

geographical systems, an important place belongs to the method of modeling. To predict and if possible calculate the possible results of the impact of certain environmental situations, it is necessary to be able to model them. The main methodological principle of modeling the state of the environment is a systematic approach, which is used mainly with other methods, and especially with experiment and observation. Aircraft, special missiles and satellites are used to monitor the state of the planet's ozone screen.

Ecological and economic relations are characterized by the interaction of ecological and economic subsystems of territories and are an expression of the relationship to attract natural resources to production activities and the reverse flow of substances in the form of waste to the ecosystem, therefore, natural capital and assimilation opportunities of the environment are important.

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#### **REALIZATION OF INTERNATIONAL COMMITMENTS IN THE GLOBAL ECONOMY**

Increasing production efficiency is an urgent issue that arises in any organization in terms of innovative demand and competitiveness. To improve the efficiency of the enterprise, it is necessary to use the analysis of various innovative influences on the characteristics of production process and the selection of the most appropriate.

The article describes various aspects of the impact of innovation on the economy and society as a whole. To increase the efficiency of any enterprise, it is necessary to use the analysis of various innovative influences on the characteristics of the production process and choose the most suitable ones.

The dynamics of life in our time explains special attention of society to innovation. The practical application of new ideas in the form of new products contributes to the development of the economy and social development of modern society. Today, the emergence of something new, special is the most important part of social life. The introduction of innovations in production is carried out in order to

increase the efficiency of its activities and to form appropriate reserves. But the multifactorial nature of innovations, which directly determines the nature and specific scope of their application, is externalized in business practice from the point of view of various types of innovations that affect economic efficiency in different ways. In other words, innovations of various types determine different ways of increasing the efficiency of the formation of the innovative and technological potential of the enterprise, which correspond precisely to these innovations [1].

The importance of innovation in modern society cannot be overestimated. Innovations fulfill many functions: economic, social, cover all aspects of society and affect personal issues. Activities related to innovation lead to the development of a technological method of production, thereby helping to develop significant resource savings and the development of new high-quality products. In the market economy, one of the main factors in increasing competitiveness is innovation. Therefore, with the help of innovation, new markets are being developed.

An innovative idea is of particular value to an organization if, as a result of its implementation, certain practical goals are achieved. Thus, the term “innovation” is more economic and social than technical [2].

Nevertheless, there is still no generally accepted definition of the category of innovation. Moreover, the definition of “innovation” has many private interpretations. Analyzing them, it can be noted that innovation means either the result of the creative process, or the very process of introducing innovations. On the one hand, “innovation” is an object introduced into production as a result of scientific research or a discovery made, qualitatively different from the previous analogue. On the other hand, the process of “innovation” includes scientific, technological, organizational and financial activities that lead to the commercial introduction of a new (or improved) product or production process.

Proceeding from this, the essential properties of scientific and technical innovation are a high degree of novelty, an ability to materialize in production in order to make a profit to meet certain needs, as well as applicability in practice in various fields of activity. Therefore, if a new idea is not applied in the products, processes or services used in practice, then it is not an innovation [3].

In the future, without innovation, further economic and cultural growth along an intensive path of development is impossible. Increasing the efficiency of economic activity of enterprises based on innovations and the formation of appropriate reserves for industrial growth presupposes a typology of new products, a mandatory thorough analysis of the ways of their influence on the characteristics of these activities and adherence to those types of them that are capable of providing the best desired result.

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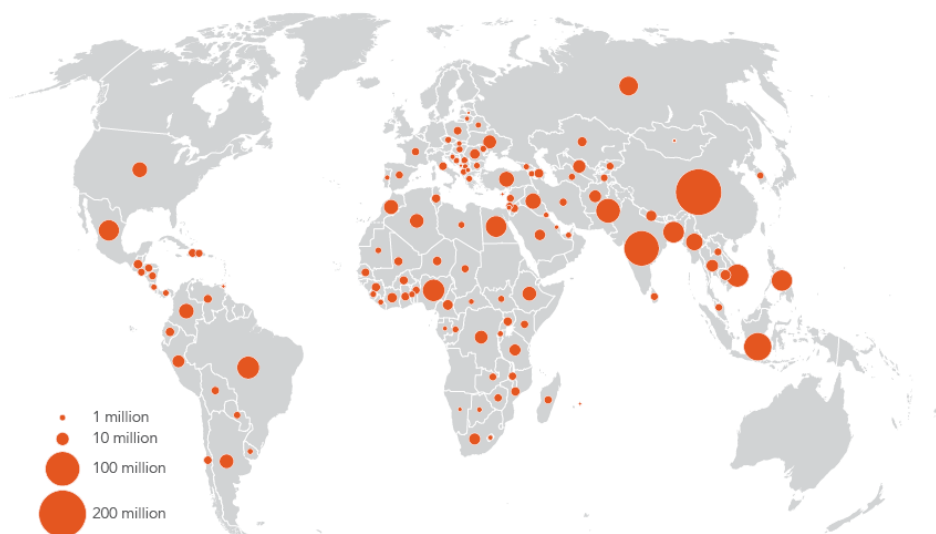
## INCREASING FINANCIAL INCLUSION THROUGH THE USE OF DIGITAL TECHNOLOGIES

Financial inclusion means that individuals and legal entities have convenient access to financial products and financial services (transactions, payments, savings, loans and insurance) that match their needs [5]. The object of the research is financial involvement in the use of financial services by businesses and the population in the world. The subject of the work is the availability of financial services for the population. The purpose of the work is a comprehensive study of solutions to increase financial inclusion in the world with the advent of digital technologies.

Innovation and technology in the banking sector have the potential to increase the availability of financial services as they can bypass existing structural and infrastructural barriers to reach the target group. For example, the study by Demirguc-Kunt and Klapper [2, p.25] shows that innovation in mobile phones has increased access to financial services in 49 countries.

If you look at this issue globally, around the world about 1.1 billion, or about two-thirds of the adult population, are not covered by banking services [4]. In India and Mexico, over 50% of unbanked adults have mobile phones; in China – 82% (picture 1).

Two-thirds of unbanked adults have a mobile phone  
Adults without an account owning a mobile phone, 2017



Sources: Global Findex database; Gallup World Poll 2017.

Note: Data are not displayed for economies where the share of adults without an account is 5 percent or less.

**Picture 1 – Two-thirds of unbanked adults have a mobile phone**

Source: [4].