

data technology, the Internet of things, the growing popularity of crowdsourcing and the development of a sharing economy. The greatest transformation is undergoing the segment of IT consulting.

The main trends in the development of the consulting market are:

- development of a sharing economy;
- development of crowdsourcing companies in the consulting market;
- intensification of the development of modern technologies;
- tendency to hire consultants from different companies for one project;
- data analytics and cloud computing.

The market of consulting services in Belarus is a young industry which is only in its infancy. The first consulting companies appeared in Belarus in the mid-90s. By 2018, the Big Four companies and large regional companies have already entered the consulting market of Belarus. Most of them are situated in Minsk.

In the context of the EBRD's advisory program, consulting services were awarded an average of \$ 10,000 to more than 300 companies [4]. This program is one of the main growth factors of the Belarusian consulting market.

The market volume is approximately \$ 6.3 million according to the authors' estimate based on the Civitta's estimate and \$ 6.7 million is estimated by the authors based on EBRD data.

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THE ROLE OF INNOVATION IN THE RESTAURANT INDUSTRY

The relevance of our work lies in the fact that in the conditions of a highly competitive catering market in the Republic of Belarus, one of the methods for improving the quality of service and a condition for attracting consumers is the introduction of innovative technologies.

Applying innovative technologies in business means using new technologies in the development of production, which can significantly increase its efficiency through the use of innovative technologies, methods of management or scientific knowledge [1].

Innovation involves not only quality improvement of people's life, but also well-built relationships with consumers.

The development of innovative technologies brings the restaurant business such advantages as efficiency increase, improvement of visitor services, cost savings by staff reduction and others. Today, both in large restaurants and small eateries, digital services are becoming more and more popular.

An example can be electronic restaurants, at which automated orders are divided into three main groups. The first group is *self-service*. The technology is that instead of the traditional menu the waiter brings the guest an electronic menu on a tablet. The guest chooses the necessary dishes by moving them from the menu to the order field, confirms his choice and information about the order is immediately transmitted to the kitchen. The second group is the usage of *mobile devices* to connect with the staff for order entry. The guest makes an order and this order is directly entered into the system by the waiter at the table and then sent to the kitchen. The third group includes the technology of installing *special applications* on the guest's phone. They allow visitors to reserve a table, order dishes in advance, etc. With these applications, users can also order delivery.

Worldwide companies as Google, Amazon and Apple can serve as good examples of businesses striving for innovation. These corporations have implemented an ordering system using a *voice message*. This way of ordering is more convenient than sites for receiving orders.

It is important to note that social networks have also expanded their services and made it easy to interact with restaurants. For example, application Snapchat allows to reserve tables through mobile applications of online reservation systems. As for Facebook and Instagram, they cooperate with delivery service companies (GrubHub, Doordash, EatStreet) and provide the opportunity to purchase.

The advantage of digital services is convenience and quality, as well as reduced additional costs and increased sales.

Thus, innovations and certain technologies can serve as the main reasons for restaurant attendance, also preferences and tastes of customers. Therefore, each restaurant is trying to improve the method of service using more and more modern technologies and keeping up with the international standards of operation.

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