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MODERN TENDENCIES OF THE DEVELOPMENT OF THE SHADOW ECONOMY

The shadow economy appeared as a phenomenon in ancient times and is still functioning nowadays. According to the generally accepted understanding, the shadow economy uses the same resources and markets as the legal one, but all this happens «out of sight» of the government.

The shadow economy is usually divided into three large blocks:

1. Informal economy. This includes all legally permitted types of economic activity, (production of services, goods), which are not counted by official statistics, and the concealment of this activity from taxation take place.

2. Fictitious economy («white collar»). These are registry, theft, speculative transactions, bribery and all sorts of frauds associated with the receipt and transfer of money.

3. Underground economy. It means prohibited by law economic activities.

[2]
The main reasons why small businesses are leaving in the shadow economy are:

1. hard tax pressure;
2. the possibility of alternative payments (cash, barter, etc.);
3. administrative nature of rental relations (underdevelopment of the real estate market);
4. administrative and bureaucratic barriers in registering, obtaining licenses, etc.

The shadow economy is the activity of economic entities that develops outside state accounting and control.

The shadow economy plays a large role in the course of social and economic processes in society and influence the economy in both stabilizing and destabilizing ways.

There are some directions of the stabilizing influence of the shadow economy on the Belarusian society and its economy:

1. From the point of view of economic entities, the shadow economy provides more efficient forms of economic activity. The shadow economy on tax exemptions allows the company to increase its net profit and gives the company a serious competitive advantage compared to those who work completely legally.

2. The stabilizing effect of the shadow economy is manifested in the formation of new market niches, which means that conditions are created for the survival of the population during the recession of the official economy and the fall in living standards. As a source of new jobs and income, the shadow economy plays the role of a social stabilizer, smoothing out excessive inequality of incomes and living standards, reducing social tension in society.

3. The shadow economy forms the financial base for non-state social activities. Sponsorship of political activity, funding of various lobbying economic associations and unions, as well as charity in the field of art (theater, cinema, etc.) largely come from cash coming from the shadow economy.

Currently, the shadow economy is a powerful factor in the destabilization of the Belarusian society:

1. Repression of official taxation mechanisms and, accordingly, a proportional reduction in the volume of taxes collected. Alternative shadow mechanisms of taxation (payment, direct payments to officials for the performance of their functions, etc.) turned out to be the alternative that supplanted official taxation.

2. The shadow activity has a disorganizing effect on the production process within the framework of the official economy, worsens the situation and prevents the creation of normally working, «healthy» economic organizations. It leads to a decrease in the manageability of workers, weakens their work motivation, sometimes leads to their dequalification.

3. Partially related to criminal activities, the shadow economy gives rise to numerous conflicts, some of which are resolved with the use of violence.

4. The shadow economy is the most important factor in the formation of business ethics, and, moreover, of social norms in general. The expansion and strengthening of the shadow economy led to the "blurring" of social norms - people stopped distinguishing what is possible and what is not in economic life, what are the criteria for evaluating a particular economic action.

Ensuring the economic security of the Republic of Belarus requires further strengthening of state power, increasing confidence in its institutions, as well as improving the mechanisms for formulating and implementing economic policy. It is necessary to improve the economic management system on the basis of a clearer definition of the functions of republican, sectoral, regional and local (district, city) government bodies. The transition to a market economy requires the formation of an appropriate regulatory and legal space, new institutions of governance and institutional transformations, the creation of a mechanism for resolving disputes and conflicts between republican and local authorities and administrations.

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SECTION 3. CURRENT ISSUES OF INTERNATIONAL MANAGEMENT AND MARKETING

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OPPORTUNITIES OF THE ECONOMY OF IMPRESSIONS

One of the models for starting a business is identifying goods that are needed by the consumer, and then producing them. But some experts say that almost all market niches are occupied in the 21st century.

Do you know why consumers buy exactly your product? Is it of good quality? Does the price suit them? Is your brand popular? All of these aspects are not so important as the impressions that customers get buying your goods or services. Impressions are another economic proposition. When a person buys a service, he buys a series of actions. But when he buys an impression, he pays for the unforgettable moments in his life, that is, for his own feelings and sensations [1, p 15]. And these feelings and sensations will help you to increase value added. There are some opportunities that economy of impressions gives organizations to help people to choose your product.

The first opportunity is transition from mass production to the creation of mass personalization methods of manufacturing. It means that you should create more innovative ways to produce products, replace logistics chains with management of production and supply chains, produce goods only with real demand. Mass personalization makes your product a service, and mass personalization of the service makes it an impression. To promote the spread of mass personalization you should reduce or destroy customer concessions.