

the best-known education resources for the staff is the platform iSpring designed for corporate training. It is used worldwide to train employees within such companies as Beeline, MTS, Aeroflot, etc. Corporate training based on iSpring is arranged in Coral Travel, the tour operator company. Corporate online training makes it possible to educate affiliated companies as well as the head office.

Digital technologies help not only educate the employees, but hire new ones. For example, such a technology as headhunting is designed precisely to look for the most valuable and promising staff. Today it's one of the most effective ways of meeting the need of exclusive candidates for different posts.

So that we can freely say that the modern market is very changeable. Therefore, traditional management doesn't work anymore, if it is not used together with innovations that contrary to outdated methods can be used successfully despite numerous risks. New methods of management alongside with appropriate employment technologies must aim at creating the employee of a modern type. The employee of this type is marked with a set of innovative characteristics. Because the potential of any company strictly depends on the opportunities of the staff to provide consistent and constant development.

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TRENDS IN THE DEVELOPMENT OF THE CHINESE ECONOMY

Тенденции развития китайской экономики

The purpose of this study is to identify and examine the trends of economic development in the People's Republic of China.

In today's world, the development trends of modern economy depend on external and internal factors. The Chinese economy was able to stabilise after a long period of fluctuation. The performance was impressive in terms of inclusive economic growth, labour employment and price level. All these indicators pointed to the stability and influence of a mighty power that would soon take the lead in the global economic system. In the last five years, it could be seen that China's economic growth rate was around 5% per year. This was due to the development of various industries. It can be concluded that the volume of the country's economy has doubled, which has had a positive impact on its position in the world economic system.

In 2022, the international environment was tense and risks in the global economy continued to grow. Delays caused by the epidemic, drought, high temperatures and other factors had a huge effect on China's economic policies. China's GDP grew by 3% in 2021, outpacing major economies such as the US at 2.1%, Germany at 1.9% and France at 2.6%. China's contribution to global economic growth in 2022 is estimated to be about 20%, and it remains the main driving and powerful force of global economic growth [1].

The past five years have been challenging and dangerous for the Chinese economy. In 2020, China became the only major economy in the world that managed to achieve positive economic growth. In 2021, the size of the economy was able to exceed 110 trillion yuan with an average growth rate of 5.1% in two years, indicating the economic potential of the powerhouse. China has shown that it is capable of taking a leading position in the global economy. The Chinese economy came under pressure in 2022 and successfully withstood it. It showed steady progress and continued to strengthen its growth trends.

China's economic development plans are incredible. According to the UK's Center for Economic and Business Research, China's economy has huge prospects of becoming the number one global economy by 2028. This is influenced by a huge number of different factors: low unemployment, a fairly high working age population, and a high birth rate. Chinese companies have a tremendous impact on the global market. All these factors contribute to the rapid development of the economy.

The information impulse continues to grow. Various industries, technologies, etc. are being developed. In 2022, China's investment in social research industry reached 3 trillion yuan, the ratio with GDP was 2.55%, and the world innovation index ranked 11th. China took the leading position in the number of active invention patents in 2022, this breakthrough reached 4.212 million.

Consequently, one can conclude that China's economy has great prospects for development. All the achievements have been made thanks to competent leadership and the population's aspiration for a better future. The country's progress is caused by active foreign trade, investment and infrastructure development.

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THE IMPACT OF NEURAL NETWORKS ON INTERNATIONAL BUSINESS

Влияние нейросетей на ведение международного бизнеса

The development of technology and achievements in the field of artificial intelligence and the development of neural networks have significantly influenced modern business.

The goal of this study is to study the impact of neural networks on international business, their potential and advantages in this area. Analyze various aspects, including process automation, market trend forecasting, decision-making improvement, and operations optimization in international business. Consider examples of successful application of neural networks in real situations of international companies.

Today, in international business, which is characterized by a high level of competition and quite dynamic conditions, the usage of new and most promising technologies is becoming increasingly important. Currently, one of these promising technologies is neural networks, which allow companies to increase the efficiency of data analysis, predict trends and tendencies, and make informed decisions affecting the company's activity. Neural networks allow automating almost all routine processes such as data processing, information classification, automatic translation, documentation, and much more. All these processes help the company increase work efficiency, reduce costs. An example of such processes can be the automation of the customs declaration process for international transport, where the neural network is capable of processing large volumes of data and optimizing the declaration process. Neural networks are capable of analyzing colossal volumes of market data, including economic indicators, various patterns, media channels, and much more, to predict the outcomes of various events, situations, trends, and systematize information. Forecasting helps companies make more informed decisions on the development of new markets, products, pricing policy, and production planning. The use of neural