

As for Belarus, by the end of 2018 the e-Commerce market grew by 20% to 1.352 billion Belarusian rubles (631.5 million dollars at the exchange rate of the national Bank of Belarus), and its share in retail trade amounted to 3.1%. In 2016, this share was only 2%.

In the future, the representatives of the marketplace foresee the transition from the global to the thematic services. This pattern can be traced around the world when the market becomes mature. A number of projects are already being implemented in specific sectors in Belarus. For example, the portal Dom.by focused on the topic of construction and related products.

Conclusion. The benefits that accrue from integration into the marketplace to the suppliers are that they get access to wide audience. Such a platform helps to create a new business or stay afloat for various market players. For the owner of the marketplace it is innovation, relative cheapness, no problems with logistics, and the opportunity to earn from the first sale. The owner is responsible for service and marketing tasks. The marketplace model is relevant for a large number of industries, as it is an easy way to expand the range without increasing costs. World practice shows that the majority of companies that become marketplaces are e-commerce players, large retailers, postal and logistics operators, financial organizations, and IT-companies.

In conclusion, it should be noted that marketplaces grow faster than the market. According to some estimates, by 2020, global marketplaces will occupy up to 40% of the online trading market. Unlike online stores that sell goods from a warehouse, the services of the marketplaces aggregate the offers of suppliers of goods or services on one site, and then give convenient tools for searching, help in carrying out transactions and regulate the interaction between the client and the supplier. The presence of a third party (suppliers) makes the marketplace model more complex than the usual business models in e-commerce, but they are more flexible and easier to scale. So the benefits of marketplace as a new segment of e-commerce are obvious and more and more companies are switching to this model of doing business.

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ATTRACTION OF FOREIGN INVESTMENTS IN THE CONTEXT OF NATIONAL SECURITY

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Resume - In this article key indicators of the volume of investment into fixed capital are analyzed, the share of direct foreign investments in Belarus is revealed. The interrelation of foreign investments and economic security of the country is revealed. Elements of structure of economic security and also factors that influence attraction of foreign investments are allocated. On the basis of this research the author offered the strategy of attraction of foreign investments.

Резюме - В данной статье проанализированы основные показатели объёма инвестиций в основной капитал, выявлена доля прямых иностранных инвестиций в РБ. Выявлена взаимосвязь иностранных инвестиций и экономической безопасности страны. Выделены элементы структуры экономической безопасности, а также основные факторы размещения иностранных инвестиций. На основе данного исследования автором предложена стратегия привлечения иностранных инвестиций.

Introduction. Nowadays foreign investments influence economies of countries on the planet. One of the main roles among the conditions that impact on financial formation of the country is direct foreign investments. It is connected with the fact that direct foreign investments bear knowledge, technologies, the new ways of the organization of business-processes, a possibility of modernization of production, giving the chance of accelerating economic growth.

Security of country under the influence of foreign investments. Foreign investments are very significant for effective formation of economy of the country. Investments can become rising in some fields of the industry and agriculture, and an economic situation in general. This processes promotes strengthening of the general basis of economic and national security of the country.

Volumes of foreign investments continue to increase very quickly, deepening the importance of international production in the world economy. In 2016 investments in the world financial markets a powerful impulse to development in Belarus was received. The factors that influence attraction of foreign investments are:

1. political stability;
2. market potential;
3. richness of natural resources;
4. developed infrastructure of the country;
5. interest in assistance of the government to inflow of the foreign capital;
6. fast economic changes and stable economic growth;
7. success of the foreign companies in production of goods and in their delivery to the world markets;
8. existence of special areas (in case of our country – free economic zones);
9. providing by the government economic, tax, monetary and credit benefits, guarantees for the foreign capital, the favorable mode of stay for foreigners.

At this stage of economic development of the Republic of Belarus questions of increasing investment attractiveness of industries of the national economy and improvement of the economic mechanism of distribution of investment resources play a significant role. The lack of complex approach in a dispersal of investments for the last 5 years resulted in disproportionality of formation of certain spheres of economy and low level of efficiency of investment activities, despite high rates of increase in investments into fixed capital. Economic security of the country is the main high-quality component of concept of national security that guarantees security of national economic interest from challenge, dangers and threats predetermined by globalization of the international economy. The economic security of the country can be described in the following: the determination of economic security of the country in conditions of openness of economy for foreign investments – on the one hand, ability of the government to keep desirable extent of control over key sectors of economy, and on the another – ability of the country to attract foreign investments in necessary volumes on a constant basis [1]. Elements of structure of economic security are: economic independence, stability and reliability of national economy, ability to self-development and progress.

Besides, it is necessary to consider a definition of economic independence. Economic independence means the probability of monitoring a system or national resource, providing competitiveness of national economic system at world level. Stability of economy characterizes reliability and durability of its elements, ability to resist to internal and external threats. The ability to self-development and progress assumes the development and formation of innovative potential, formation of suitable investment that becomes the integral condition of stable formation of competitive economy.

It is necessary to allocate that communication of national economies with transnational corporation and involvement of these corporations on the territory of the country, respectively a current international trend.

Conclusion. The strategy of attraction of direct foreign investments has to concentrate on formation of prospects of involvement of external capacity of the countries which "take out" direct foreign investments, the capacity of multinational corporation and internal capacity of the country which accepts investments for minimization of threats of economic security [2].

The policy in the sphere of direct foreign investments has to be directed to attraction of investments into the taking priority areas with high added value and the export-oriented enterprises, and ability to formation of super technological productions. When the country contains the accurate plan of formation of these or those industries, productions, tools, such support can be implemented for lines of attraction of direct foreign investments. It can be special privileges, guarantees in certain areas, actions according to formation of infrastructure.

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MODERN INFORMATION TECHNOLOGIES IN LOGISTICS

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Resume – In recent years, rapidly developing information and logistics technologies, without which it is difficult to carry out the activities of any enterprise. The use of computer technology and modern software can significantly improve the speed and quality of management decisions. The current state of logistics and its development is largely due to the rapid development and implementation of information and computer technologies in all areas of business. Modern technologies help to monitor the safety and condition of the cargo, increase the safety of cargo transportation, help with the selection of the best logistics routes, improve inventory manage-