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DIGITAL TECHNOLOGIES IN THE INDUSTRIAL COMPLEX OF THE REPUBLIC OF BELARUS

The digital transformation of the economy is the greatest achievement of scientific and technological progress, aimed in the future at the sustainable socio-economic and environmental development of mankind. Digitization and the ease with which communications are established today with other business systems or information systems have forever changed the way people communicate and business functions. The development of the digital economy has led to the transformation of all aspects of human activity. If during the first 10 years (since 1995) the basis for the development of the digital economy was the business of electronic commerce and the Internet services, now it covers almost all spheres of society.

The development of an innovative economy in the modern conditions of the Republic of Belarus involves the widespread introduction of digital and information and communication technologies in the sphere of industrial production, which forms at least 30% of the gross domestic product.

The current direction of modern industrial policy is to ensure technological transformation based on the fourth industrial revolution called «Industry 4.0», which originated in Germany in 2011. It should be noted that innovative technical and technological transformations are the basis for increasing the competitiveness of industrial products and obtaining the best production indicators. Therefore, in Belarus, the transfer of the economy to an innovative path of development through information and communication technologies has been put forward as a priority for socio-economic development in the near future. For this purpose, Decree of the President of the Republic of Belarus dated 07.05.2020. No. 156 «On priority areas of scientific, scientific- technical and innovative activities for 2021-2025» and the State Program for Innovative Development for 2021-2025 was developed.

«Industry 4.0» involves robotic production, «smart factories», automation of full-cycle production, the introduction of ERP systems for managing production, personnel and company assets, the use of CALS technologies for information support of supplies and product life cycle, MES systems for coordinating and synchronizing the release of intermediate and final products. As a result, enterprise management is impossible without the use of various kinds of information systems that provide management of both business processes in general and individual elements of the enterprise as a system.

Many Belarusian enterprises today use digital production technologies. Among them there are OJSC Mogilevliftmash, JLLC Belwest, the ZOV group of companies, OJSC Savushkin Product, Bell Bimbo LLC and many others. However, for a more active introduction of these technologies into the industrial production, further work is needed in the following areas:

- development and implementation in practice of regulatory legal acts in the field of digitalization;
- stimulation at the legislative level for the introduction of digital industrial technologies;
- increasing the digital literacy of industrial and production personnel;
- ensuring information security in the transmission, processing and storage of data.

Thus, industrial digital innovations have significant potential for the development of new growth trajectories, due to the fact that there is a direct relationship between the level of digitalization of production and the level of competitiveness of an enterprise. Therefore, the tasks of forming an advanced digital economy require further attention from scientific, educational, innovative organizations and central government.

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LEAN APPROACH TO BUILDING BUSINESS PROCESSES IN ONLINE EVENT SPACES

Online Event Spaces (OES) is a young Belarusian IT startup. It develops and creates platforms for online events: conferences, webinars, online and hybrid corporate events for business. OES emerged amid the pandemic and isolation in 2020, when conventional offline events were massively canceled. The team saw it as an opportunity and a new market, not yet developed in Belarus. The problem the company is solving has great potential. This is proven by the capacity of the market based on Gartner's IT market research.

Entrepreneurs often get carried away with product development, forgetting about evaluation, and then realize that the market is too narrow and will not be able to provide earnings. Evaluating market potential before development saves the project. OES did it.