

a lot. Companies in the US focus on pleasing their customers by implementing their needs in company's products and services, while the UAE companies focus on innovation and market segmentation. Digital marketing in Belarus differs a lot from the USA and the UAE – companies mostly focus on their brand image and social activities.

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ESSENCE AND FEATURES OF INTERNATIONAL INVESTING

Сущность и особенности международного инвестирования

At the moment, the most important condition for the economic success of the state is increased competitiveness. It is achieved through the modernization of national production, the development of advanced technologies, which is impossible without attracting investment. Under conditions of limited resources, one of the important sources of formation and expansion of the high-tech sector is the attraction of foreign capital in the form of foreign direct investment.

Investments can be classified according to various criteria. The main feature of the classification is the object of capital investment, on the basis of which direct and financial investments are distinguished.

Direct investment is the investment of funds in real assets in order to make a profit. It is possible to participate in the management of the enterprise.

Financial investment is acquisition of assets in the form of securities. They by themselves do not give an increment of real material capital, but they are able to make a profit, in the absence of the possibility of managing the enterprise.

Depending on the form of ownership of the invested funds, private, national, foreign and joint investments are distinguished. As a rule, export-oriented countries benefit more from foreign direct investment than countries focused on import substitution.

In the Republic of Belarus, great attention is paid to attracting direct investment. There is a big difference in investment between the capital and the rest, thus it tells us that the other regions lag behind the capital with their technologies at enterprises, which is not a good indicator. All of the above can lead to the fact that the capital and the metropolitan region will develop rapidly, unlike other regions, which will lead to a large imbalance, because the regions of the country will not be

able to keep up with the capital's modernization of production. This, in turn, will lead to a big difference in the standard of living of the population of these regions.

To improve the investment attractiveness of our country and solve some problems of investment policy, it is necessary to create favorable conditions for doing business by reducing the tax burden, stimulating political and macroeconomic stability, reducing corruption, creating stability and predictability of the business environment.

Modernization of national production, at present, is the most important attribute of the economic development of the Republic of Belarus. The solution to this problem, given limited resources, can be foreign direct investment. This, in turn, will help to improve the efficiency of the system of the Republic of Belarus as a whole.

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DEVELOPMENT OF BELARUSIAN ENTERPRISES IN THE NEW ECONOMIC CONDITIONS

Развитие предприятий Республики Беларусь в новых экономических условиях

The normal economic activity of all states has now been disrupted. The pandemic has closed borders, imposed state restrictions, halted production and redistributed demand for goods and services. The enterprises in the Republic of Belarus continued to operate in such conditions, despite negative external and internal influences. The purpose of our work is to study how the country's enterprises develop under sanctions.

In July 2021, the European Union introduced sanctions against eight Belarusian enterprises, among which was «Minsk Automobile Plant». But the consequences of economic pressure were felt at all 11 factories of «BelAutoMaz» holding, including the open joint-stock company «Osipovich factory of automobile units».

In modern conditions, it is necessary to find new approaches and principles for the management of business processes in order to develop production in a given enterprise. Therefore, in a market environment and increasing competition, new and