

3. Competent marketing. The company needs to conduct a detailed study of the market and its products, prepare a high-quality advertising campaign that meets the tastes and interests of consumers.

If you correctly use all of the above tools, you can guarantee the proper growth rate of the efficiency of production and economic activity. There are a number of ways to do this: increasing the volume of production, bringing it to new markets, reducing the costs of production and sale of these products. One of the main ways to reduce costs is to save resources used in production (labor and material). Outsourcing is the newest and most effective strategy. The economic content of outsourcing is to provide a third party with individual production processes and powers, responsibility on the basis of a contract.

The share of outsourcing is increasing every year. It is used in the automotive industry, the production of consumer goods, computer technology. Also in world practice, a large share of outsourcing is carried out in the field of information technology, marketing and manufacturing. Outsourcing in the field of production is the most difficult because the outsourcing company needs not only qualified personnel, but also certain equipment and production facilities.

The purpose of the enterprise is to make a profit, and management needs to look for opportunities to increase it. It is necessary to compare the assessment of economic efficiency with the goals of production in the planned periods, since it characterizes the results of activities in the past, and its value is manifested in the present. Consequently, the totality of the results of production activities for a single period of time is the efficiency of production.

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SHARING ECONOMY

Экономика совместного потребления

Scientific, technological progress and the process of globalization have had a great impact on the development of the economy. With the growing influence of modern information and communication technologies on all spheres of society, the term "sharing economy" has become widespread. Sharing economy is a consumption model that involves the collective use of goods and services, barter and rent instead of ownership. Examples of this model are car sharing services (Uber, BlaBlaCar), apartment/house renting (Airbnb), reselling platforms (eBay, Poshmark), coworking spaces, crowdfunding.

The purpose of the scientific work is to study the sharing economy as one of the directions of the development of the world economy.

Study by PwC shows that while in 2013 the sharing economy companies in the five sectors where the new business model is the most prevalent earned sales revenue of 15 billion dollars, by 2025 this will have risen to 335 billion dollars, so half of the revenues in these markets will go to companies with a sharing-based model [1].

There are several reasons for the development of the sharing economy. A special role belongs to innovative technologies. The emergence of online marketplaces, mobile applications and peer-to-peer networks has radically changed the behavior and consumption culture of a huge number of people. The second reason is the trend towards conscious consumption. Generation Z has changed patterns of consumption. Renting instead of buying, purchasing goods in the secondary market and reselling the unwanted instead of recycling have become new consumer habits.

The sharing economy affects various aspects of economic growth. Under its influence, new markets for goods and services are created, the efficiency of using resources increases and losses are minimized, and as a result, the efficiency of the economy as a whole increases.

The introduction of this economic model makes it possible to reduce damage to nature and the environment. Thanks to the BlaBlaCar service, 1.6 million tons of carbon emissions was saved in 2018. According to forecasts, by 2023 this figure will be 6.4 million tons [2].

The expansion of the sphere of joint consumption stimulates change and development of traditional industries, which must become similar to sharing platforms in order to stay competitive. For example, in competition with Uber, taxi companies began to develop mobile applications that allow passengers to see nearby cars, view ratings and place orders.

It can be concluded that sharing economy is a priority for development, as it has a number of advantages:

- wide offer of products and services at lower prices;
- sharing economy can help businesses reduce costs and increase efficiency;
- it reduces damage to nature and the environment.

References

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