

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 ИТ 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

difficult because most people don't want to learn the language or can't, here we have to deal with the motivation of the employee. The company has to get the developers to understand that they need English and that this will increase the possible projects for their work and also a system of incentives is created. For example, companies allow full or partial payment for courses or the employment of an English tutor. Solving both problems has a direct effect on staff efficiency.

The second method is attracting qualified personnel. This depends on the company's ability both to pay salaries to such specialists and to attract them to the staff.

The third method is creation of conditions for effective work of the staff.

One of the problems is a desire to work from home. This has a positive effect on the efficiency of the staff, but after a certain period of time, the efficiency falls. If you allow people to work as they wish, namely from home or from office, then in the experience of many IT companies was noticed: when the efficiency falls down — people go back to work in the office for some time. Also, because of free location and remote working, the company should have a convenient messenger for working with employees and organizing calls.

In order for people to still want to come and work in the office, you have to create the conditions in the office. As we know from a scientific experiment at Hiroshima University, to work most efficiently, you have to work for 52 minutes and take a break for 17 minutes, so one of the main tasks of the office, to be able to give employees an interesting and useful rest for those 17 minutes.

So, there are many ways to improve employees' productivity in IT, and perfectly all of them should be used to achieve the highest levels of productivity.

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COMPARATIVE ANALYSIS OF BUSINESS CONDITIONS IN THE REPUBLIC OF BELARUS AND THE PEOPLE'S REPUBLIC OF CHINA

Сравнительный анализ условий ведения бизнеса в Республике Беларусь и Китайской Народной Республике

The development of small and medium-sized enterprises is an important condition in the formation of the economic policy of states. Doing business is a key to a stable economic development.