

provide mentoring and guidance, assign tasks, create a special assessment form, explain the essence of the work.

Remote workers are employees or contractors who work outside of the office environment. Communication with such employees is maintained through mail or online conferences. As a rule, remote workers are employees of IT companies. To manage them effectively, it is important to establish clear communication channels, use collaboration tools, and trust them to do their job themselves. You also need a manager who will control the entire process of completing the task and maintain communication between the employee and the company.

Different employees also have their own special traits that help them advance in their careers. For example, responsibility and punctuality are highly valued in a hard-working employee. The boss must be able to motivate the team and he should provide it with a reliable support. Only hard work will help an employee achieve excellent results and climb the career ladder.

Conclusion. Thus, for a better understanding of how to work with different types of personnel the boss should work for some time in these positions by himself. It will help to understand well the needs of employees and successfully solve problems at work. In general, effective personnel management requires a clear understanding of personnel responsibilities, delimitation of the area of responsibility, comfortable working conditions and timely payment of wages. It is very important to take into account the interests of each employee.

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УДК 338

IMPORT SUBSTITUTION IN BELARUS

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Резюме – в данной статье анализируются проблемы и возможности импортозамещения в Беларуси. Рассматривается конкурентоспособность отечественных производителей и ограниченность внутренних рынков являются значительными проблемами для Беларуси. Мы рассматриваем растущий спрос на товары местного производства и анализируем результаты государственной поддержки отечественного производства.

Resume – this article analyzes the challenges and opportunities of import substitution in Belarus. We consider the lack of competitiveness of domestic

producers and limited domestic markets are significant challenges for Belarus. We analyze the growing demand for locally produced goods and the government's support for domestic production.

Introduction. Import substitution is a crucial economic strategy that many countries have been adopting to promote domestic production and reduce dependence on imports. Belarus is not an exception in this case. This article aims to analyze the challenges and opportunities of import substitution in Belarus.

Main part. Belarus has been pursuing import substitution for several years, and the results have been mixed. The country faces several challenges, such as the lack of competitiveness of domestic producers and limited domestic markets. However, there are also opportunities for Belarus, including the growing demand for locally produced goods and the government's support for domestic production.

The lack of competitiveness of domestic producers is one of the significant challenges of import substitution in Belarus. Belarusian companies often face high production costs due to outdated equipment and insufficient investment in research and development. Additionally, the limited domestic market is another significant challenge for Belarus. Belarus has a relatively small population, which limits the demand for locally produced goods.

Despite these challenges, there are opportunities for Belarus in import substitution. The growing demand for locally produced goods is one of the significant opportunities for Belarus. The country is a member of the Eurasian Economic Union (EAEU), which has created a common market for goods and services among its member states. This has increased the demand for locally produced goods in other EAEU countries, providing opportunities for Belarusian companies to expand their markets. The government's support for domestic production is another opportunity for Belarus. The government has implemented a range of policies to support local companies, including tax incentives, subsidies, and investment in infrastructure. These policies have helped to improve the competitiveness of local companies and promote domestic production.

Conclusion. Import substitution is a complex economic strategy that presents both challenges and opportunities for Belarus. While the lack of competitiveness of local companies and the limited domestic market are significant challenges, the growing demand for locally produced goods and the government's support for domestic production provide opportunities for Belarusian companies to compete with imported goods. To succeed in this strategy, Belarus will need to continue to invest in research and development, modernize its production facilities, and improve the quality of its goods.

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MODERN ADVERTISING TECHNOLOGIES IN BELARUS

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Резюме – в современном мире реклама играет важную роль в экономике. Постепенно она заполняет все сферы общества и каждого отдельного человека в целом. Реклама выходит на новый уровень, потому что все, что нас окружает, есть реклама. В данной работе рассматриваются новые рекламные технологии, используемые в Республике Беларусь.

Summary – in today's world, advertising plays an important role in the economy. Gradually, it is filling all spheres of society and every individual person in general. Nowadays advertising is reaching new and better-equipped stages, because everything that surrounds us is advertising. New advertising technologies used in the Republic of Belarus are considered in this paper.

Introduction. Currently, advertising plays one of the most important roles in the formation of brand image and its target audience. With the development of technology, innovation and the emergence of the Internet in general, advertising has become more common and effective in its work. Modern advertising technologies in Belarus help to promote goods and services in the sales market. The use of different product visualization helps customers to visually see the product and sellers to show it at its best, thereby increasing sales. The purpose of this paper is to consider advertising technologies used in Belarus, how they affect our society and the running of business in the country.

Main part. In today's society, when people are used to consuming information quickly, which is what advertising is, it is considered a great way to grow business. Generally speaking, advertising is a notification, or the creation of publicity, attracting people to buy a particular product or service [1]. The development of advertising is gaining more and more coverage and is beginning to isolate its separate types.

Internet advertising is one of the most popular ways of advertising in our country. With this type of advertising it is possible very quickly to reach the audience due to the fact that now almost all people use the Internet. Also, another plus of advertising on the Internet is that the gadgets used by people track activity and visited sites, thereby sorting advertising and selecting what will be of interest to a particular person. A very important part is contextual advertising, the process