

retailers, government organizations and mining companies, to name but a few. They do everything from assessing customer satisfaction to protecting computer systems from hackers.

In conclusion, each type of consulting requires certain skills and qualities. Perhaps the knowledge of computer systems and coding will provide excellent opportunities for IT consulting.

References

1. *Антонова, М.* Обоснуем расходы на консалтинг / М. Антонова // Практическая бухгалтерия. — 2007. — № 10.
2. *Артемьева, Т.А.* Бизнес-планирование инвестиционных проектов как основа реализации стратегии развития компании / Т.А. Артемьева, А.И. Федоренко // Инвестиционный банкинг, 2007. — № 4.
3. *Бахтин, Б.* Затраты на консалтинг / Б. Бахтин // Финансовая газета. Региональный выпуск. — 2007. — № 10.
4. *Войко, А.* Типичные ошибки при составлении инвестиционных проектов / А. Войко // Финансовая газета. Региональный выпуск. — 2007. — № 10.
5. *Данилюк, А.* Оценить невозможное / А. Данилюк // Консультант. — 2007. — № 17.

V. Melchenko

В.В. Мельченко

БНТУ (Минск)

Научный руководитель Н.П. Буланова

DIGITALIZATION OF THE ECONOMY

Цифровизация экономики

Currently, almost all people in the world use mobile phones. In the vastness of Google Play and up Store, you can find many programs and games, including applications that contain data from our bank cards and accounts, to personal address and personal photos. With the help of them, we pay bills and phone, as well as utilities and much more, but it would be convenient if there was a personal application for the country in which you live, where the data is not only about your bank cards, but also passport, driver's license and others that may be needed. unexpectedly at any moment of life, but not to be at hand. By showing the QR code, you will be able to transfer the necessary data to a government official or just look at the right one, but how safe and convenient it is. In this paper we will analyse this issue.

The absolute advantage of this application will be a pocket passport, which will never be washed, will not deteriorate and at the right moment a notification will come about the expiration of the visa or the need to replace the passport. Also, electronic data on the car: about your car insurance, timely technical inspection and driver's license. It's easier to show all this to a government employee with the help of a QR code than to search for the necessary documents in the salon. In addition to the convenience of use, you can see nearby gas stations or places where you can have a good rest or rest, with reviews and tips from local on them.

It is impossible to skip the obvious disadvantages such as security, charging the device and the availability of the Internet. In the modern world, the issue of personal data privacy is very acute, because even companies such as Google and Facebook have not been spared by hackers from attacks and subsequent draining of users' personal data. In our case, the data should be as secret as possible and encrypted from outsiders.

Also, there is another minus. This is the charge of a personal device. In any situation, there may not be an outlet or a portable power supply nearby, and the document is needed here and now.

The Internet plays a significant role; in some areas it may simply not be there or there may be a weak signal with which data is not always processed quickly.

From the above facts, we can conclude that the process of digitalization is convenient and even necessary in the modern society, but this opens risks for big problems from data loss and recovery to identity theft.

K. Mikhailov, I. Golubtsov

К. Михайлов, И. Голубцов

БНТУ (Минск)

Научный руководитель Е.О. Миронова

FEATURES OF RUNNING ONLINE BUSINESSES IN BELARUS

Особенности ведения онлайн-бизнеса в Беларуси

Today it is generally accepted that Internet commerce is one of the few sectors of the economy that is developing at a rapid pace. Any miscalculations can lead to the fact that many online stores can be closed without having time to open again. The article discusses the features of the development of an online store in the context of the Covid 19 pandemic.

In recent years, the demand for Internet commerce has increased in the world and in the Republic of Belarus, which indicates a change in consumer preferences towards an increase in purchases in the Internet store rather than the purchase of goods in shopping centers. So, for example, well-known Internet marketplaces, such as Wildberries, Onliner and Deal, claim that by the end of 2021, Internet sales increased by 42 % and turnover