

CRM systems also help create detailed reports that demonstrate operational efficiency. Thus, by eliminating routine tasks, entrepreneurs can improve customer service and internal processes.

It can be concluded that implementing CRM systems facilitates better customer interaction, optimizes certain processes, and increases sales efficiency. This significantly simplifies entrepreneurs' work and allows them to focus on growing the company and satisfying customers.

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**Е. Plashko**

**Е. С. Плашко**

БНТУ (Минск)

*Научный руководитель Н. В. Шевченко*

## **THE IMPACT OF DIGITAL TECHNOLOGIES ON PRODUCTION EFFICIENCY IN BELARUS**

### **Влияние цифровых технологий на эффективность производства в Беларуси**

Digital transformation is one of the important directions of industrial development of the Republic of Belarus. The purpose of the research is to analyze the effectiveness of state initiatives in accelerating industrial digitalization and their impact on productivity and innovation. These insights are essential for shaping future policies and ensuring the successful integration of digital technologies across all sectors. It also contributes to increased competitiveness. The state program offers implementation of advanced production and information and communication technologies in all sectors of economy. The Presidential Decree 381 of 29 November 2023 «On digital development» sets out tasks that include the creation of national digital platforms, the development of domestic software solutions and the scaling of digital projects in industry. This creates a state strategy of digital industrialization, which aims to increase productivity and technological independence. The Ministry of Industry indicates that digitalization has become the basis for the transition to the model «Industry 4.0».

It is important to note that the impact of digital technologies on production processes is reflected in automation, robotization and use of production management systems (MES,

ERP). This helps to reduce the amount of manual labor, but also to increase the accuracy of operations and speed up production cycles. Industrial IoT (IIoT) technology enables continuous monitoring of equipment and reduces unplanned downtime. Decree 381 provides for such extension to the whole industry. Big data analytics and digital platforms provide the opportunity to optimize inventory, production planning and logistics. This reduces costs and increases the flexibility of enterprises. According to statistics of the Ministry of Industry, we can conclude that the introduction of digital technologies makes it possible to increase labor productivity to 20 % and reduce production costs.

In addition, digitization contributes to improved energy efficiency because monitoring systems can track energy consumption and optimize technological regimes. Enterprises that have implemented automated energy control systems report cost savings of 14 %. The state actively encourages the implementation of such solutions through the subsidy of innovative projects and the creation of technology clusters. Digitalization promotes closer cooperation between industry, academia and IT companies. This is what accelerates innovation and the exchange of best practices.

Digitalization is accompanied by a number of difficulties. For example, high cost of technology implementation, shortage of skilled personnel and insufficient standardization of processes. The State programme emphasizes the need to train specialists in digital competences and establish educational centres.

Thus, the digitalization of industry in Belarus is considered by the state as a key factor to increase efficiency and competitiveness. The State Program «Digital Development of Belarus 2021–2025» and Presidential Decree 381 form the regulatory and financial framework for implementing digital solutions. Digital technologies reduce costs, increase productivity and improve product quality. Prospective development needs training, infrastructure development and cooperation of the state, business and science. Comprehensive digitalization becomes the basis for sustainable growth of Belarusian industry.

**Е. Ропутева**

**Е. К. Попутьева**

БГЭУ (Минск)

*Научный руководитель И. В. Ивашкевич*

## **DIGITAL TRANSFORMATION: THE FUTURE OF OUR SOCIETY**

### **Цифровая трансформация: будущее нашего общества**

Our society is undergoing changes at rapid speed. Just 15 years ago, elements of ordinary life that are now well known and fundamental to modern humans, such as the telephone, were completely innovative, not to mention their internal workings in terms of