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Currently, e-Commerce, trade using Internet resources, is actively developing. This is facilitated by the economic situation in the country, the desire of business owners to reduce costs, and the growth of competition. As a result, entrepreneurs are looking for new consumers, come up with marketing events and PR campaigns. Internet resources and social networks provide access to new sales markets and advertising platforms. [3]

Today entities in the trade sphere use social networks in two main ways:

- to sell products via your own page or a specially created group;
- to advertise products with their descriptions, place consumer reviews, and hold prize draws.

Information and Communication Technology ("ICT") is one of the most dynamically developing spheres of the national economy of Belarus.

Today, Belarus ranks second after one of the world leaders in the field of high technologies - Israel in terms of income from information technologies in GDP per capita in Europe, the Middle East and Africa.

Social networks, which originally appeared as a medium for social contacts, become an environment for doing business, promoting products and services, studying demand and interacting with consumers. The growing mobility of users has led to the introduction of mobile access technologies in our country to banking, medical and other services, as well as in retail and other mass-service systems.

National businesses are increasingly interested in using three-dimensional models and three-dimensional printing technologies for manufacturing parts and components of equipment, building structures, various medical applications, as well as the introduction of "Internet of things" technologies, which provide additional opportunities for the transformation of traditional industries such as industrial production - security, energy, transport, health and public services.[1]

How Belarusians buy online (research in March 2019):

1. As of January 1, 2019, 19.4 thousand online stores were registered in the Trade register.
2. Over the year, the turnover in online trade increased by 20%

In 2018, Belarusians spent 20% more on goods and services on the Internet than a year ago – 1.352 billion rubles (\$643.8 million). The share of e-Commerce in the retail turnover of the country was 3%. For comparison, in neighboring Russia and Ukraine, this indicator is already equal to 5 and 7%, respectively.

3. Half of Belarusians buy online

Over the year, the number of Belarusians making purchases on the Internet has increased by 4%. Between March 2018 and March 2019, 49% or 4.7 million people in the country bought something online.

Online shopping is most popular in Minsk and the Minsk region: 37% of the region's residents regularly buy online. Online shopping is the least common in the Grodno region: 22% of the population uses online stores there.

4. Demand for everyday goods is growing

Belarusians call the main reasons to buy online are cheaper prices and a large variety of goods than in regular stores.

5. The average receipt for a single purchase is 50 rubles.

Over the past year, the average receipt for a single purchase on the Internet has decreased by 8 rubles. This is due to the fact that the online range is expanding with cheaper products, especially on Chinese sites.

6. Orders are made from smartphones more often than from a PC

Over the past year, the number of orders via mobile devices has overtaken the number of orders via computers. The growing popularity of mobile apps is associated with the growing popularity of major marketplaces and online stores, such as AliExpress.com, Joom.com and Wildberries.by. [2]

The government should actively promote ICT-based transformation and innovation in certain sectors of the economy. The main role in this process is assigned to business, but a significant place should be taken by the system of state support.

Belarus has universal computer literacy and the use of ICTs. The government takes the most active measures to prevent the digital gap between the capital and the regions, various social and age groups of the population.[1]

Social Trading platforms offer beginners avenues where they can easily and efficiently trade in the crypto market without the fear of beginners failures. Of course, they do not completely eradicate failure, but they minimize chances of failure.

Since social trading platforms cater for both beginners and professionals, they create a reliable trading community, which enables you to earn profits as you learn.

## References

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