

cryptocurrency mining and operations with tokens are not taxed. Paragraph 2.2 of the Decree States says: "Taking into account the peculiarities established by this Decree, individuals have the right to own tokens and to do such actions as storage of them in virtual wallets, mining, exchange of tokens for others, its purchasing, transfer to the ownership of another person for Belarusian rubles, electronic money, foreign currency. Individuals also have the right to present and bequeath tokens" [2]. However, the Decree applies only to members of the Hi-Tech Park.

This means that now it is possible to earn legally on cryptocurrency with the help of various manipulations with them in the Republic of Belarus. It should be taken into account that to predict both growth and hit of the cryptocurrency market with confidence is quite difficult. For example, in 2018, this market showed huge growth rates: Bitcoin in January – December rose in price 14 times, Ethereum – 90 times, Ripple – 370 times. In the case of long-term investments, the investor purchase tokens and waits for the price to rise patiently. The advantages of such an approach are relatively low risk and no need to constantly monitor and predict the market. The main disadvantage is high commission costs when buying and selling tokens. The essence of the short-term strategy lies in the constant buying and selling of cryptocurrencies in order to make money on short-term fluctuations in quotations. If you trade through a broker using contracts for difference in prices, you can make a profit not only from the growth of prices, but also from their fall. In this case, the investor should be able to predict the market. The potential revenue with this approach is higher, but the risks are higher too and the commission costs will be less significant. It becomes more difficult to make money on mining. In addition to the fact that the total amount of Bitcoin is limited to 21 million, the entry of new coins into the market is slowing down as their mining becomes more difficult. Now to create a block you will either have to join mining pools, linking the power of your personal computer with other computers or buy expensive specialized equipment for mining.

Conclusion. Cryptocurrency is a new stage of the evolution of money, because the number of cryptocurrencies is limited by its mining. Cryptocurrency is becoming an integral part of the traditional financial system gradually, having in its arsenal both advantages and disadvantages. In this regard, it is necessary to monitor the situation in the cryptocurrency market, as well as to solve the problems connected with scaling and security growth.

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DIGITAL TRANSFORMATION OF FOREIGN TRADE PROCESSES IN THE CONTEXT OF FORMATION OF EAEU DIGITAL SPACE: CUSTOMS ASPECT

А.В. Шиманская, инспектор минской региональной таможни, аспирант БГУ

Resume – The article describes the digital transformation in the organization of foreign trade processes in terms of customs aspects. Such digital initiatives of EAEU as digital trade, digital transport corridors and digital traceability are considered and their connection with the customs area is noted. Also some data on the economic effect as a contribution to the EAEU GDP as a result of digital transformation in some areas are given. The integration of the existing customs information resources of the EAEU member states into a single digital trading platform is proposed, which will be a significant step in promoting the goal of creating the digital space of EAEU. Considering the benefits that new digital opportunities provide, the need for the business community to invest in the development of information systems is marked.

Резюме – Стаття описує цифрову трансформацію в організації процесу зарубешньої торгівлі з точки зору таможні. Розглядаються такі ініціативи ЕАЭС в сфері оцифровування як цифрова торгівля, цифрові транспортні коридори і цифрове відстежування, а також отмечена їх зв'язь з областю таможні. Також представлені деякі дані об економічному ефекті – вкладі в ВВП ЕАЭС – в результаті цифрової трансформації в деяких областях.

Предложена интеграция существующих информационных ресурсов таможен стран-членов ЕАЭС в единую цифровую торговую платформу, которая будет значительным шагом в продвижении к созданию цифрового пространства ЕАЭС. Рассматривая преимущества, которые дают новые цифровые возможности, отмечается необходимость инвестирования со стороны бизнес-сообщества в развитие информационных систем.

Doing business in the modern world is characterized by the massive introduction and use of digital technologies in all areas of activity; therefore, many developed countries of the world approve national strategies for creating digital economies. The EAEU countries have also adopted the EAEU digital space strategy, followed by national programs for creating digital economies of the EAEU member states, and the EAEU Digital Agenda until 2025 has been approved, highlighting the main areas of digital transformation, for which projects and initiatives on digital transformation are being worked out.

The basic platform for the integration of countries into EAEU was the Customs Union, which means that it was the customs regulations that were unified and harmonized for the countries of the integration union. This raises the question of the role that the customs sector plays in the process of forming the digital space of EAEU.

The priorities among the main areas of implementation of the EAEU digital agenda until 2025 are: digital traceability of the movement of products, goods, services, digital transport corridors, digital industrial cooperation, digital trade, data turnover, a system of regulatory sandboxes. It should be noted that in most of the identified priority areas there is a customs component. If we consider such a direction as digital commerce, then such an aspect as foreign trade in particular is in need of digital transformation. First of all, this implies the integration of information customs systems on the basis of a single digital platform. Today, digital customs platforms can include, for example, electronic declaration and preliminary information systems, various customs registers and databases, electronic document management systems, as well as data exchange systems between customs and other government agencies, as well as with persons operating in foreign trade. Speaking of similar systems of information interaction, we mean the Single Window system. Special attention is paid to the introduction of a “single window” mechanism in the foreign economic activity of the EAEU member states. This is due to the decision to build a digital platform of EAEU on the basis of the Integrated Information System, which in turn includes national segments in the form of integration of information inter-departmental systems. In addition, on the basis of the single window mechanism, it is possible to create digital paperless trading platforms.

Meanwhile, it should be noted that experts from the EEC and the World Bank estimated that the “digitization” of government agencies and the transition to the provision of public services in electronic form would achieve the concept of “open government” and bring additional \$ 3.6 billion, cross-border electronic services - another \$ 0.5 billion at the level of EAEU [4]. However, Single Window systems are not only important for customs clearance. But it is also important for areas such as digital transport corridors. Among the main types of information systems in the field of international transport organization are: corporate information systems of participants in the transportation process, systems for coordinating and managing the transportation process along international transport corridors, systems for organizing information interaction on the basis of the “single window” principle, control of automated systems in transport hubs. Digitization of international transport corridors will provide corresponding benefits to both the business community and government agencies: effective supply chain management, reduce in the time of transportation and other costs, improving the efficiency of logistics systems, development of new transportation routes.

The elements of a digital transport corridor include an electronic consignment note, controlling state authorities (customs, tax, etc.), digital platforms of the EAEU member states, cargo traceability systems (electronic seals, satellite tracking), the Single Window system [3]. As a result of a study by experts from the EEC and the World Bank on the impact of digital initiatives on the growth of the EAEU GDP by 2025, it was estimated that, for example, an increase in international bandwidth would be 0.66% of the Union’s GDP (% of the total expected growth of the cumulative GDP of member states to 2025) [4].

In this regard, such an initiative as digital traceability of goods is becoming increasingly popular. We are talking about the system of electronic sealing and satellite tracking. From the point of view of customs aspects, the mechanism of traceability of goods should begin from the moment of submission of preliminary information, accompany the customs procedure of customs transit and end after the release of goods in the customs procedure of release for domestic consumption. Electronic seals can ensure the security of a long transit of goods, for example, from the border of the Union with the EU to the border with China. To create a single trusted space for controlling transit across the territory of EAEU, it is necessary to create a national sealing operator in each participating country and merge them into a single Consortium [2]. Thus, with regard to information support in creating digital transport corridors, the following are needed: electronic document management (electronic waybill e-CMR, electronic customs declaration, electronic documents on the vehicle, etc.), the “single window” mechanism for interaction of participants in the transportation process, information systems management of the transportation process, information systems for the provision of control and supervisory activities, navigation and information support of transportation [1]. In conclusion, it is neces-

sary to note that considering many projects on digital transformation in the form of digital initiatives, it can really be singled out the customs aspect in them. This indicates the need for priority digital transformation of the customs sphere. In our opinion, customs information resources can be combined into national digital customs platforms and integrated into a single digital trading platform of EAEU. In turn, this will contribute to the further digital transformation of all related to the customs areas and will be a significant contribution to the formation of the digital space of EAEU. Representatives of the business community engaged in foreign trade and wishing to remain competitive and reap the maximum benefits should take into account the existing opportunities for using relevant digital technologies and information systems and invest in their development.

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IMAGE AND FIRM STYLE OF THE ORGANIZATION

*А. В. Яницкая, студентка группы 10504316, ФММП БНТУ,
научный руководитель – преподаватель Т.В. Матвеенок*

Resume – The relevance of my research lies in the importance of the image on the formation of the image of the organization in the eyes of clients, as well as in the ways of forming a positive image of the company, about how the organization needs to declare itself and take a leadership position among its competitors. We look at the external and internal components of the organization's image in the order to understand the goals, motivation of the business, the target audience. Also, this article examines the main elements of the corporate identity, and how corporate style can affect the image of the organization.

Резюме – Актуальность моего исследования заключается в важности имиджа для формирования образа организации в глазах клиентов, а также в способах формирования позитивного имиджа компании, о том, как организация должна заявить о себе и занять лидирующие позиции среди своих конкурентов. Мы смотрим на внешние и внутренние компоненты имиджа организации, чтобы понять цели, мотивацию бизнеса, целевую аудиторию. Также в этой статье рассматриваются основные элементы фирменного стиля и то, как корпоративный стиль может влиять на имидж организации.

Introduction. An important role in improving the efficiency of organizations at the present stage, in the face of fierce competition, is played by the image. Image is the opinion of customers, formed on the product or service. At the present stage of development of the organization, the image should act not only as a management tool, but also as an object of study of the organization. The purpose of the image is to create and maintain the necessary impression about the company, product and personality. First of all, the image builds trust among customers, i.e. customer willingness to buy products because they trust the company. In the case when there is no trust, then the client begins to negotiate their own terms or contact a competitor. It is important to note that the image helps to regulate pricing. The conniving attitude of the leadership to-