

provides one of the best opportunities for growth. Doing business here, the company needs to take into account all the features and nuances, the mentality of the consumer of this market.

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E-COMMERCE AND ITS DEVELOPMENT IN BELARUS

Электронная коммерция и ее развитие в Беларуси

The aim of the research is to identify the trends and determine the prospects of e-commerce development in the Republic of Belarus.

E-commerce is a sector of the Belarusian economy that hasn't been properly covered yet by organizations. In comparison, in the UK e-commerce accounts for up to 13 % of GDP, whereas in Belarus this figure is within 1 %.

As for today, Belarus is rather promising country in terms of e-commerce development. There are a number of technological prerequisites for this in the country, in particular: introduction of high-speed Internet throughout the country and low traffic costs; the compact and relatively small size of the country, which facilitates smooth delivery of goods anywhere in the country within a short period of time, increasing popularity of the Internet among the population, etc.

In 2021, sales in Belarusian online shops grow by 25 % to 3.4bn BYN and their share in retail turnover was 5.8 %. According to this data, in 2020 the market growth was more rapid (+40 %), but then its share was smaller — 4.5 %. By the end of 2022, the share of online sales in retail sales is expected to exceed 6 %. The coronavirus pandemic is cited as the main reason for market growth.

The most popular categories for shopping include home and garden products, household appliances and electronics, health and beauty products, children's products and automobile and motorbike products. Demand for electronic steam generators and anti-stress toys rose sharply in 2021. There was also a high demand for construction and renovation products and for gifts, hobbies and books.

The most common delivery options are courier and postal services. However, courier services have become less popular, with 48 % of shoppers now choosing this method, which is 4 percentage points less than last year. Postal delivery, on the other hand, increased by 3 p.p. to 36 %.

Thus, despite the absence of strict quarantine measures in 2020, the Belarusian market saw changes in purchasing behavior: sales channels, payment structure and product structure changed, and there were changes in delivery methods. Overall, the Belarusian market is characterized by most global e-commerce trends. Most Belarusians prefer to shop on domestic websites. However, China remains a popular destination, followed far behind by the USA, Russia and Poland.

In conclusion it is worth stressing that Belarus is a very promising country in terms of e-commerce, but legislative restrictions, bureaucracy, low levels of consumer confidence in online payments and poorly developed delivery infrastructure seem to be the main market challenges. The way out of this situation could be, first of all, to adopt a separate law that would regulate e-commerce and all related processes and allow for a bureaucratization of e-commerce companies. The abolition of bans on trade in certain product categories and the abolition of bans on payments to third parties also appear to be important solutions for the growth of the industry.

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IMPROVING STAFF'S EFFICIENCY IN THE IT SPHERE IN THE REPUBLIC OF BELARUS

Повышение эффективности персонала в сфере IT в Республике Беларусь

The article describes methods of improving the effectiveness of staff. How to get the best effect at the lowest cost, as well as how to stay competitive for a long time.

Nowadays every company is thinking about how to improve the effectiveness of staff, to be competitive for a long time. There are three methods for improving its effectiveness:

1. Raising the qualifications of human resources.
2. Attracting qualified personnel.
3. Creation of conditions for effective work of the staff.

Let's consider each method of increasing staff's potential of the IT-sphere separately.

The first method — staff development. At the moment there are many courses that promote staff development. The most common problem in the IT-sphere is not a good knowledge of English, as well as low grading of the developer (junior, middle, senior, lead).

The second problem can only be solved with time, but on the part of the company, we can give the developer more interesting projects to develop. The first problem is more