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DIGITAL DEVELOPMENT FOR BUSINESSES

At the end of the last century the world witnessed the emergence of a new reality – the Internet. This new technology had been great expectations on the effects that it would bring about in various sectors of society. Each month, forecasting the changes were appeared in new publications. According to them innumerable traditional companies would rise under the attack of new virtual competitors; the processes of vertical and horizontal integration would be reversed and a new group of entrepreneurs would appear, generating almost all wealth.

The crazy that happened in the late twentieth century marked the beginning of the future ICT applications. The implementation of investments in the infrastructure of international broadband and wireless telephony led to significant investment losses, but at the same time provided a solid material base for the development of several applications. Furthermore, the maturation of new financial mechanisms such as venture capital contributed to make innovations possible. Markets are now beginning to distinguish which business models derive income and thereby provide a key learning experience for entrepreneurs, governments and investors. There are many successful businesses – Google, Amazon, e-Bay, etc. They are now in the consolidation stage. A number of e-government services had appeared all over the world, bringing benefits to citizens: reduction of time frames for transactions, consolidation of them and transparency enhancement in the relationship between government and citizens [1, p. 397].

In 2003, Internet connected about 100 per cent of large and medium-sized businesses, as well as 40 per cent of small firms. In this, the broadband connectivity increased. However, there are significant shortcomings with regard to the more advanced use of ICT. Companies use Internet to get information about what the public sector is doing and to check the status of their bank accounts and deposits, but they perform several transactions except for some basic services that are widely available on the Internet. Only 15 per cent of corporations communicate with their suppliers and customers via the Internet, and only 25 per cent of that number have a website. These figures are not good if we compare them with developed countries, which conduct three to four times more sales transactions online [1, p. 397].

The main barriers that entrepreneurs and managers perceive against adopting digital technologies are unfamiliarity, complexity, unawareness of their relevance, distrust and insecurity, communications problems with the people responsible for information systems, and cost. Eventually, many entrepreneurs still see no return on investment in advanced ICT uses. Nevertheless, many businesses implemented these solutions have a favorable view. For example, 49 per cent of entrepreneurs consider that it reduced costs, 57 per cent consider that it increased productivity, and 66 per cent declare to have obtained efficiency gains [1, p. 397].

No one will argue that it is necessary for competitiveness of companies to be aware of all new developments. This is the case, in particular, for the advertising business. Previously, advertising posters and flyers were the main way of promotion. The best world brands were promoted exclusively with commercials on radio and television. Now there are hundreds of various methods of advertising. And, of course, digital developments are at the top. In modern marketing concepts companies should deal with clients through a variety of different types of outdoor and indoor advertising, mobile applications, social networks, etc.

To do this, the system must include all kinds of digital devices: personal mobile devices, applications, cameras, etc. Currently, sensors can receive and analyze information about each person who uses digital devices. There is example when a menu is automatically selected for the person entering the restaurant based on the basis of his health, previous orders and the diet [2].

Soon, with the development of a face recognition system the LED digital screen will be able to greet you by name and say where a product or service is located, just scanning your condition and possible needs. LED screen will no longer be just an advertising vehicle. It will become a personal assistant dedicated to attend to any needs or requests [2].

Like roads and railways, the Internet is unleashing waves of innovation. Ways in which businesses, consumers, and governments act and interact with each other are transformed. The mobile broadband usage and rapid growth in mobile phone ownership are contributing to this digital revolution [3]. In the new economic order resulting from the decline of the manufacturing industries and the expansion of the services sector, we have witnessed the birth of the information age and its growing importance as a sources of products, growth and the creation of wealth.

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DEVELOPMENT PERSPECTIVES AND PROBLEMS OF IT-EDUCATION IN BELARUS

The development of the computer software and IT services sector in Belarus has been characterized by steady growth over the past ten years. Thanks to the current situation on the world market Belarusian companies today do not experience significant difficulties in the involvement of new clients. But there is a problem of providing companies by qualified professionals.

The current demand for IT professionals exceeds the supply more than three times. According to the investigation Minsk universities can not completely meet the growing demand for IT staff [1]. Almost all types of IT professionals with different skill levels are in great demand. Companies have already felt a serious need of independently train middle-course students, because some of them are often not suitable for hiring. We can say that the qualitative training of IT professionals has gradually moved from the education in university into the company. Universities don't give students relevant practical skills that companies require.

There is a need to transform the education system with an emphasis on the training of technical specialists for the further rapid development of the industry. Among the main tasks to be solved are the following: orientation to practice, adaptation to the real working process, updating training programs and materials, developing teamwork skills, supporting talented professors.

In addition to basic knowledge in mathematics higher education programs should provide knowledge of modern approaches to building distributed computer storage. It is necessary to introduce classes on architecture and design of mobile device interfaces. First of all the education system should be addressed to the needs of the industry. According to the survey of residents of the High-Tech Park the main reasons for the denial of employment of university graduates in 2016 - 2017 are the low level of theoretical training, insufficient level of foreign languages knowledge and unrealistic expectations for wages. Thus, there is a need to review of the existing education program.

In the 14th century books were very rare, so the professor at the university (or monastery) read expensive books and commented on them, and the students wrote down these comments. And still in 2018 we can see the same method of education that is boring and ineffective for students. Students understand it and start to skip classes. But the system