

photogenicity. This is a kind of hybrid of PR and advertising, which is very effective and provides material for social news and publications in the press as a whole. Accordingly, this approach is an echo of the image of corporate advertising and is able to influence the formation of the company's image.

Such advertising should be placed in the business press, whose readers are representatives of the target audience of these institutions, who are not indifferent to the opinions of representatives of the business elite, whose recommendations have a great deal of weight in society. The image of the head of the company in ad units is found not only among large enterprises, but also among medium-sized ones. Whatever images a company uses for its advancement, it is important that they do not contradict the essence of advertising appeal, they contribute to a comprehensive perception of the company's image and product, and actively interact with the overall marketing communications system. Thus, the advertising image is created on the basis of the company's philosophy, its marketing and advertising concept and strategy, taking into account external factors that significantly affect the positioning of a product or service in the marketing communications system.

References:

1. Афанасьевский, В.Л., Реклама как явление культуры / В.Л. Афанасьевский, С.Б. Краснов // Философия культуры. - Самара, 2016.
2. Зоткин А.Ю. Создание рекламных концепций и образов как часть стратегического управления маркетингом предприятия / А.Ю. Зоткин. - М., 2010.
3. Квитка, Д. Реклама со вкусом РЯ [Электронный ресурс] / Д. Квитка. - Режим доступа: www.publiciti.kiev.ua.

SECTION 6. DIGITAL REALITY. INTERNATIONAL E-COMMERCE. TRENDS OF IT BUSINESS DEVELOPMENT IN BELARUS.

Belko Ruslan
Science tutor L. V. Bedritskaya
BSEU (Minsk)

THE INFLUENCE OF THE HIGH TECHNOLOGY PARK ON THE DEVELOPMENT OF DIGITAL ECONOMY OF BELARUS

The purpose of this paper is to show the leading role of the High Technology Park in digital economy of Belarus.

Despite its size Belarus has its own powerful IT economic unit, which makes the state one of the world's leading digital economies. And it is called high

technology Park or just HTP. HTP is an analog of Silicon Valley of the USA as well as many other high technology oriented centers in other countries. But how has HTP become commercially successful in such a competitive area in which states are trying to take their own place?

Have a look at trends in the development of digital economy of Belarus. From mid-zero IT-sphere has transformed into one of the most important parts of Belarusian economy as a whole. For example, in 2018 IT-sector, as first deputy Prime Minister Alexander Turchin assumed, contributed 0,5% from total 3,7% economy growth. It is difficult to argue with the fact that HTP is the main driving force of IT-sphere development, because it is a special economic zone with specific tax and legal regime, which helps attract new firms in Belarusian economy, even foreign ones.

The most significant result of operation of HTP is the signing of the decree №8 on December 21, 2017 and its enforcement on March 28, 2018. This decree made attractive conditions, such as reduction of value added tax for foreign supporting companies or reduction to 9% of income tax, for doing business in IT-sphere in Belarus. It led to rapid growth of residents of HTP and their total number in this structure, and consequently growth of Belarusian export performance. For instance, from its foundation to December, 2017 HTP had grown from 15 companies to 192, but after the Decree was signed this number changed to 454. The Decree legally defined the spheres of HTP interest: blockchain, machine learning based on neural networks, medicine and biotechnological companies, unmanned vehicle, and software development. The list, however, can be expanded.

One more reason of intense growth of HTP and IT-sphere as a whole is orientation to export, which takes almost 92% of total production. Excellent rule which is followed by IT-companies of Belarus is to trade with ones who can pay more. And it effects export statistics of HTP: as of 2016 more than 90% of the whole export revenue of its residents falls on the USA and Western Europe and only 5% refers to CIS. Total export revenue was \$820,6 million in 2016 and \$1025 million in 2017, what, in turn, can be used as a confirmation of tendency of IT-sector to growth.

HTP residents also take part in many competitions and exhibitions in high technology sphere and win a lot of awards, which is the consequence of their desire to invent new quality products. For example, two companies from HTP were named the most innovative in the world at CES 2019 in Las Vegas – Teslasuit, company, which works on the eponymous suit, which allows people to immerse themselves in virtual reality entirely, and Flo, woman health monitoring service.

Start-ups – companies with short history of operating activity and associated with a high risk – are currently popular among IT-developers, because constantly growing, updated huge amounts of information impose modern specialists interest in fast-growing projects, which can be bought by biggest companies and, consequently, will provide developers with vital investment to have an opportunity to switch to another project and to continue only support the operation of the developed product. As for HTP, there is a special department for start-ups support – business-incubator, which provides new companies with the space, expert

informational support, consulting, and opportunity to take part in a lot of conferences, workshops and trainings. Such start-ups as Blitz Team, multiplayer mobile games development; SMARTPOOL, blockchain-platform service; Aligned Code, development of cross-platform apps for Smart TV; Touring Apps, development of technology for optimize costs of route construction are in HTP business-incubator at present. Each company of the mentioned is aimed at the general public, in other words, IT-sphere is trying to meet the needs of as much people as possible.

So, HTP plays the leading role in development of digital economy of Belarus due to some factors, the main of which are Decree №8, orientation to export and to high technology product, and support of perspective companies called start-ups and able to generate breakthrough ideas.

References:

1. Интернет-портал Белорусского телеграфного агентства [Электронный ресурс]: экспорт ПВТ в 2018 году. – Режим доступа: <https://www.belta.by/economics/view/eksport-pvt-po-itogam-goda-vyrastet-nemenee-chem-na-40-turchin-323146-2018>. – Дата доступа: 05.03.2019.
2. Официальный Интернет-портал Президента Республики Беларусь [Электронный ресурс]: Декрет №8. – Режим доступа: http://president.gov.by/ru/official_documents_ru/view/dekret-8-ot-21-dekabrja-2017-g-17716/. – Дата доступа: 05.03.2019.
3. Веб-сайт Парка высоких технологий [Электронный ресурс]: итоги работы ПВТ в 2016 году. – Режим доступа: <http://www.park.by/post-1380/?lng=ru>. – Дата доступа: 05.03.2019.
4. Веб-сайт Парка высоких технологий [Электронный ресурс]: итоги работы ПВТ в 2017 году. – Режим доступа: <http://www.park.by/post-1858/>. – Дата доступа: 05.03.2019.
5. Веб-сайт Парка высоких технологий [Электронный ресурс]: Teslasuit и Flo на выставке CES 2019. Режим доступа: <http://www.park.by/post-2261/>. – Дата доступа: 05.03.2019.
6. Веб-сайт Парка высоких технологий [Электронный ресурс]: start-up компании в ПВТ. Режим доступа: <http://www.park.by/post-935/>. – Дата доступа: 05.03.2019.

Anton Kuznetsov
Science tutor L.V Bedritskaya
BSEU (Minsk)

THE USE OF EYE TRACKING IN BUSINESS

How can we define to what extent an advertisement or a website is successful? This issue can be solved with the help of eye tracking.