

The modern processes of globalization and regionalization of the world economy lead to significant changes in the system of regulation of international economic, in particular, trade relations between countries and their groups. The analysis of modern forms of foreign trade policy showed that more than 150 countries throughout the existence of the GATT / WTO participated in the discussion of the mandatory provisions of the agreements, which covered tariff and non-tariff measures. Many of these countries have made concessions regarding their own imports. However, this does not mean that national governments do not restrict the import of “unwanted” products into their territory.

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INFORMATION AND KNOWLEDGE IN THE ECONOMY OF OUR TIME: TRANSITION TO THE KNOWLEDGE ECONOMY

The success of enterprises and organizations in our time depends on the skillful use of intellectual capital. Intellectual capital consists of human and structural capital [1]. As a rule, the derivatives of human capital are grouped into structural capital. Human capital includes: knowledge and skills, creativity, moral values, work culture, etc. Structural capital reflects everything created, developed and reproduced by a person. For example, customer relations, brand, management strategy, organizational structure of the company, etc. It turns out that the structure and organization of an enterprise cannot be built without human capital. The potential of human capital lies in the transformation of the received information into knowledge, followed by the implementation of the received knowledge into knowledge-intensive competitive products and services.

Economists consider knowledge as a type of resource that is used by people in their work and everyday life. As a resource, knowledge has all the properties of a product: it can be generated, processed, stored, sold, and purchased.

The emergence of the concept of “knowledge economy” is associated with the spread of the concept of post-industrial society, which implies that the main resources of developed countries are now involved in the knowledge-intensive sector of the economy. Knowledge and knowledge-intensive projects are becoming one of the most important products of social production, and the modern economy is becoming dependent on successfully implemented knowledge in it.

Knowledge is a derivative of information. In economic activity, knowledge, information, and their formative can be understood as an economic asset, since information is the basis for making decisions, which are new knowledge, but of a different kind – practical knowledge. General characteristics and qualitative differences of knowledge and information as economic resources are presented in table 1 [2].

Table 1 – Knowledge and information-differences and similarities

Knowledge	Information
Do not decrease as they are used	
Can be used simultaneously by a large number of consumers without loss of quantity and quality	
Irrevocable delivery	
Abundance does not reduce value	
Knowledge is deeply connected with the individual and human society, and is more dependent on the intellectual and sensory abilities of the individual	Information exists in both living and inanimate nature, is more objective and dynamic
Knowledge – meaningful, learned information that has passed through the consciousness of a person or group of people	Information – the basis of knowledge
Knowledge – a reasoned judgment or the result of an experiment	Information may be of a different nature (news, scientific articles, entertainment, etc..)
The creation of new knowledge requires the development of the information system, the assimilation of an increasing amount of data, each new round in the multiplication of knowledge requires more and more effort	The information is replicated, and the cost of producing another copy of the carrier of its original version with each new stage tends to zero
Knowledge is also contained in the value of the product produced, it has the property of unlimited self-growth	Information transfers its value in a specific way to the product in which it is used
Knowledge is only an object of possession	Information is an object of property

At the same time, in the conditions of information integration of the world, there are prerequisites for the globalization of such processes, which until now have remained local in nature. In the context of a systemic transformation of the economy based on market principles, the Republic of Belarus gets access to the world knowledge system in order to improve the quality of the national human capital, and the formation of the

knowledge economy is associated with the regime of catch-up development and modernization of industry in relation to the world's leading economies. In turn, this will make it possible to make a technological breakthrough and ensure accelerated modernization of the domestic economy, which is necessary for the Belarusian economy, which is undergoing the post-industrial and information stages at an accelerated pace, which makes it difficult to adapt the institutions of the knowledge economy.

Based on the above, we can draw the following conclusion: the knowledge economy is largely developing around large amounts of data, the Internet and artificial intelligence, which entails huge changes in the balance of forces within the classical economic sectors that use the principles of outdated technical and technological structures, and as a result leads to a loss of competitiveness of the industry.

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WHO WILL WIN: ECONOMY OR ECOLOGY?

Everything good comes at a price. The growth of the quality of life turns into new threats and risks for humanity.

In the era of industrialization, humanity did not think about the problems of the environment. The main thing was to create a huge number of metallurgical, machine-building, chemical and other industries that allowed us to enter the era of a sharp increase in consumption. This led to pollution of rivers and other reservoirs, deforestation, and barbaric treatment of other types of non-renewable resources.

No one was in a hurry to analyze the negative consequences of this attitude to nature. Now environmental problems are becoming one of the most important, especially for the developed countries of the West, where a clean environment is considered the most important life good.

The post-industrial era does not mean that heavy industry is a thing of the past. Its share is falling, but it cannot disappear by itself, because the consumption of, for example, metals or petrochemicals is only increasing. As a result, some governments sacrifice the environment in the interest of rapid economic growth. A typical example of