

the quality of services provided. In trade, digital platforms are transforming the interaction between sellers and buyers, which leads to improved methods of selling goods and improving access to goods. If before you had to go to the store to buy something, now it is enough to go to the application.

It is clear that due to this, productivity increases. This happens through the automation of routine processes. Therefore, employees spend time on more important tasks, which leads to an increase in, as was said earlier, productivity. Nowadays, it is very easy to find any information. This applies to both companies that create databases and consumers using the Internet. As a result, companies can offer higher quality products and services, which, in turn, increases customer satisfaction and strengthens their loyalty.

So, we conclude that digitalization leads to both positive and negative consequences. On the one hand, many processes become automated, which leads to increased efficiency and productivity of something. The quality of services or goods provided increases, economic sectors (Fintech, AI, etc.) are created that need specialists. On the other hand, automation deprives people of jobs, companies and states are forced to create cybersecurity systems, inequality in access to technology is created.

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## **DIGITAL TRANSFORMATION OF THE SOCIETY IN THE REPUBLIC OF BELARUS**

### **Цифровая трансформация общества в Республике Беларусь**

Digital Transformation of Society is a process that encompasses all areas of life, including the economy, education, healthcare, culture, and social interactions. In recent years, we have witnessed significant achievements in this field in Belarus, and can also speculate on the prospects that await us in the future. The purpose of this work is to study the issue of digital transformation in our country and to propose the plans for its future development.

Achievements of Modernity in the Republic of Belarus:

1. Simplified Access to Information: thanks to the Internet and mobile technologies, information has become accessible to almost everyone. This contributes to increasing the level of education and awareness among the population.

2. E-commerce: online stores and sales platforms have changed the traditional approach to shopping in our country. People can purchase goods and services from anywhere in the world.

3. Remote Work: the COVID-19 pandemic accelerated the shift to remote work. Many companies adapted to new conditions, allowing many people to retain their jobs and improve their work-life balance.

4. Digitalization of Healthcare: telemedicine, electronic prescriptions, and health monitoring apps have made medical services in Belarus more accessible and efficient.

5. Smart Cities: the implementation of IoT (Internet of Things) in urban infrastructure improves resource management, transportation, and safety.

6. Education: online courses and distance learning platforms open new opportunities for acquiring knowledge and skills, making education more accessible.

Based on the above, we can outline some prospects for the future development of digital transformation in Belarus:

- Artificial Intelligence and Automation: AI is expected to play a key role in various sectors, from manufacturing to customer service, leading to increased efficiency but also raising questions about employment.

- Development of Blockchain Technologies: Blockchain may change the approach to finance by ensuring transparency and security in transactions.

- Sustainable Development: Digital technologies can contribute to more sustainable development, for example, through resource optimization and reducing carbon footprints.

- Cybersecurity: As digital technologies increase, so does the threat of cyberattacks. The future requires the development of new methods for protecting data and systems.

- Social Changes: Digitalization can alter social structures, creating new forms of interaction and community but may also deepen digital inequality.

- Ethics and Regulation: With the growing influence of technology, there is a need to develop ethical norms and regulations to ensure fairness and protect human rights.

Summing up, the following conclusions should be made: digital transformation of society offers numerous opportunities to improve quality of life and enhance the efficiency of various processes. However, it also presents new challenges that require careful consideration of ethics, security, and equality issues. It is important to continue exploring and adapting to these changes in order to create a more sustainable and equitable society in the future.

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## **DIGITALIZATION OF EDUCATION ON THE EXAMPLE OF THE USE OF MOODLE**

### **Цифровая трансформация образования на примере использования платформы moodle**

This article provides a study on topic «Digital transformation of education», using the example of the educational electronic courses management system «Moodle», an analysis