

potential buyers. In stage 2, based on the design, the site's functionality is developed and the usability is worked out. Stage 3 is understood as updating the assortment of goods, correcting minor technical errors of the site, updating the site's news feed.

The calculation of indicators of economic effect in the forecast period from the modernization of the site is presented in table 3.

Table 3 - Analysis of the level of dynamics of indicators of the economic effect of the modernization of the site of JSC "Lenta"

Indicators	Current status	Forecast			Growth rate, %
	2018	2019	2020	2021	2021/2018
A	1	2	3	4	5
Turnover, thousand rubles	10.10	13.14	15.76	18.91	1.85
Cost of goods sold, thousand rubles	5.17	6.72	8.06	9.68	1.88
Gross income, thousand rubles	3.35	4.35	5.22	6.27	1.82
Costs, thousand rubles	2.00	65,20	2.20	2.20	1.10
Profit, thousand rubles	1.35	-60.85	3.02	4.07	3.12

Note - Developed by the author.

According to table 3, we can say that thanks to the modernization of the site, profits from 2018 to 2021 increased 3 times, which is estimated positively. The loss is observed only in 2019 due to one-time costs of modernization. There is also a steady increase in indicators of turnover, cost of goods sold, gross income, which over the forecast period increased by more than 80% compared to the current state.

Modernization of the web site of Lenta OJSC is a necessary solution that will increase the volume of sales of finished products through the Internet distribution channel, not only in the domestic market, but also in foreign markets.

Used sources

Logistics. Full MBA course / Dybskaya V.V., Sergeev V.I. - Moscow: Eksmo, 2017 .-- 944s.

Primshits Valeria Dmitrievna

Belarusian National Technical University, The Republic of Belarus
The research advisor: Semashko Yulia Vladimirovna, senior lecturer

«Customs-to-business Partnership»

*Research Field:
Modern technologies in international trade.*

International trade is the main form of international economic relations, as it includes trade not only in goods in the material sense of this category, but also in a wide range of services¹.

The role of international trade in the system of international economic relations is due to the fact that, firstly, through it the results of absolutely all forms of world economic relations are realized - the export of capital, production cooperation, scientific and technical cooperation. Secondly, the development of international trade in goods ultimately determines the dynamics of international exchange of services. Third, the growth and deepening of interregional, as well as interstate interrelationships are a significant message of international economic integration. Fourthly, international trade activities thus contribute to the further deepening of the international division of labour and the internationalization of economic relations.

Major trends in international trade:

- Intellectualization;
- increasing share of high-tech products;
- growth in trade in patents and licenses;
- reduced demand for raw materials and fuel;
- concentration of international trade in industrialized countries.

Technological change is not new to the global trading system. The invention of transport containers has laid the foundation for globalization. More recently, technologies such as Optical Character Recognition (OCR) for reading container numbers, Radio Frequency Identification (RFID) and QR codes for identifying and tracking goods, as well as basic digitization of trade documents, have increased the reliability and efficiency of international trade.

At the same time, from paper-intensive trade agreements to trade finance that still depends on traditional banking methods, the global trading system has not been able to take full advantage of advanced technologies that can make trade more efficient, more inclusive and less costly.

The world is now on the verge of change. Different technologies, combined with each other, can fundamentally change the way resources are allocated and how international trade functions. Governments and business people need to understand current trends in order to stay one step ahead:

-In addition production (3D printing) can affect future trade flows. Most experts believe that it will not replace mass production over the next decade; its cost, speed and quality are still

¹Fomicheva N. V., International Trade: Textbook for students specializing in "International Economics". - Donetsk: DonNU, 2001. - 4 p.

limited. But it is gaining momentum in prototypes, spare parts, toys, shoes and medical equipment. Because 3D printing can be produced in close proximity to where it is used, it eliminates the need for international shipping¹.

-Blockchain. This is a distributed database where storage devices are not connected to a shared server. This database stores a constantly growing list of ordered records called blocks. In trade, it solves many problems. First of all, it excludes the possibility of substitution or retroactive recording of data. This, in turn, minimizes corruption risks and ensures that the information remains unaltered, as well as tracking all interactions between customs authorities and commodity carriers. In other words, all cargo information, processing form, bill of lading, insurance, as well as inspection bodies such as carriers, customs officers and auditors can interact with each other in real time within a single ecosystem.

-An artificial intelligence. It can be used to optimize trade delivery routes, manage the movement of ships and trucks in ports, and translate e-commerce search queries from one language into other languages and respond with translated resources. Logistics technologies also continue to evolve. "The Internet of Things" can track deliveries in real time, while artificial intelligence can guide trucks based on current road conditions. Automatic document processing can speed up the delivery of goods through Customs. Some companies are developing a fleet of self-propelled trucks, and many ports around the world have introduced automated cranes and driven vehicles that can unload, stack and reload containers faster and with fewer errors. The Blockchain has the potential to track deliveries and launch faster automatic payments, although it will take some time before its scalability and trading success can be measured.

-Mobile payments. From Apply Pay to Alipay, mobile payments are changing the way we live and connecting more people to market opportunities. According to the World Bank Global Inclusion Database, the number of people accessing bank accounts increased by 20 per cent between 2011 and 2014, and mobile cash accounts have become a major stimulus for financial integration, especially in emerging economies².

Public and private stakeholders should work closely together to create a framework and enabling environment for these new technologies to reach their positive potential while reducing potential harm.

¹World Trade Organization (2018), World Trade Report 2018: The Future of World Trade: How digital technologies are transforming world trade, October.

²Internet resource: the World Bank Global Inclusion Database.

Technological innovation offers an exciting future for international trade in the face of current uncertainties and, if properly managed, will pave the way for more inclusive and effective trade growth in the years ahead.

Sarvary Renata Dzhanovna

Polotsk State University, the Republic of Belarus

Scientific supervisor: Zyankova Inga Vladimirovna, PhD, candidate of economic sciences,
associate professor

«Modern IT-solutions in the International Trade»

Scientific approach:

Modern technologies in the International Trade

Modern research in the field of international trade reflects the importance of technological innovation to achieve sustainable economic development of the country. A competitive environment appears with the introduction of innovative technologies in the field of international trade, that allows us to regulate supply and demand in the market, as well as create additional precedents for the development of an entrepreneurial initiative. These actions push the business of various lines of trade to refine themselves in search of a unique market supply, as well as go deeper into consumer demand research. According to Schumpeter¹, economic development is a dynamic process resulting from industry and trade. In our opinion, there are various reasons for economic development in the field of international trade, such as: introducing a new product quality or new use (functionality), a new production method, opening a new market niche, and also a change in the organization of the economy. As a result, technological innovations can be represented as a process (method) or a physical product that allows you to radically change the way you sell products or services that play a significant role in the international trade and economic development. The author notes that the innovation is technological development implemented on the market (i.e., released to the market for purchase). Until then, technological development is only the embodiment of the creator's ideas on paper. An

¹ Technology in New Institutional Economics – Comparison of Transaction Costs in Schumpeter’s Capitalist Development Ideology [Electronic resource]: China-USA Business review, February 2016, Vol. 15, No. 2, 64-93 — NY, USA, 2015. — Mode of access: <http://www.davidpublisher.com/Public/uploads/Contribute/5714a829f1888.pdf>. — Date of access: 21.03.2020.