IT startups have been founded in the country, which has helped to attract further investment and create even more jobs.

Recognizing the significance of IT in the economy, the government of RB has implemented various policies to encourage the growth of the IT industry. This includes the establishment of technology parks and innovation centers, providing valuable support to IT companies. Moreover, the government has made considerable investments in enhancing broadband infrastructure, enabling faster and more reliable internet access to individuals and businesses.

However, there are also challenges associated with the use of IT in the RB economy. One of the biggest challenges facing the IT industry in Belarus is the shortage of qualified professionals. While there are many talented developers and engineers in the country, there are simply not enough of them to meet the demand from the growing number of IT companies. This has led to high competition for skilled workers, which in turn drives up salaries and makes it difficult for smaller companies to attract and retain talent.

Another challenge facing the industry is the lack of government support. Despite the government's efforts to foster the growth of the IT industry, including the provision of tax incentives for foreign investors and the creation of a designated economic zone for IT companies, more extensive support is required. This includes investing in education and training programs to help develop a larger pool of skilled workers, as well as providing funding for research and development. Finally, the IT industry in Belarus is also facing increasing competition from other countries in the region, such as Ukraine and Poland. These countries have also been investing heavily in their IT industries, and are attracting both local and foreign investment. In order to remain competitive, Belarus will need to continue to innovate and develop new technologies, while also addressing the challenges mentioned above.

**Conclusion.** While the IT industry in Belarus has made significant progress in recent years, there are still challenges that need to be addressed in order to ensure its long-term success. By investing in education and training programs, providing more comprehensive government support, and continuing to innovate, Belarus can continue to build a thriving IT sector that benefits both the country and the global community.

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### THE ROLE AND AN EFFICIENCY OF ADVERTISING

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*Резюме – в статье рассматривается реклама, ее основные функции и главная цель. Так же определяется ее эффективность.*

*Resume – the article discusses advertising, its main functions and main goal. Its effectiveness is also determined.*

**Introduction.** Nowadays it is quite difficult to sell any product without advertising. Therefore, advertising is an integral part of sales. At the moment, advertising can also be called an art, as people love to watch beautiful pictures and equally beautiful celebrities in newspapers, magazines, and on the Internet.

**The main part.** Advertising is a means to make people want something they have not heard about before. This is a way to notify consumers about something and give more visibility to the product.

Advertising is needed for good earnings and attracting partners. The consumer is faced with such a problem as the choice between two products, and of course advertising makes this choice easier for him. It is developing at a high speed, if earlier it was printed, now it can be seen on TV, on the Internet, on various banners and heard on the radio.

Advertising should evoke emotions, so if you take into account the various characteristics of the human psyche, you can achieve excellent results in its promotion. From here, a number of advertising functions can be distinguished: 1) information and educational; 2) Propaganda; 3) communicative; 4) language; 5) attractive; 6) campaign; 7) confidential-image; 8) argumentation and guarantee; 9) competitive; 10) creative and recreational; 11) regulatory; 12) ideological [1].

If we consider advertising as a method of managing people, we can distinguish external and internal factors of influence on a person.

External - this is what happens and is around us.

Internal, respectively, is what is inside us at the same moment in time.