

Also fake products, “pirate” registration, use of trademarks as trademark owners are characteristic for Belarus.

This question is quite serious, so the methods of struggle have to be the same to them. There are two significant methods for solving the problem: first, “helping hand” of the antimonopoly authority of the Republic of Belarus, they can provide assistance, the appeal is submitted on the principle of territoriality; secondly, the assistance of the economic court in the protection of business reputation.

<http://edoc.bseu.by>

*A.A. Kiraidt, N.A. Novik
BSEU (Minsk)*

DIGITAL TECHNOLOGIES IN MARKETING

Rapid changes of modern digital technologies induce changes in marketing.

The subject of our study is digital marketing. **The object** is the application of digital marketing for commercial purposes. **The objective** of our research is to define the role and place of digital marketing in the companies’ economy and in people’s lives as well as its efficiency. Digital marketing is concerned with advertising and selling of products or services by means of digital technologies, mainly the Internet, mobile phones, display advertising, and other digital media. Since the 1990s, the development of digital marketing has changed the way most companies advertise and sell their produce. Currently, when digital platforms are increasingly incorporated into companies’ marketing plans and their production and sale activities, and when more and more people use digital devices instead of just going shopping, the role of digital marketing campaigns is growing. Digital marketing becomes a prevalent and efficient way to enhance sales. Digital marketing techniques such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games become quite common in our life and in the operation of many companies. In fact, digital marketing now even involves non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones.

The 21st century is the century when “time is money” and efficiency is the most valuable resource. People do not want to waste time while searching for the information they need. They want it to be easily accessible and attainable. Therefore, as statistics say almost all large and medium-sized companies adopt digital marketing. On any Internet site you browse, everywhere, you can see a huge amount of advertising in the form of banners, KMS advertising, etc. You may not even pay attention to it, but it is already

loaded into your memory. Then on one fine day, for example, at a bookstore, you find the book that you saw a couple of days ago in advertising and you buy it. This is the beauty and miracle of the Internet marketing.

Furthermore, before 1990, the use of the Internet for business purposes was prohibited by the regulations of the U.S. National Science Foundation, but later large companies received access to it. In 1992, after the transfer of control over the Internet into private hands, the number of consumers and Internet service providers has expanded significantly. The network has embraced millions of people and computers around the world. The same year, the first online bookstore of Charles Stack opened. Amazon company launched its online store in July 1995.

In Belarus, above 900,000 people made purchases at least once in the past six months. The average purchase value for the period between October 2013 and March 2014 was US\$290. However, the most vulnerable part of this assessment is the forecast of the growth rates of electronic commerce in the country, which was estimated at 30 % (as compared to the growth rate in Russia). If this assumption is corrected, the estimates of the volume of the Internet market in the country will also vary in the range of \$ 380–470 million (the lower the growth rate, the larger the market size).

All the data given above show that the development of companies' marketing activities is beneficial for their quickened development, and most important — the direct development of the economy in the country.

Y. Klimantovich
BSEU (Minsk)
Scientific adviser Iryna Pryhun
(Ph.D, assistant professor)

THE EFFECT AND EVOLUTION OF INFORMATION TECHNOLOGIES IN RETAIL SECTOR

Retail is one of the most advanced industries in terms of technological innovations. With the development of IT infrastructure, commercial organizations have to deal with more and more diverse objectives. Modern IT lets a business either be more effective or increase the number of loyal customers, which is vitally important for a prospering organization.

It was a few years ago when IT provided solely automation and support of separate processes (e.g. cash register, accounting, ordering, etc.). Nowadays IT in retail is on a completely different level of immersion. Besides the task of automation, client communication with the help of technological know-hows is also a big deal to a cutting-edge organization. And this is not only about talking to customers, but also regarding the way one talks and an overall impression of the business.

When a consumer visits a drugstore, what the drugstore can offer? As a client, you can be provided with number in an electronic queue; learn