and Construction" decreased by 36% of students, and "communication, economics, and management" more than 50% of students. Also, positive prospects are confirmed by an increase in the number of undergraduate students in the specialties "Engineering and Technology": from 2011, an increase of 3.4 times, from 976 to 3355 people. In turn, the peak fell on the 2017/2018 academic year, 3465 people.

The result of the study is that the state of the human capital of the Republic of Belarus in the IT-sphere was, is and will continue to develop. Maintain employee growth, salary growth, and new opportunities. These successes are possible thanks to the support of the state, the initiative of entrepreneurs and the population.

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Kseniya Siauruk
Since tutor *N.N. Perepechko*
BNTU (Minsk)

BUSINESS IN BELARUS

The development of a digital economy not only improves the quality of life, but also obliges a person to be able to correctly handle new knowledge. Therefore, it is important for people to improve digital literacy, be able to use the latest technology and protect themselves on the Internet. Students are the fastest to digitize. Teenagers are able to gain knowledge by participating in online seminars and Olympiads. Moreover, a lot of online educational platforms contribute to the availability of data regardless of the place of residence. Adults also need to learn advanced technologies. So, in the educational sphere, teachers should teach children to design VR, print on a 3D printer, create robots, and control drones. To do this, teachers improve their skills and immerse themselves in a new reality. The development of the digital economy is impossible without training new IT personnel, so universities play an important role here. They actively develop training in new competencies, preparing future programmers for admission through online courses. The development of digital education is promoted by projects to attract it applicants and train competent specialists in the digital industry [1].

International business is a very specific, versatile and complex concept, because in addition to the issue of trade in this case, it is necessary to solve numerous problems related to the peculiarities of sales in another country. To solve such complex issues, a certain international strategy is necessary, as well as such important issues as the language issue, the specificity of the national culture and the peculiarity of the

legislation. At the turn of the 20th and 21st centuries, business between different peoples has become a familiar, pervasive and all-encompassing phenomenon of our modern civilization. The goal pursued by such a large-scale business is, and this is a remarkable interesting fact, not only to generate income, but even to maintain friendly diplomatic relations between countries. International business is very important and today more and more trade, production and research organizations are opening in other countries. The role of such a business is really huge, because it affects not only trade, but also political issues. International business is very important and today more and more trade, production and research organizations are opening in other countries. The role of such a business is really huge, because it affects not only trade, but also political issues.

Some numbers

- In the ranking of the international telecommunication Union Measuring Information Society Report, which assesses the development of ICT, Belarus is ranked 32nd (2017).
- Belarusian IT companies make their main sales in foreign markets. More than 90% of software produced in HTP is exported: 49.1% – to European countries, 44% – to the USA and Canada, 4.1% – to Russia and other CIS countries.
- 10 companies from the software 500 ranking of the world's largest software companies have development offices in Belarus: EPAM (107), Bell Integrator (281), IBA (281), Itransition (368), Coherent Solution (393), SoftClub (409), Artezio (416), Intetics (419), Oxagile (456), IHS (482).
- Belarusian developers provide IT services to the world's largest corporations and organizations (Samsung, HTC, the London stock exchange, the World Bank, Microsoft, Coca-Cola, Toyota, Google, British Petroleum, etc.)
- Mobile applications created by residents of the Belarusian hi-tech Park are used by more than a billion people in more than 190 countries. Among them – Viber, MSQRD, MAPS.ME, Flo and many others.
- Developed by Wargaming (Belarusian development center-Game stream LLC), World of Tanks is one of the five most profitable MMO games in the world with more than 140 million registered users.
- Belarus is part of a small "club" of countries that create supercomputers [3].

Belarus has staked on the development of the IT industry and the digital transformation of the economy, so the quality of training of specialists is of paramount importance. The annual output of IT specialists with higher education in Belarus is about 7 thousand. They are trained by 21 universities in the country.

Main suppliers of IT specialists in Belarus (according to HTP data, 2017):
* Belarusian state University of Informatics and Radioelectronics-37 %,
* Belarusian state University – 27 %,
* Yanka Kupala Grodno state University – 6 %.

In 2018, the creation of an information technology company in the Armed Forces of Belarus was announced. Its goal is to develop software, special and applied programs in conjunction with military Academy units and other scientific and educational

institutions. Among the areas for development of the IT company are simulation of military operations, navigation support, automated control and radar systems, etc [3].

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Alesya Stetskaya
Science tutor *L. Bedritskaya*
BSEU (Minsk)

HOW TO MAKE A WEBSITE INCREASE YOUR SALES

The purpose of this paper is to provide statistical data about site users and to make it clear how much a site affects companies' income.

A web resource helps strengthen the position of the company and is an additional way to earn money. Its main goal is to attract the maximum number of visitors who, after evaluating a set of criteria of the resource, become buyers. The basic user's requirements for a web resource are as follows:

1. Ease of perception of the information: a site should not cause a sense of chaos when you visit it. If the owner cannot put things in order even on his web resource, can they be trusted to buy any products? This is what the user will think and probably will prefer to leave the site. Therefore, the presentation of the information must be clearly thought out [1].

2. Decoration:

- 48% of people mentioned website design as the number one factor in deciding whether to trust a business;
- 2/3 of people prefer to read a beautifully designed article than a plain text;
- 3/4 of visitors leave the page web design of which is overloaded with ads and images [2].

It is very easy to spoil the appearance of the site. An unsuccessful combination of colours and poor-quality graphics will cause negative mood among visitors.

Modern experts have identified stable associations between colours which can help a company use them properly to increase sales [3].

3. Fonts: it is necessary to select simple fonts without unnecessary elements. While reading, a person fixes only the beginning and the end of a word. But this is possible if the attention is not distracted by unnecessary details, because of which you