

## Reference

1. Владельцы глэмпингов рассказали о благотворном влиянии пандемии [Электронный ресурс] // Газета.Ру. — Режим доступа: <https://gazeta.ru.turbopages>. — Дата доступа: 24.11.2021.

**А. С. Сидорова, С. С. Дроздова**  
БГЭУ (Минск)

*Научный руководитель — С. С. Дроздова*

## THE IMPACT OF THE DIGITAL ECONOMY AND THE EFFECTIVENESS OF INNOVATION IN THE CATERING BUSINESS

Catering as a sector of the economy is constantly developing and improving. It is necessary to introduce new cooking technologies, improve the service system, and ensure active promotion to attract guests. The main goal of this work is to consider the relationship between the activities of catering enterprises with the digitalization of the economy. Obviously, digitalization has begun to cover all spheres of society, and public catering is no exception. We suggest that in modern conditions consumers make a choice in favor of high-tech establishments that provide free Wi-Fi services, the ability to pay for orders using Apple Pay and Google Pay, as well as other contactless payment methods. Online booking services for tables or even entire establishments are becoming popular.

In our opinion, the internal part of the business has also undergone global changes. Since digitalization is primarily associated with the concept of access to information, managers, accountants, technologists and directors have got hold of programs for complex information processing and its automation.

Many computer applications and programs offer services for convenient and visual management of visitors' orders, allowing them to be arranged in chronological order according to the time of receipt, which significantly increases the quality of service and the speed of service. The KKC group of companies is in demand in the catering market due to its convenient queue management system provided by self-service kiosks and digital panels. In the sphere of the restaurant business, robotization is gradually being introduced. Examples are Self-Service Kiosks that can be found on the popular McDonald's and KFS chains. Pizzeria "Dodo" has been using a dough rolling machine for a long time. Automated dispensers, smart frying surfaces and automatic vegetable cutters are used everywhere. Gradually, restaurants are starting to introduce digital monitors. Another developing area is the automation of the service system, which

is carried out due to the emergence of robotic waiters, an electronic menu using a QR-code, the distribution of personnel call buttons, etc.

In conclusion, we want to name the main trends in catering in our country: the emergence and development of new formats for the provision of services (cafe-bookstore, pit stop, bistro-self-service, food trucks, etc.); implementation and development of network projects (for example, the chain of Belarusian cuisine restaurants “Vasilki” and the project of their founders “Pizza Tempo”, the world corporations “Domino’s Pizza” and «Black Star Burgers” enter the Belarusian market, local franchising is developing: “Garage”, etc.); the growth in the number of online orders, the delivery market and the popularity of self-pickup services. The delivery development potential is evidenced by the fact that the largest IT companies are investing in its development. For example, Yandex has already introduced its delivery service “Yandex.Food”; transfer of the loyalty system to the online format (Internet cards, mobile applications: for example FoodClub — a loyalty system for visitors “Big Buffet cafe”).

**A. Fedotov**

*KNUTE (Kyiv)*

*Scientific adviser — O. Priymuk, candidate of economic sciences,  
associate professor*

## **SALES MANAGEMENT IN A PANDEMIC CONDITION**

Trade before and after the spring of 2020 are two completely different concepts. Due to the spread of the pandemic and the creation of new quarantine restrictions, most physical stores were forced to cover up indefinitely.

A year and a half passed, and some restrictions were removed. But not all entrepreneurs were able to continue their activities. Keep in mind that your business can be closed at any time. Management technologies of influence undermine the very idea of a market economy and free competition. No one is safe from having their business closed. The company’s survival in the trading field depends on how quickly management can respond to change and use the necessary technology.

The first step that was a “must have” for everyone was the transition to the realm of online. We have seen the explosive progress of online shopping among grocery retailers, restaurants, clothing stores. Those who already had a well-developed online marketing system found it easier to survive the first lockdowns. But there were those who did it from scratch and “on the go”, for example, launched their online stores ATB, “Silpo”, “Fora”, we finally saw the services “click and collect”, “click and drive”. Yes, but only now in this channel it will be more difficult to make a profit. The trend suggests that e-commerce will rise regardless of quarantine, this is a long-term trend and ignoring it is short-sighted.