

## **ANALYSIS OF BUSINESS PROCESSES IN THE CONTEXT OF DIGITALIZATION**

### **Анализ бизнес-процессов в условиях цифровизации**

The purpose of this study is to examine the impact of digitalization on companies' business processes and to assess the advantages associated with this process.

Digitalization is a new stage that includes automatization of economic activities and public administration, which is a process of transition to digital technologies. Digitalization as a process is at the heart of the digital economy. Digitalization enables the application of advanced technologies to improve the quality and speed of operation, and opens up access to new activities previously unavailable. To put it in less generalized terms, the digital economy is a form of economic relationship that creates new business models through digitalization. Thus, the trend of digitalization is the automation of ordinary processes, for the greater convenience of people.

A business process is a sequence of interrelated and systematically performed operations that are aimed at transforming a company's resources (both physical and virtual) into a final product or result that satisfies the needs of internal or external customers.

Nowadays, more and more digital technologies are being introduced into various spheres of society. Business and industry are no exception: any modern organization strives to adapt to the latest trends in the economy. Nevertheless, digitalization has an impact not only on the organization's communication with external counterparties, but also on business processes.

To assess digitalization, the NRU HSE has developed a special index. The maximum value of the index is achieved in the IT industry (33.9 c.u.), and this industry also has the maximum share of personnel with digital skills (13.96 c.u.). The largest share of digitalization of business processes falls on wholesale and retail trade (7.61 c.u.), which in turn shows that this industry has implemented digital technologies in the largest part of business processes.

Digital transformation of business processes is primarily the implementation of new digital solutions in the production process. In the period of digitalization there is a significant improvement in the business processes of an organization. From this we can conclude that the increased exploitation of electronic platforms, digital technologies, and AI is helping to reduce the implementation time of various tasks, which in turn provides an incredible opportunity to anticipate consumer behavior and the subsequent modification of products according to their preferences.

Although the digitalization of business processes at the enterprise provides an opportunity to accelerate its activities, there are some difficulties: lack of competent specialists; difficulty in the immediate change of established business processes; the need for training and staff development; the introduction of new technologies in the production process requires considerable investment.

In turn, there are positive effects of digitalization of business processes. They include the following points: raised productivity; improved customer service; raised competitiveness of the corporation; cost reduction of business processes;

Thus, it can be concluded that world tendencies force manufacturers to introduce the latest technologies into their business processes. In some ways, such updates may slow down the usual production process, but later it will result in higher productivity and competitiveness of the business. In the realities of the digital economy for sustainable functioning of the company it is necessary to adapt its business processes to modern technologies, otherwise companies may not withstand competition and as a result completely disappear from the market.

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## **THE SHARING ECONOMY AS A NEW CONSUMPTION MODEL AND ITS IMPACT ON THE GLOBAL MARKET**

### **Шеринговая экономика как новая модель потребления и ее влияние на мировой рынок**

In recent years, the sharing economy has become an important part of the global economy. This concept is based on sharing resources like cars, homes, or skills through digital platforms instead of owning them. This new way of using goods and services is changing how businesses work, how people buy things, and how economies function. Experts predict that by 2030, the sharing economy could reach a value of \$335 billion, showing how popular and powerful it has become. The goal of this research is to analyze the impact of the sharing economy on global markets, identify its advantages and risks, and assess its future prospects.

The sharing economy is a system where people share resources with each other through online platforms. This can save money, make better use of items, and offer new ways to access goods and services.

Digital platforms (like Uber, Airbnb, and BlaBlaCar) that connect people who want to share or rent items. A focus on access over ownership, meaning people rent or borrow