

Дискуссионная панель 4

СОВРЕМЕННЫЕ ТЕНДЕНЦИИ В НАУКЕ И ПРАКТИКЕ МАРКЕТИНГА И ЛОГИСТИКИ В ГОД КАЧЕСТВА

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ON HOW TO DESIGN A WELCOMING EXPERIENTIAL PRODUCT

The service economy comes right after the agricultural and industrial economy, then after the service economy, what economy comes next? That is the experience economy. Actually not only the experience industry, all of the industries include agriculture, industrial and the service industry, every industry is in the face of transiting from the original one to the experience economy, cause if the enterprises can provide customers with wonderful experiences in addition to the goods and services, this will definitely help them a lot in winning the market. According to the Maslow's theory of human needs, one will begin to seek for psychological gratifications and have the need for self-actualization when their basic needs are satisfied, that's the same in the customer's needs, the commodities, the goods and services are not enough to meet the customer's growing needs, thus the experiential products emerged. Creation is an important ways to meet the need of self-actualization, so participation and recreation of the customer is an essential part of the future experiential products. Different from the traditional products, the customer are engaged in an special event through the experiential product, they participate in it, recreate the source product and get memorable experiences, and finally they began to dominate the commodity production. Meanwhile, the enterprises are no longer a producer but an assistant, they stage the whole event and assist the customer's recreating activities. Based on the Maslow's theory of human needs and the Pine & Gilmore's theory about the experience economy and the Schmitt's methods in the experiential marketing, this paper has analyzed carefully about what an experiential product comprises and how to design a welcoming experiential products, it will be a practical guideline for all enterprises to transform in the new economy. There are five stages of experiential product in its developing process, that is: the utilitarian product, the pleasure product, the collaborative product, the participatory product and the self-conductive product.

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OVERVIEW OF CHINA'S ENERGY DEVELOPMENT

Energy is an important foundation for national economic and social development. China has now become the world's largest energy producer and consumer and the country with the fastest improvement in energy utilization efficiency. Energy development has entered a new era. After years of development, China's energy supply security capabilities have been continuously enhanced, and an energy production system driven by coal, oil, gas, electricity, nuclear, new energy and renewable energy has been basically formed.

Regarding the current situation of energy production and supply: 1) China's energy production has grown steadily in recent years, and energy for daily life and production is well guaranteed; 2) the overall situation of energy supply is stable, and economic development is stable and improving. At the same time, wind energy, solar energy and various types of clean energy are developing rapidly, providing good momentum for China's economic development; 3) China's

energy imports have declined. The main reason is that international oil prices continue to rise and the cost of crude oil imports is too high.

Regarding the current situation of energy consumption: 1) China's current energy consumption demand growth is slowing down. Since 2020, total energy consumption has been growing at a low rate; 2) the energy consumption structure has shifted to low carbon, and the proportion of total non-fossil energy consumption in total energy consumption has increased significantly. The application scope of clean energy has expanded, and the energy consumption structure has become more optimized.

Regarding the current status of energy policies: 1. The "14th Five-Year Plan for Modern Energy System Plan" is released. Looking forward to 2035, the "Plan" proposes that decisive progress will be made in high-quality energy development and a modern energy system will be basically established. 2. The "Action Plan for Improving Carbon Neutral Standardization to Peak Energy Carbon" was released. The "Plan" proposes that by 2025, a relatively complete energy standard system that can effectively support and lead the green and low-carbon energy transformation will be initially established. By 2030, a structurally optimized, advanced and reasonable energy standard system will be established. 3. The "Opinions on Improving the Institutional Mechanisms and Policy Measures for Energy Green and Low-Carbon Transformation" were proposed. In terms of energy conservation and energy development and utilization, the "Opinions" emphasize the importance of clean development and utilization of fossil energy and pollution reduction and carbon reduction. In terms of improving and guiding green energy consumption, the "Opinions" propose to promote the improvement of energy-related green consumption mechanisms, and drive the green and low-carbon transformation of the energy production and supply side through the demand for the priority use of green energy on the consumer side.

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АКТУАЛИЗАЦИЯ ЗАКОНОДАТЕЛЬСТВА О РЕКЛАМЕ В РЕСПУБЛИКЕ БЕЛАРУСЬ

Законодательство о рекламе в Республике Беларусь является динамично развивающимся в соответствии с многочисленными внешними факторами, оказывающими влияние на рекламу. Актуальный на сегодняшний день Закон о рекламе № 225-З был принят 10 мая 2007 г. За прошедшее с того момента время многое изменилось, прежде всего во внешней среде рекламного рынка, и современный законодатель не мог не отреагировать на происшедшие перемены.

Всего за истекший с момента принятия Закона № 225-З период было принято 12 изменений, одно из которых заключалось в принятии в начале текущего календарного года Закона № 353-З от 06.01.2024 «Об изменении законов по вопросам рекламы» [1]. Данный закон предусматривает изменения не только в законодательстве по рекламе, но и в таких сферах, как защита прав потребителей, противодействие торговли людьми, сохранение историко-культурных ценностей. В частности, в рамках соблюдения прав потребителей закреплена необходимость предоставления потребителю информации о лицензии на осуществляемую субъектом хозяйствования