

technical and technological structures, and as a result leads to a loss of competitiveness of the industry.

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PROBLEMS OF INTEGRATION OF THE ECONOMY OF THE REPUBLIC OF BELARUS INTO THE WORLD ECONOMIC SYSTEM

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Резюме – в статье изучаются некоторые подходы к проведению перехода от командно-административной экономики к рыночному хозяйству, различия между концепциями градуализма и концепцией шоковой терапии. Проблемы государственного капитализма Республики Беларусь, пути его решения.

Resume – the article is studying some approaches to executing the transition from a command-administrative economy to a market economy, the differences between the concepts of gradualism and the concept of shock therapy. Problems of state capitalism of the Republic of Belarus, ways to solve it.

One of the most important tasks of a transitional economy is the transition from an administrative economy to a market economy. There are two approaches to these reforms: the concept of gradualism and the concept of "shock therapy". The concept of "shock therapy" implies a large-scale and parallel implementation of radical market reforms, which ensures a high speed of formation of new market relations, but leads to a short-term decrease in labor productivity and high inflation at the initial stages. The most successful example of this kind of transformation is the implementation of the "Balcerowicz plan", which included extensive legal transformations, as well as the total privatization in Polish economy. The implementation of these measures was started in 1989, and despite a sharp decline in the level of economic growth in 1990-1991 [1], already in 1992, there was recorded beginning of a stable growth of the Polish economy.

An alternative option for this kind of reform is the concept of gradualism. This approach provides slow economic transformations with the transition to state capitalism as an intermediate stage. This approach is used in Belarus, and this causes numerous problems, including the low efficiency and competitiveness of industry [2] caused by slow speed of reaction to market changes and the

lack of incentives for productive work, as well as low rates of economic growth. Also an important problem of the industry of Belarus is the low percentage of high-tech industries. A similar system of transformation was carried out in Chile [3]. Despite the "shock therapy" officially announced for implementation, in fact, there was no talk of any parallel reforms: the reforms continued from 1974 to 1989. Despite the positive dynamics of transformations at the first stage, in the future, another negative feature of this approach was revealed, namely, the instability of the economy during the period of transformations and the likelihood of serious regional and global economic shocks. A specific example of the instability of the economy during reforms by this method are the consequences of the 1980 crisis for the Chilean economy, which were catastrophic in comparison with the consequences of the 2008 crisis for the Polish economy. Since gradual transformations in the economy of Belarus for almost 30 years have not solved the tasks set, the most reasonable direction for the further development of the economy of Belarus is to execute "shock therapy", which will not lead to a long-term economic recession due to the fact that the necessary minimum of economic transformations has already been implemented. However, when carrying out such reforms at the moment, special care should be taken in connection with the global coronavirus recession.

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DIGITAL MARKETING IN BUSINESS AND ITS APPLICATION IN BELARUS

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