

The loss of qualified specialists and talented individuals, due to the brain drain, slows down technological progress and reduces productivity within the country, leading to a shortage of skilled labor, for example, in sectors such as health care, education and research.

In addition, the brain drain contributes to a loss of investment and human capital, impeding economic growth and development. To solve the problem of brain drain, it is necessary to create favorable conditions for professional growth. Belarus needs to invest in research and development, encourage innovation, and create attractive incentives for highly qualified professionals to stay and contribute to the country's progress. At the moment three main concepts of the state policy can be distinguished for solving the problem of intellectual and professional migration – the concept of active regulation, the concept of non-interference and the concept of perspective orientation.

**Conclusion.** Thus, solving the problem of "brain drain" has its own directions. This is a very complex and lengthy process that requires active regulatory and financial participation on the part of the state. Implementation of the measures can allow our state to reduce the existing incentives for intellectual migration, which, in turn, will avoid adverse effects on the Belarusian economy.

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#### ACTUAL BUSINESS DIRECTIONS FOR 2023

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*Резюме – в этой статье исследуются современные тенденции ведения бизнеса, инновационные бизнес-идеи.*

*Resume – in this article, we research current trends in doing business, innovative business ideas.*

**Introduction.** Every person who wants to open his own business asks questions: what area will be profitable? What do I need to know to make my business successful? Will it lose relevance after a couple of years? Doing business in Belarus is currently facing logistical challenges related to sanctions. In this period,

consumer trends are your secret weapon. Those who study trends find themselves discovering new ideas that lead to the creation of products and services for our world. At the heart of any idea to create a product is the understanding of the consumer: First you need to research the market and identify a customer need (unmet need), then innovate (your original idea) and launch a product or service.

**Main part.** Market leaders who failed because they did not learn that rules (compared to some of the successful market representatives):

1. Smartphone: Blackberry vs Apple.
2. Laptop: Smith Corona vs HP.
3. Streaming: Blockbusters vs Netflix.
4. Electric car: GM vs Tesla.
5. Digital camera: Kodak vs Canon.

One of the profitable industries is development. This profession will remain in the top of the most demanded specialties for a long time. Many developers are aimed at making life easier. One of the most interesting examples for me is parenting apps. These apps help parents with everything from scheduling to determining the mental health of their children. Examples of such applications: ParentPal, Lasting's Parenting Guide, WeParent – helps parents in a divorce manage schedules and more.

Our world is changing and in terms of financial education, many representatives of Generation Z strive to make their money “work”. Investing for young Gen Z consumers is made easier by apps and communities. Banking apps, community platforms and services are being developed to help them navigate investing. Banking and investment services are not only about money exchanges, but also about cryptocurrencies. More and more consumers are pushing for financial literacy to be taught as part of the education system. Examples of such applications: Hero Financials, Step, Finary.

Currently, there is a digitalization and growth of online companies that provide services to improve life and work online. If you decide to start your business in 2023, then you should consider opportunities in various industries, including digital and traditional industries. Experts believe that important areas for the state will continue to grow and receive support. These areas include import substitution, agricultural development, education, production of military equipment, information technology and medicine.

During the pandemic, online education has become in demand. In 2023, interest in online learning will continue, and the market will continue to grow due to the creation of new technologies. In addition, experts note the growth of offline educational business for children.

Highly profitable business options were identified in the following areas, according to the opinion of the owners and managers of companies:

1. Manufacture of consumer goods (FMCG).
2. IT projects.
3. Opening a premium beauty salon.
4. Training in finance and sales.

## 5. Physical and Mental Health Care Business.

**Conclusion.** Owners of companies believe that ethics in building processes and interacting with partners and customers is an important component of the business and the key to its success. Experienced entrepreneurs say that the ideas of making money on your favorite business deserve to be put into practice.

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### IMPORT SUBSTITUTION AND ITS IMPACT ON BELARUSIAN ECONOMY

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*Резюме – в данной статье рассматриваются основные причины необходимости импортозамещения в Беларуси, и влияние данного феномена на белорусскую экономику.*

*Resume – in this article, we consider the main reasons for the need of import substitution in Belarus, and its impact on the belarusian economy.*

**Introduction.** For the first time Belarus faced sanctions from the European Union back in 1997. After that, the restrictions were expanded many times. Therefore, our factories and companies have experience in managing the consequences of such restrictions.

**Main part.** The last major increases began in 2022 (6 and 7 packages of sanctions). List of goods subject to restrictions on deliveries to the EU: minerals, potassium fertilizers and manure containing potassium, wood and products made of it, cements and products made of it, black metal and products made from it, bus and tires. List of goods subject to restrictions on deliveries from the EU to Belarus: goods for the production or manufacture of tobacco products (filters, cigarette paper, tobacco flavors), equipment, knives and cutting blades for machines, machines and mechanisms, dual-use goods and goods contributing to the improvement of the military-technical, defense and security sectors of Belarus. Thus, Belarus is faced with the need to look for new supply routes and replace resources, goods and services [1].

The Head of the country pays close attention to the issues of import substitution. During a working trip to Bobruisk on June 17, 2022, President Alexander Lukashenko said: “Import substitution is a chance. On the one hand, a chance. On