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DEVELOPMENT TRENDS OF INTERNATIONAL DIGITAL PLATFORMS

The purpose of this study is to identify the main trends in the development of international digital platforms and the factors influencing it.

In recent years, platform companies have grown rapidly and captured the international market. In 2012, only two platform companies (Apple and Microsoft) were included in the ranking of the ten most expensive public companies in the world. In 2022, there are six platform companies in this ranking: Apple, Microsoft, Alphabet, Amazon, Tencent and Meta. Platform business in the world is developing rapidly, mainly as services: food delivery, clothing, telemedicine, cleaning, etc. [1]. As competition intensifies, platforms are looking for new ways to grow. To date, we can identify the following trends in the development of international digital platforms: the creation of ecosystems, changing the main function of digital platforms, the introduction of advanced technologies in the work.

One of the main trends at the moment is the transformation of platforms into ecosystems. By combining different businesses/services that previously existed independently of each other, within an ecosystem the user receives more attractive conditions than when using only one product or service. Ecosystems make it convenient to have a single client ID and the right services and services, often available from a single application. In turn, the company gets more clients by uniting client bases, sells more goods and services, improves competitiveness, gets additional income from non-traditional activities included in the digital ecosystem, and as a result of cross-selling between the various services of the ecosystem. A prime example is Yandex, which has a single ecosystem of services – cab, delivery, mail, music, virtual drive, search, voice assistant.

In recent years, there has been a real revolution of platforms that has changed the world. Platforms no longer directly sell services or goods as they used to – they provide interaction between marketers. For example, AirBnb is a platform where real estate owners come into contact with those who want to rent a house, apartment, or room. Various marketplaces (Alibaba, Wildberries) are also examples of this phenomenon.

Money for the existence and development of such platforms comes from advertisers, who pay for accurate targeting of users. A classic business works differently. It creates value in its own pipeline and sells it to customers. For example, there is a car manufacturer who makes cars himself and sells them through a network of dealers. And the amount of revenue of such a company directly depends on the number of cars produced. In contrast, the platform does not produce value itself. Value is produced by other members of the system. And the platform ensures their interaction [2].

A significant role in today's development of digital platforms is the use of sophisticated technology. The introduction of robotics provides businesses with lower costs and more efficient workflows. Tens of thousands of machines equipped with

artificial intelligence are already working in Amazon warehouses, reducing the need for warehouse workers, while increasing the rate at which they receive the goods they need. And Yandex has been running an autonomous device to deliver goods, parcels, and mail since 2019. The robot courier is already delivering in Moscow, St. Petersburg, Innopolis, Dubai, Seoul.

The use of artificial intelligence enables digital platforms to expand service offerings and meet growing customer needs [3].

Technology such as blockchain is gaining momentum, one of the main benefits of which is the elimination of intermediaries. This reduces the need to manage, record and verify transactions, consequently reducing or even eliminating any transaction costs. Blockchain is the basis of cryptocurrencies, the popularity of which is caused by the current level of technological development and the popularization of e-commerce. For example, since 2014, Microsoft has allowed customers to pay with bitcoins in its digital content store; bitcoins can also be used to buy a car on Avito.

Big Data is used for statistics, analysis, forecasting and decision-making. Modern computing systems provide instant access to massive amounts of big data. Many digital platforms use Big Data to analyze user data to determine user behavior. For example, Facebook uses tracking cookies, facial recognition, and analysis of likes.

Based on the trends identified, we can conclude that today's international digital platforms, trying to remain competitive in a dynamically changing external environment, use a wide range of tools aimed at attracting new users, improving the quality of service. Undoubtedly, this leads to an improvement in the quality of life of the population.

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IT BUSINESS DEVELOPMENT IN BELARUS

Information Technology has a great impact both on national economies in general