

and laws have been adopted for the development in rural areas, providing benefits, such as exemption from VAT, real estate tax and various other simplifications for organizing activities. For many years, only positive dynamics can be observed in the field of small business. According to the data, it turns out that approximately every 37th citizen of the country is a registered individual entrepreneur. Small and medium-sized businesses occupy almost all areas of activity. Most small businesses are concentrated in trade and public catering, followed by industry, construction and transport and communications. In medium-sized business, agriculture and the manufacturing industry occupy a large part [2].

Since small businesses do not have a large scale, they have the ability to respond more flexibly to changing economic conditions, and can also quickly adapt to local needs. New business support systems are already being introduced, and equal economic conditions are being provided for entities of different forms of ownership. A large package of documents on the emancipation of the business initiative was adopted a couple of years ago, the new norms have already significantly simplified the creation and running of one's own business.

Conclusion. Thus, small business is the basis for the development of the Belarusian economy. One of the main goals is to increase the freedom of business and increase the contribution to the development of the Belarusian economy. Small business does not require large start-up investments, however, it provides high economic growth, helps to solve the problems of the economy, and also contributes to the formation of healthy competition and the establishment of market equilibrium.

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SOCIAL MEDIA MARKETING FOR SMALL BUSINESSES

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Резюме – с каждым годом различные компании все больше интегрируются с социальными сетями. Для владельцев малого бизнеса это отличная возможность повысить узнаваемость своего бренда и найти новых клиентов, не делая при этом особых затрат.

Abstract – every year various enterprises integrate more with social networks. For small business owners, it is a great opportunity to increase their brand awareness and find new customers without making any special expenses.

Introduction. Social networks are becoming increasingly important and are actively used in large advertising campaigns. Today, more companies choose social media as the main channel for communicating with their target audience.

Main part. With the expanding influence of the Internet, especially after the COVID-19 pandemic, businesses should not underestimate digital marketing. Today, the attractiveness of social media networks from the point of view of advertising lies in the fact that there are a great number of users, as well as due to the simplicity of product demonstration. Maintaining a business account fits seamlessly into the news feed of potential consumers, unlike the same contextual advertising or pop-up banners [1]. The owners are usually afraid that for a successful advertising campaign on social media networks it is necessary to have a huge budget, but this is not the case at all. The average user spends about two hours on the Internet, for business owners this time provides an opportunity to increase brand awareness and customer loyalty, as well as make sales directly through social media networks. And the good news for small businesses: it's not the number of subscribers that affects their success, but their engagement [2]. For the success of the company's advertising, it is necessary to adhere to certain rules. The first thing to say is "give to get" rule. The essence of the rule is that in the first stages you will have to constantly "give" something to your audience, and only then you will begin to receive from them. Experts believe that when maintaining an account, one should adhere to the common "4:1" formula: four posts of unique content, aimed at interacting with the audience and building relationships, and one selling post [3].

It is also worth noting the importance of audience engagement. It is very important to pay attention to subscribers, their comments, and reviews. You should enter into dialogues with them, thank them for their activity, but it is important to remember that you need to do this tactfully and carefully.

Conclusion. It is possible to make a conclusion that social networks can also be used not only to communicate with potential buyers; it is also an excellent resource for communicating with other entrepreneurs. Such interaction opens up many opportunities for cooperation with other enterprises, as well as for gaining potential partners. Thus, social networks have simplified brand positioning, audience engagement and the process of creating consumer loyalty and brand awareness, as they are able to build high-quality communication with the target audience.

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MANAGING IT BUSINESS IN TIMES OF CRISIS ON THE EXAMPLE OF EPAM SYSTEMS

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Резюме – статья посвящена ведению ИТ бизнеса в условиях кризиса, связанного с пандемией и другими мировыми проблемами. Проанализированы способы преодоления данных проблем на примере одной из ведущих ИТ компаний – EPAM Systems.

Resume – the article is devoted to managing IT business in conditions of the crisis related to the pandemic and other world problems. Also, this article analyzes the ways of overcoming these problems on the example of one of the leading IT companies – EPAM Systems.

Introduction. The world economic system is in a state of constant motion and change. More often than not, certain changes are caused by human needs that result from changes in the environment. As we all know, 2 years ago world pandemic Covid-19 started and gradually along with it came the pandemic crisis. Many small businesses, usually a part of economic tertiary sector, had to go bankrupt. But what happened to the IT business?

The main part. As an illustration of what is happening in IT business, we have taken the revenue of a prominent representative of this business sector, the American company EPAM Systems, and, according to statistics, the revenue of this company has increased by more than 65 % [3]. What does this mean? Has the pandemic benefited the IT sector? Based on the statistics mentioned above, we can come to the positive conclusion. Let's find out why. The world pandemic drastically reverberated through the life of world society, and most countries went into quarantine and the world got into the "online age", which led to the opening of hundreds and hundreds of online stores, services, etc. Digitalization inevitably leads companies to the need to create and develop their own software, respectively, the burden on the IT sector increases. The demand for the IT companies' services has skyrocketed, and that's the real key to income.

Another reason is the move to telecommuting. Due to the quarantine, many companies had to close their offices and let them work remotely. Such decision was very profitable, indeed, what is more profitable to pay a lot of money for