

## **TRENDS IN IT BUSINESS DEVELOPMENT IN BELARUS**

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Information technology (IT) is one of the main factors in the economy of any country, as well as Belarus. Actively developing IT trends are able to influence not only the employment and GDP of the country, but also the country's position in the international scene. In this essay, we will discuss the trends in IT business development in Belarus.

First at all, there are a lot of possibilities for IT education in the Belarus. Anyone can choose courses according to one's preferences and get useful and professional skills. All Belarusian universities offer both higher and post-graduate education in various IT fields. After graduating from university, students become efficient and productive specialists. Competition arises among them for the right to be the best, and this is an excellent opportunity for small and large companies to acquire a sufficient number of specialists in demand.

Secondly, there is a tendency towards expanding relations with foreign countries for joint cooperation. Belarus is becoming an attractive destination for companies from other countries looking for quality IT services at competitive prices. This is an important fact, since it is possible to attract foreign specialists who will share their experience with others, which will increase efficiency. Belarusian IT companies successfully work with customers from all over the world, which contributes to the growth of this area and increasing its international competitiveness.

The third trend is the development of the digital economy, electronic money and accounts. The digital infrastructure of Belarus is progressively developing, which contributes to the growth of online businesses and provides new opportunities for IT entrepreneurs. Today, the process of transition from paper bills to electronic money is inevitable and predictable, and Belarus is not lagging behind in this.

The fourth tendency is an increase in demand for specialists in the field of advanced technologies. Progress does not stand still, and every

year interested specialists implement their ideas and projects, creating new goods, services and products that successfully occupy worthy positions in the global IT market. In Belarus, as mentioned earlier, highly qualified IT specialists are trained, who also have the opportunity to improve their skills and gain work experience, which creates fortunate conditions for the development of these areas both within the country and abroad.

One more point is consolidating the positions of Belarusian IT companies in the global business and labor market. Regardless of the type of activity of companies, such as software development or teaching programming to young people, business in the IT field is attractive and in demand today. More and more Belarusian IT companies are achieving results and success abroad and are increasingly expanding their presence in the world, which affects the increase in IT services and attracting foreign investment, as well as the development of the information society.

Thus, Belarus has everything necessary for creating and developing an IT business. The presence of an educational base, cooperation with foreign countries, the demand for Belarusian specialists and the development of the digital economy are factors indicating its dynamic development and prospects in the future. Today, these components must be used simultaneously, otherwise the efficiency and competitiveness of the country's IT sector will be lower than in other countries. To do this, it is enough to change in time with the circumstances and trends of the outside world and then there will be success. As Winston Churchill said: «The only way a man can remain consistent amid changing circumstances is to change with them while preserving the same dominating purpose» [1, p. 43].

## References

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2. Gupta H., Bohatyriova E. A. Trends in the IT services market in the Republic of Belarus // International relations: history, theory, practice [Electronic resource] – Mode of access: <https://elib.bsu.by/bitstream/123456789/287633/1/203-206.pdf>. – Date of access: 26.03.2024.