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IOS AS PRIMARY FACTOR FOR ENSURING HIGH ECONOMIC GROWN AND DEVELOPMENT OF INDUSTRIAL ENTERPRISES

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As the globalization of the world economic space developed over many centuries, the socio-economic system became proportionally more complicated and, as a result, many elements of this system, levels and subsystems, a variety of connections between them and the degree of autonomy of its parts grew. Thus, as a consequence of the need to combine all these disparate elements into one regulated system, the Internet appears in history. But if 30 years ago the only and main task of the Internet was to organize and unite people and computers, then since 1989, when a modified soda machine was connected to the Internet and was able to report the presence of drinks in it and their temperature, a new concept arises in which the Internet began to be used in industry to combine (smart) objects/things.

In this way, we can define the Internet of things (IoT) as a system of connected computer networks and connected physical objects (things) with built-in sensors and software for data collection and exchange, with the possibility of remote monitoring and control in automated mode, without human intervention. The emergence of the Internet of Things in industrial enterprises is primarily associated with the need to coordinate the activities of individual elements of the system, control and manage more or less autonomous parts of the entire production mechanism in an industrial enterprise and simplify the functioning of the entire production process of necessary products and services that meet modern consumer requirements.

In essence, the Industrial Internet of Things provides the following benefits for organizations and enterprises:

1) The Internet of Things connects various production facilities to each other in order to facilitate data transfer. Moreover, as Kupriyanovsky V. P. noted: "The acquisition of ideas for optimizing the production process can be carried out only by collecting data"[1].

2) Updating the automation system of industrial equipment with the help of the Industrial Internet of Things makes it possible to expand both the functionality and the service life of these systems.

3) IIoT provides opportunities to increase both direct and non-direct revenue streams. Based on value-added services that can be enabled through IoT technologies, the company has the ability to assess that the associated product line can generate an additional revenue stream.

4) In addition, IIoT technologies generate advantages for businesses in different parts of it: tracking products and components, such as raw materials, finished products, parts and much more; predictive Maintenance, which "consists in accurately predicting events in the life cycle of your devices, maintenance of machines and mechanisms and their components, by analyzing historical data"[1]; improving product design and identifying quality problems based on the analysis of end-user behavior through after-sales service of products.

5) Production logistics with the help of Internet of Things technologies can use dynamic planning of logistics routes and other highly efficient production capabilities.

6) Not the last place in the possibilities of Internet of Things technologies is occupied by issues of reducing internal costs, such as, for example, saving and checking energy consumption. "The Internet of Things is used to find out how much energy or fuel was used by a particular machine or equipment, and the collected data can be analyzed to check whether they fit into regulatory boundaries and take action"[1]. Analysis of related product data can uncover event patterns that are early indicators of failures.

Therefore, we can see even both from an evolutionary point of view, and with the identification of the main advantages that the IIoT gives, that the introduction of the Internet of Things is simply necessary for the successful development of the enterprise in modern conditions. In addition, compliance with the qualitative state and internal organization of the enterprise with the requirements dictated by modern global processes and scientific and technical evolution is the main criterion and indicator to determine the level of the economic growth and development of industrial enterprises.

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LOGISTICS ATTRACTIVENESS OF THE REPUBLIC OF BELARUS

Regional authorities and governments are actively seeking to leverage global growth in the logistics sector and to convert it into jobs and economic growth within their jurisdictions.

“Logistics” is the process of planning and ensuring (including control) the effective and continuous flow of goods, services and related information from where they are created to consumers, aimed at the full satisfaction of consumer requests.

Logistics attractiveness is perceived as ensuring proper technological, technical, legal and economic environment for business development.

The importance of emerging markets continues to increase, regions that are able to serve as an economical transit point have an inherent advantage in creating logistics hubs.

Belarus is a young transport-oriented state with a developed transport industry, services, and agriculture. In this way, logistics is the management of the transfer of goods from the supplier to the consumer. The transportation of goods must be carried out on favorable terms within specified time limits. In Belarus, there are some main areas of logistics: customs logistics, warehouse, automotive information. The logistics system development program allowed us to attract foreign partners and boost construction in this area. 38 logistics centers have