

REFERENCES

1. Наумов А. И. Государственная политика в сфере инноваций в Беларуси: проблемы и перспективы развития / А. И. Наумов // Научно-инновационный журнал. – 2017. – № 6.
2. Гасимов М. М. Государственная поддержка инновационной деятельности в Республике Беларусь / М. М. Гасимов // Экономика и управление. – 2018. – № 2.

УДК 334

CREATION OF BILATERAL AND MULTILATERAL ALLIANCES OF ENTERPRISES IN THE CONDITIONS OF MODERN ECONOMY

*А. К. Евтеева, студент группы 10504121 ФММП БНТУ,
научный руководитель – старший преподаватель Н. В. Шевченко*

Резюме – в данной статье рассматриваются двусторонний и многосторонний альянсы, эффективность их применения для развития предприятий в условиях современной экономики.

Resume – this article considers bilateral and multilateral alliances, the effectiveness of their application for the development of enterprises in the modern economy.

Introduction. In current economy, a large number of businesses are facing a number of significant challenges. It is difficult for companies to develop and succeed in their activities due to the unstable economic situation in the world. Also, one of the important factors that have an impact on the development of an enterprise is the existence of competition in the market. It is quite difficult for companies to develop as the competition is growing rapidly. Due to current situation statistics show that about 45 % of firms leave the market after a year after its creation, about 60 % – after 3 years, only 5 % of companies manage to keep their place and hold out in conditions of the competition [1].

Main part. It can't be mentioned that in modern conditions companies and enterprises start cooperation, which helps both parties to benefit. One of the types of such cooperation is a strategic alliance – a cooperation of two or more companies that are independent of each other, created to achieve the goals and objectives of the parties. According to the number of participants, bilateral and multilateral alliances are distinguished [2]. Cooperation, in which two companies enter, allows to accelerate the development and economic growth of both partners. Thanks to it, the range of products is increased, existing products are upgraded to completely new ones, new joint production is created. Both companies increase their competitiveness and are able to enter new markets. Also, bilateral alliance promotes the formation of innovations, expansion of production and provision of new jobs. But it should be noted that when entering into a bilateral alliance, each party should realize that this cooperation will take a certain

long-term period, and after its termination, companies can become both partners and rivals. Therefore, companies should distinguish between confidential information of the firm: into information that is allowed to be disclosed and that is not allowed to be shared with partners. This will allow companies to be able to continue their development after the end of the cooperation without fear of using their developed technologies with the partner [2].

Multilateral alliances are created for the cooperation of three or more companies. This type of alliance has many advantages both nationally and internationally. The main and one of the most important advantages of an international alliance is globalization. Production of goods becomes more efficient, demand for goods or services increases, and costs decrease. The creation of a multilateral alliance at the international level, leads to the development of not only companies, but also the countries in which they develop. This is beneficial for companies by increasing exports and imports of new goods for sale by reducing trade barriers. For countries, this cooperation contributes to increased economic growth, exchange of new technologies, improved living standards and better partnerships between countries [3]. Multilateral alliance in the future can lead to large-scale integration and reformation of the strategic alliance into one large organization, which will become known around the world.

The main differences between these types of alliances are the scope of application, the level of complexity in creating the alliance, flexibility, benefits to companies and dispute resolution. Multilateral alliances are more difficult to organize, the parties to the alliance do not always agree on decisions. Because of the large number of participants, it is difficult to agree, to establish a compromise, to solve the problem [4]. Bilateral alliances are more convenient in that it is easier for partners to agree and come to a common solution. Creating a multilateral alliance is more complicated than a bilateral alliance, because the contract is concluded between several enterprises, taking into account the interests of each, it is possible to introduce certain conditions for each party [5].

Conclusion. Thus, it should be noted that bilateral and multilateral alliances help many enterprises to maintain their position in the market, improve the efficiency and effectiveness of production. Facing the problems in the conditions of modern economy this type of cooperation is beneficial for companies.

REFERENCES

1. До своего 10-летия доживают всего 4–5 % компаний, стартовавших одновременно – эксперт [Электронный ресурс]. – Режим доступа: https://megapolis-real.by/stati/do-svoego-10-letiya-dozhivayut-vsego-4kompanij-startovavshix-odnovremenno_ekspert.html?ysclid=lua2xl4b6v254059748. – Дата доступа: 10.03.2024.
2. What Is a Business Alliance? [Electronic resource]. – Mode of access: <https://www.wisegeek.net/what-is-a-business-alliance.htm>. – Date of access: 10.03.2024.

3. Business Alliance [Electronic resource]. – Mode of access: <https://bizequals.com/business-alliance>. – Date of access: 10.03.2024.
4. The Advantages of Business Alliances [Electronic resource]. – Mode of access: <https://smallbusiness.chron.com/advantages-business-alliances-22151.html>. – Date of access: 10.03.2024.
5. Global Business Alliance [Electronic resource]. – Mode of access: <https://globalbusinessalliance.biz/>. – Date of access: 10.03.2024.

УДК 338.2

TECHNOLOGICAL INNOVATIONS IN MODERN BUSINESS

*В. А. Журавлева, студент группы 10503223 ФММП БНТУ,
научный руководитель – старший преподаватель Н. П. Буланова*

Резюме – В научной работе рассматриваются технологические инновации в современном мире и их влияние на ведение бизнеса. Также изучаются преимущества их использования в бизнесе.

Resume – the scientific paper examines technological innovations in the modern business and their impact on doing business. Also advantages of their use in business have been considered.

Introduction. Technological innovations are an integral part of modern business, covering all its aspects: from marketing and production to management and communications. In order to determine which technology innovations for business are the most significant and how they affect its success, this topic will be analyzed. The goal of the scientific paper is to examine technological innovations in modern business.

Main part. Let us consider technological innovations that are used in modern business. The first one to consider is robotization and automation. At one and the same time, businesses and robotics are using robots and automated systems to perform routine and monotonous tasks. This helps to reduce labor costs while increasing productivity and reducing output. As for Big Data, today the business sector is characterized by extremely large amounts of information that are used to solve various tasks. This is a key to competitive advantage. Analyzing big data can allow you to predict changes in the production process, change the structure and quality of products, and create more effective marketing strategies [1]. Cloud technologies. Businesses can manage and process information while remotely using subscription software (SaaS). This process helps to reduce the need and importance of infrastructure investments and increases the flexibility and accessibility of business processes, so there is an increase in the availability and flexibility of the technology used. What concerns the Internet of Things (IoT), by connecting sensors to the Internet of Things, many opportunities in the areas of machine learning, artificial intelligence and remote working can be realized. The Internet of Things provides a wide range of oppor-