

- State Company,
- Closed Joint Stock Company.

The South African government in every way supports companies that contribute to the development of the economy and is interested in attracting new investors, for whom there are almost no restrictions on doing business.

The specific feature is that a businessman has to adapt to the local culture, to communicate with different ethnic groups, with their own characteristics. It will be easy, to work with small companies, rather than with large companies, as it will be quite problematic to agree or resolve any issue. Africans may seem lazy, but even so, they are very active physically and always open to new experiences.

It can be concluded that South Africa, if compared with other countries in Africa, is quite promising and attractive to future businessmen with its diversified economic structure, the presence of a large number of resources and good investment opportunities.

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SELECTION OF PRIORITIES FOR INNOVATION DEVELOPMENT

Выбор приоритетов инновационного развития

The effective developing economy of the Republic of Belarus is largely determined by the level of competitiveness of enterprises. A targeted approach is aimed at the progressive development of national economy and it is implemented in the country. The State Program of Innovative Development of Belarus for 2021–2025 is approved by the government for the period up to 2025. The purpose of the State Program is the formation of a new technological basis that has to provide a high level of competitiveness of national economy on external markets.

In modern conditions, approaches to developing marketing strategies of businesses have changed. The main perspective of the marketing research has shifted from innovative capabilities during product development to consumer needs, that led to major changes.

The aim of our research is to consider marketing as one of the priorities of innovative development.

The increasing market diversity of products has led to creation of the fragmented markets, that reduce the effectiveness of market segmentation. As a result of the several studies conducted in different countries, it was found that a more productive approach in

marketing is a focus on consumer demand, making profit and not impact on it for the purpose of selling a previously developed product. Forming the benefits of new and high technologies helps to find buyers for high-tech products and technologies.

The uniqueness of the market of high technologies is that it is characterized by a high degree of uncertainty, risks in developing innovative products and technologies and the uncertainty in the preferences of consumers and in evaluation of competitors, that requires different market strategies and tactics.

The development of the various activities involves the use of the range of technologies (industrial technology, information technology, biotechnology and etc.) The effects of the combination of know-how, scientific and technical knowledge, the complexity of the technologically fast-growing market, high speed of the development of technology and creation of innovative products help to get a significant competitive advantage for the high-tech enterprises that create conditions for using the multi-variant marketing strategy.

Key aspects, that should be reflected in the developed marketing strategy, are:

- 1) purpose of the strategy and the advantages of an innovative product (technology);
- 2) target market, market niche, positioning the company and its difference;
- 3) marketing tactics (marketing tools);
- 4) image (brand) of the company.

During promoting high-tech products on the market it is necessary to optimize the strategy of the combination of marketing technologies (product specifications, patents, brands, communication strategies, advertising, promotion, public relations, strategic alliances, services and pricing).

Conclusions. Selection of priorities for innovation development should be based on the results of marketing research of market demand for product and process innovations, identifying the opportunities for effective development of enterprises on the basis of the production and sales of the innovative products, both in the short and long term.

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DIGITAL ECOSYSTEM

Цифровая экосистема

In modern conditions, the countries of the Eurasian Economic Union: the Republic of Armenia, the Republic of Belarus, the Republic of Kazakhstan, the Kyrgyz Republic and the Russian Federation are actively cooperating and integrating with each other. Of great