

Conclusion. As it is evident, protectionism is a crucial part of the international economics. However, it should be used with caution. As mentioned previously, protectionism can be used for political reasons, which is an irrational way of disturbing the economy. It could also lead to the further negative effects on the political arena. Thus, protectionist strategies should be implemented cautiously, with a thought about the effects on the other states and economies.

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УДК 621.396

THE USE OF DRONES IN THE ECONOMY

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Резюме – в данной статье рассматривается внедрение использования беспилотных летательных аппаратов в экономику. Возможность развития экономики с использованием беспилотных летательных аппаратов, то, как беспилотники трансформируют различные секторы экономики. Влияние беспилотных летательных аппаратов на экономику.

Resume – this article discusses the implementation of the use of drones in the economy. The possibility of developing an economy using drones, transform various sectors of the economy. The impact of drones on the economy.

Introduction. Drones are a strong technological development in the economy. Drones are used to reduce costs and improve product quality.

In many countries, the Ministry of Agriculture and Fisheries of the country is leading in the use of drones for agricultural purposes. Drones are used to monitor the health of crops, assess soil conditions and inspect irrigation systems. Many ministries also use drones to deliver fertilizers and pesticides to hard-to-reach areas, as well as to deliver emergency aid to remote areas.

Also, the use of drones helps to significantly improve the level of public service, reduce costs and increase efficiency.

China has recently become the leading country in the production and use of drones. China is actively investing in technology for drones. The Chinese government uses drones for a variety of tasks, from municipal to state. The population uses drones for aerial photography and surveillance of construction or real estate.

Companies benefit from monitoring infrastructure facilities. Large enterprises in the field of oil and gas production and transportation use drones to gain control over the infrastructure, which is often located in hard-to-reach places. Drones also help in laying new routes for pipelines. The task of drones in economics is to improve efficiency, reduce costs and increase quality.

The main part. Unmanned systems have firmly entered the economy of Belarus, which is ready to maintain a leading position in the CIS in the development of these aircraft systems. This was announced at the International Forum on Information and Communication Technologies "THIBAULT". The Federation of Unmanned Aviation, which issues certificates for the use of radio frequencies, keeps records and controls drones, was created a year ago in order to establish interaction between users and government agencies. The use of aircraft models is expanding: from forestry and agriculture to geodesy.

Conclusion. In conclusion, I would like to emphasize from all of the above that nothing stands still in our world and the appearance of drones in the economy is not a bad development in various sectors of the economy.

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УДК 339.138

BRANDING IN CRISIS: ANALYSIS OF COMPANIES' EXPERIENCE AND DEVELOPMENT OF SURVIVAL STRATEGIES

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Резюме – брендинг – ключевой элемент бизнеса, помогающий компаниям сохранять лидерство на рынке и преодолевать кризисные ситуации. Для выхода из кризиса компаниям необходимо использовать различные стратегии брендинга, основанные на усилении бренда, дифференциации бренда и снижении цены на продукцию, но при этом они должны учитывать собственные ресурсы и возможности, а также особенности рынка и конкурентной среды.

Resume – branding is a key element of business that helps companies maintain market leadership and overcome crisis situations. To overcome the crisis, companies need to use various branding strategies based on brand strengthening, brand differentiation and product price reduction, but at the same time they must take into account their own resources and capabilities, as well as the peculiarities of the market and competitive environment.