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PROBLEMS OF CHINESE USED CAR MARKET DEVELOPMENT

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Resume – this article analyses various aspects of the development of the used car market in China. Influence of epidemic on the Chinese used car market is considered. SWOT-analysis of the Chinese used car market is made. Weaknesses and threats of Chinese used car market functioning are identified, strengths and opportunities of this market are revealed: strong policy support; market scale will enlarge; remarkable concentration increase; brand used car important role; trading service platform establishment.

Keywords: marketing analysis, used car market, Chinese economics, epidemic situation.

Introduction. At present, car ownership in China has reached about 260 million vehicles, many of which have entered the peak of redemption, providing a huge source of supply for the used car market. Although Chinese used car sales have grown rapidly in recent years, it has been difficult to form the main body of used car operators, which has severely restricted the development of the used car market. At present, China's used car valuation process is relatively subjective. Some analysis of Chinese automotive market was made in the works of X. Zhang, L. Chen, J. Liu [1, p. 161 - 168], Y. Long [2, p. 35 - 36], L. Tan, X. Teng, S. Li [3, p. 115 - 117], H. Zhang, A. W. Zheng [4, p. 10 - 13], J. Chen [5], F. Jinxi [6, p. 32 - 35], L. Zhiliang [7]. B. Zhang [8, p. 270 - 284] introduced the comparative analysis of modern industrial compounds in China, Singapore, South Korea and Japan.

But there is no standard at all and it is difficult to quantify. The data of used car trading websites, insurance companies, dealers, and associations are all in their own hands. Solving the problem of transparent valuation of used car market and establishing an industry standard is urgent.

Results and its discussion. Chinese automobile production and sales ranked first in the world. The annual production volume reached the peak in 2017, among which the annual production volume reached 29 015 800 units and the sales volume reached 28 888 500 units. In 2019 Chinese auto production and sales were more than 25,7 million units, accounted for about 28% of global auto production and sales, and it remains the world's largest auto market. Epidemic had great influence on Chinese automobile industry and used car market development. China's used car transaction volume fell sharply in January, but the more serious impact was revealed in February, and the used car market began to recover in March 2020.

Nevertheless, Chinese used car market has good prospects of the development. Following features will have positive influence on Chinese used car market functioning.

According to the data of China automobile circulation association, in February 2020 the transaction volume of used car market in China was 71100, with a month-on-month decrease of 92,78% and a year-on-year decrease of 91,19%. From January to February, the accumulated transaction volume of used car was 1055900, down 47,34%¹. In the five hardest-hit provinces of Hubei, Guangdong, Henan, Zhejiang and Hunan, factory restarts have been relatively late, typically since mid-to-late February. According to a Marklines survey, 22 factories in five provinces that have been delayed by the outbreak have a total capacity of 6,654 million units per year. In March 2020 the car market will gradually see signs of recovery. On March 9, 71,28 % of used car dealers and 90,8% of used car dealers had returned to work¹.

During epidemic the sales of used cars in physical stores have declined. Few customers visit physical stores to see cars or drive cars in person, but self-media sales and online sales have risen sharply. From offline car viewing to online

¹After the outbreak, the used car industry will break through adversity? [Electronic source]. – Mode of access: https://www.sohu.com/a/379569813_112518. – Date of access: 15.10.2020;

During the 2020 epidemic, China's used car industry market status and Development Trend Analysis digital upgrade will become the key to development [Electronic source]. – Mode of access: https://www.sohu.com/a/383517894_114835 – Date of access: 15.10.2020.

car viewing, the relevant purchase procedures are handled directly through the Internet to reduce the burden of customer service.

The Chinese used car market has shifted its focus to online sales, focusing on online sales planning. Used car dealers rely more on offline operations than new car dealers. Due to the uncertainty of the car condition, both the buyer and the seller need to go through the offline inspection of the car to finalize the transaction, and the procedures of transferring, moving out, used car loan, etc. need the buyer and the seller to meet. Therefore, for used car dealers, at present, they can only do online information published car source, reserve intention customers, and so on the real return date to work.

At present the car dealer of each big area has returned to work basically. The first- and second-tier cities have more migrant population, and the recovery of transactions was relatively slow compared with the third- and fourth-tier cities. The third-tier and fourth-tier cities, which are less affected by the epidemic and whose main consumer groups are local people, saw the fastest recovery of market consumption, which almost tends to the normal level.

Taking QingYuan city in GuangDong province as an example, the epidemic situation in the city itself is not particularly serious. Since February 10th, a number of car dealers have started work, and nearly 90% of them have resumed normal operations in early March. As QingYuan city has a good economic foundation, consumers have higher consumption capacity and relatively higher risk of epidemic prevention and control, which further stimulates the consumption power of private cars, the additional users based on the demand for safe travel for families, and the first-purchase users in non-restricted cities, thus strengthening the transformation of these users' demand.

Research shows that under the influence of the outbreak, people's level of economic capacity and quality of life has also been affected. The vast majority of people prefer installment alleviate the pressure of the money during big item purchase. With the influence of the epidemic, the recognition degree of the perfect automobile consumer finance service has been increased. 80% of users believe that standardized, transparent and safe auto financing products are attractive and will be their priority when buying a car, which is undoubtedly "timely rain" for easing the economic pressure on users in the context of the epidemic.

In the stage of epidemic prevention and control, people's travel is affected and restricted. It is better for them to choose reliable service agencies to handle all kinds of complicated procedures than to handle these procedures by themselves. This not only reduces their troubles, but also guarantees the safety of users under the epidemic prevention and control.

After the outbreak, the provision of customized financial products and services for users based on the purchase demand scenario of consumers will be a catalyst for the overall upgrading of enterprise services.

According to the report of the China Automobile Association, the epidemic did not reduce consumer demand for car purchases, but the transformation of short-term demand was suppressed. "Driving to reduce the chance of infection" and "family travel safety needs" are the main factors for strengthening their purchase of private cars.

JD Power's "Research Report on the Impact of the New Coronavirus Epidemic on Consumers' Willingness to Buy Cars" also pointed out that nearly half of the respondents who had no car purchase plan (48.8%) said they might "may" or "will definitely buy" a car. With the improvement of the epidemic situation, the suppressed car purchase demand of users has not only been further gradually released, but also spawned new consumer demand.

In the process of buying a used car, in addition to paying attention to whether the car has an accident, the brand of the car and the price, the vast majority of users are more sensitive to the installment interest of the used car. On the one hand, the emergence of industry chaos makes users more cautious when buying used cars by installment, strengthening the attention to the interest rate, the number of repayment periods, monthly repayment amount and other issues; on the other hand, the occurrence of the epidemic makes the personal economic ability is also limited, reducing the repayment pressure to keep a full life fund has become a key consideration of users.

Compared to the advanced market in western countries, development of Chinese used car market has several lacks, but nevertheless, this market has good prospects of the development.

Conclusion. Chinese car market becomes one of the dominant markets in automotive industry. Affected by the epidemic, this market returned to work and in March 2020, and main circumstance is transfer from offline sale and testing of cars to online mode, so that customers can stay at home and have access to all the information of the car.

Chinese car market becomes one of the dominant markets in automotive industry. Affected by the epidemic, this market returned to work and in March 2020, and main circumstance is transfer from offline sale and testing of cars to online mode, so that customers can stay at home and have remote access to all the information of the car. China's used car market is now in a situation where risks and opportunities coexist. The main risks are lacks in integrity, evaluation criteria, after-sell service systems, incomplete policies and regulations. In addition to the self-regulation of the market, macro-policy is also the main force to promote the development of the used car market.

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ОРГАНИЗАЦИОННО-ЭКОНОМИЧЕСКИЕ ИНСТРУМЕНТЫ УПРАВЛЕНИЯ ЦИФРОВОЙ ТРАНСФОРМАЦИЕЙ ОБРАБАТЫВАЮЩЕЙ ПРОМЫШЛЕННОСТИ РЕСПУБЛИКИ БЕЛАРУСЬ

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Резюме - результатом настоящего научного исследования является авторская разработка практических рекомендаций по совершенствованию существующих формированию новых финансово-инвестиционных, экономических и организационных инструментов, способствующих повышению масштаба и скорости цифровой трансформации обрабатывающей промышленности Республики Беларусь. Исследованы существующие финансово-инвестиционные институциональные рычаги и инструменты. Предложен метод определения приоритетного инвестирования на основе авторской методики оценки результативности цифровой трансформации обрабатывающей промышленности Республики Беларусь, позволяющей прогнозировать результаты реализации проектов цифровой трансформации в соответствии с Целями устойчивого развития.

Ключевые слова: инвестиции, обрабатывающая промышленность, цифровая трансформация.

Введение. Актуальность научной проблематики обоснования и выбора стратегии внедрения цифровых технологий в производственные и бизнес-процессы предприятий обрабатывающей промышленности подтверждена публикациями, содержащими научные исследования об эффективности внедрения инновационных технологий в производственные процессы, а также эффективности инвестиций в технологические инновации и реализацию инновационных проектов [1] [2], [3]. Тем не менее осуществлять стратегическое планирование цифровой трансформации обрабатывающей промышленности в долгосрочной перспективе с целью повышения конкурентоспособности предприятий, отраслей, комплексов, опираясь на расчете только аллокативной эффективности, как показывает опыт цифрового развития экономики Республики Беларусь, приводит к фрагментированному внедрению цифровых технологий производителями промышленной продукции, неполное использование возможностей новой производственной парадигмы [4].

В результате исследования [5] выявлены структурные сдвиги, проявляющиеся в отрицательном росте доли высокотехнологичных производств в общем объеме промышленного производства страны, снижении валовой добавленной стоимости высокотехнологичного сектора, доли экспорта высокотехнологичной продукции в экспорте, что свидетельствует о замедлении индустриального развития страны и об отсутствии организационно-экономических инструментов управления цифровой трансформацией обрабатывающей промышленности Республики Беларусь с учетом глобальных тенденций технико-технологического развития общества [5, С. 88].

Основная часть. Для привлечения прямых иностранных инвестиций требуется развитие существующих институциональных организационных, экономических инструментов, стимулирующих инвестиционную активность в цифровую трансформацию обрабатывающей промышленности, а также формирование современных законодательных актов, создающих благоприятные условия для привлечения инвестиций. Совершенствование существующих институциональных инвестиционных инструментов страны, к которым относятся законы «Об инвестициях» [6] и «О свободных экономических зонах» [7], Декрет Президента Республики Беларусь «О создании дополнительных условий для осуществления инвестиций в Республике Беларусь» [8], а также двусторонние межгосударственные договоры об избежании двойного налогообложения, двусторонние межгосударственные договоры о взаимном содействии в инвестиционной деятельности и др. видится в определении приоритетов распределения инвестиций с учетом критериев отбора проектов цифровой трансформации в соответствии с Целями устойчивого развития посредством интеграции традиционных производств в сквозные цепочки добавленной стоимости промышленной продукции [5]. Отсутствие методов выбора приоритетов инвестирования в проекты цифровой трансформации обрабатывающей промышленности явилось предпосылкой разработки методического обеспечения прогнозирования результативности цифровых преобразований производственных и бизнес-процессов [5], позволяющего комплексно оценить и ранжировать проекты по степени их соответствия концепции Парето-эффективности (таблица 1).