

respondents supported the ISP. 76.6 % of respondents admitted that this policy meets their needs. According to respondents, main strengths are the development of domestic production (83.3 %), the job creation (80 %) and the economic self-sufficiency of a state (60 %). However, there are also some weak points. According to respondents of this survey, main weaknesses are the lack of technologies required in order to produce certain goods (60 %), the drop in quality of consumer goods (60 %) and the increase in the prices of goods (56.7 %). Respondents criticized the quality of Russian domestic analogues of foreign food (43.3 % of criticism against 33.3 % of support), medicaments (50 % of criticism against 13.3 % of support), home appliances (63.3 % of criticism against 13.4 % of support), cosmetic (33.3 % of criticism against 23.3 % of support) and components for home appliances and vehicles (50 % of criticism against 16.7 % of support). Despite that fact, respondents supported the quality of Russian domestic clothes (50 % of support against 36.7 % of criticism). By the way, respondents admitted that prices for different kinds of domestic analogues are lower than prices for foreign products or are on par with them.

Conclusion. The ISP in Russian Federation has some serious strengths and weaknesses, but it's a long way which is primarily supported by Russian citizens and meets their basic needs.

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THE ROLE OF YOUNG ENTREPRENEURS IN DEVELOPMENT OF COMPETITION

Роль молодых предпринимателей в развитии конкуренции

Purpose of this study: To explore the concept of 'youth entrepreneurship' and to investigate the role of young entrepreneurs in the development of competition in the current context.

At the present stage of development of the Russian Federation young people, the most active and mobile part of the population, are considered to be the society with the most creative and adaptive thinking, which has special strategic and innovative potential. That is why, at this point in time, the state has prioritised the development of youth entrepreneurship.

According to a sociological survey, the percentage of young people who want to start their own business and develop it is several times higher than that of those who already have

their own business. Young entrepreneurs often achieve incredible success through their creativity and ingenuity, winning the competition for consumer demand.

As one of the main economic laws, competition expresses a causal relationship between the interests of all economic actors and economic development. These days, the importance of fostering competition is obvious. The high level of competition in some sectors of the market and its weakness in other sectors, a particularly pronounced monopolisation of consumer markets are reflected in an inefficient structure of supply and demand, a steady rise in prices, the quality of produced goods and services and an increasing concentration of production. It should be noted that the high level of development of youth entrepreneurship is one of the key factors in the modern development of competition. Youth entrepreneurship, due to its flexibility and its ability to quickly update and reorient itself to new types of production and new categories of goods and services produced and the application of modern technologies and developments in production, is least affected by crisis situations and is able to compete with other, even fairly large, enterprises.

Thus, we can say that the stable development of youth entrepreneurship will have a particularly positive impact on the development of modern competition. Formation of favorable environment for youth business by federal and regional authorities will ensure dynamic development of one of the most important sectors of the economy and its diversification.

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SOCIO-ECONOMIC CHALLENGES OF THE INFORMATION SOCIETY

Социально-экономические вызовы информационного общества

Conceptions of the information society were first formulated during the 1970s, but it wasn't until nearly twenty years later that the concept reached its greatest level of prominence in public discourse. Ideas such as the information society are necessary because they shape views about the way in which the world works and thereby influence the decisions of individuals, firms, and governments. Despite many challenges to the idea of an information society, ideas and policies derived from the concept have increasingly defined the public's understanding of social and economic modifications tied to the computer, the Internet, and related ICTs.

The aim of current research is to investigate the key challenges of the information society.