

The main disadvantage is inconvenience. Using AR or VR implies constantly using smartphones or headsets to get this experience. Besides, special apps and equipment are costly and complicated to develop. Hence, the second disadvantage is high cost of using AR and VR.

In conclusion, it should be mentioned that AR and VR are not about creating a completely new reality. It is about enhancing what already exists. The real mission of AR and VR is integrating the technology so that it enhances the customer experience. It makes experience easier, more fun, and more convenient. This topic is of high interest because AR and VR are new and fast-developing technologies especially in marketing sphere.

## FUTURE OF THE BLOCKCHAIN IN BANKING

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Blockchain, mostly known as the backbone technology behind Bitcoin, is one of the hottest and most intriguing technologies currently in the market. Since 2013 Google searches for “blockchain” have risen 1900%. Similar to the rising of the internet, blockchain has the potential to truly disrupt multiple industries and make processes more democratic, secure, transparent, and efficient. Entrepreneurs, startup companies, investors, global organizations and governments have all identified blockchain as a revolutionary technology

The blockchain can be defined as an incorruptible digital ledger of economic transactions that can be programmed to record not just financial transactions but virtually everything of value. As Panelist Lee Braine, a computer science PhD in the CTO’s office at Barclays said “It’s a way of chunking transactions into a batch, called a *block*, and then a way of hashing them with the previous block to ensure immutability”.

Such system has obvious benefits. First of all, the blockchain database isn’t stored in any single location, meaning the records it keeps are truly public and easily verifiable. Also, no centralized version of this information exists for a hacker to corrupt. And finally, its data is accessible to anyone on the internet. So, the main dignities are decentralization, publicity and absolute transparency.

One of the key features of bitcoin and blockchain is that the technology allows people to transact more easily and safely across borders, without the need for currency conversion or other middlemen. While the US accounts for 55% of bitcoin and blockchain deal share, other global players are entering the sector in increasing numbers. Looking beyond the US, the UK accounts for 6% of total deals over the same period, Singapore for 3%, Japan, South Korea, and China for 2% each, and the remaining 37 countries for 29% combined.

What about Belarus, the Belarusian commercial bank BelVEB plans to employ the blockchain technology to process transactions between Russian and domestic companies. The initiative outlined in the Export Development Project Office's programme for 2017 seeks to encourage Belarusian-Russian bilateral trade as well as Belarusian export to third countries. It also aims at deepening integration within the Union State of Russia and Belarus. As its central activity, BelVEB provides export and import payment services and financing for foreign trade transactions. The bank has opened credit lines in Germany, Austria, Italy, Czech Republic and other countries. It also serves as a clearing centre in foreign exchange settlements for many Belarusian banks .

It is believed that the future of finance could be dominated by blockchain technologies. A traceable global currency complete with an efficient infrastructure will not only result in massive cost reduction for all market participants, it also will change global banking. Bitcoin will do for payments what email did for communication.

Blockchain system in banking is a case in point. There are thousands of banks in the world using similar databases that are all separately maintained. That's quite expensive. If it is used by many institutions it will bring much more efficiency and also help to bring various systems closer together. Blockchain could bring down cost and open up opportunities for smart people and companies with not so deep pockets to do useful applications. If you want to develop a bank you still have to invest heavily in infrastructure. If you had blockchain, you could just hook up to that.

Furthermore, a critical success factor in blockchain adoption is the network. Another important one is generating internal momentum for blockchain integration and implementation. Security is another reason banks could be hesitant to embrace blockchain. Finally, actually applying blockchain successfully to payments will require fostering an uncommon coordination among banks – which is vital to generating the positive network effects that make blockchain so compelling.

The blockchain solves specific kind of problems where security and reliability are critical. The most valuable feature is performing transactions without any intermediaries and trust between parties. The blockchain is still not super popular and

as every new technology requires an adoption process that takes time and needs a lot of experiments. All in all, the blockchain is believed to be the technology of the future which soon will cover all the spheres of activities. Moreover, it is said to be moving much more quickly toward global adoption. And blockchain adherants believe that the modern technology with its global opportunities can become the new internet.

## OPTIMIZATION COMMUNICATIONS MARKETING ACTIVITIES

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Formation and control communication system includes:

- analysis of the dynamics of their communication costs;
- analysis of distribution and communication costs planned units (products, divisions, segments, etc.);
- comparative analysis of communication costs in the industry and by competitors, the analysis in selecting advertising agencies criterion for returns / costs;
- comparative cost calculations for alternative measures to stimulate sales.

Research objectives - objectives arise to employees of marketing department of the company, to modify them depending on the stage of moving goods on the world market and possible changes to the requirements of specific customers.

Marketing activity is known, provides market research, issues of commercial policy, process control commodity movement - marketing, pricing, communications firms. [1].

An important part of marketing activities is to develop optimized system of marketing communications is uniting a number of interrelated and stimulus measures: to acquaint target audience with products by regional and national peculiarities of origin;

- consumer education philosophy and a certain level of needs-based awareness of the competitive advantages of commodity supply;
- encouraging stakeholder reaction of the market;
- support sustainable customer loyalty, satisfaction backed by a long and successful use.