

loaded into your memory. Then on one fine day, for example, at a bookstore, you find the book that you saw a couple of days ago in advertising and you buy it. This is the beauty and miracle of the Internet marketing.

Furthermore, before 1990, the use of the Internet for business purposes was prohibited by the regulations of the U.S. National Science Foundation, but later large companies received access to it. In 1992, after the transfer of control over the Internet into private hands, the number of consumers and Internet service providers has expanded significantly. The network has embraced millions of people and computers around the world. The same year, the first online bookstore of Charles Stack opened. Amazon company launched its online store in July 1995.

In Belarus, above 900,000 people made purchases at least once in the past six months. The average purchase value for the period between October 2013 and March 2014 was US\$290. However, the most vulnerable part of this assessment is the forecast of the growth rates of electronic commerce in the country, which was estimated at 30 % (as compared to the growth rate in Russia). If this assumption is corrected, the estimates of the volume of the Internet market in the country will also vary in the range of \$ 380–470 million (the lower the growth rate, the larger the market size).

All the data given above show that the development of companies' marketing activities is beneficial for their quickened development, and most important — the direct development of the economy in the country.

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THE EFFECT AND EVOLUTION OF INFORMATION TECHNOLOGIES IN RETAIL SECTOR

Retail is one of the most advanced industries in terms of technological innovations. With the development of IT infrastructure, commercial organizations have to deal with more and more diverse objectives. Modern IT lets a business either be more effective or increase the number of loyal customers, which is vitally important for a prospering organization.

It was a few years ago when IT provided solely automation and support of separate processes (e.g. cash register, accounting, ordering, etc.). Nowadays IT in retail is on a completely different level of immersion. Besides the task of automation, client communication with the help of technological know-hows is also a big deal to a cutting-edge organization. And this is not only about talking to customers, but also regarding the way one talks and an overall impression of the business.

When a consumer visits a drugstore, what the drugstore can offer? As a client, you can be provided with number in an electronic queue; learn

about medicine availability beforehand via Internet; watch an engaging video about flu vaccination as you wait in the line; order a medication delivery and even pay with your phone. What does this mean to you? It implies that this pharmacy network cares about your comfort, not only about getting money out of your pockets. And all of these commodities are brought to you by the power of IT framework.

In CIS countries, IT growth was highly impacted by western commercial institutions invading the market with their remarkably well-established business technologies. These reputable companies have ambitious plans of seizing the market. Competition increases, and margins and profitability respectively fall. Thereby, controlling costs and increasing turnover of funds are now becoming critically important, and IT helps to skillfully influence these key business indicators.

Everyday news is full of **artificial intelligence, blockchain, Internet of Things, and big data** articles. These beautiful terms meaning interesting ideas and concepts are promising achievement of fantastic outcomes in long-term perspective attainable only with the help of avant-garde high tech.

In 2018, global retail is waiting for some huge digital trends to transform itself and stay ahead of the industry.

Personalization is key. The more personalized the commodity gets, the more satisfied the customer ends up — everyone like getting special presents. Mobile apps, chat bots and personalized pages allow retail to join the customers and support them in a more personal way. **Voice assistants** now are more the just Siri and Cortana. These type of learning machines is going to become more visible in stores of developed countries. **IoT** also has its own perspectives in the area, since many retailers still arrange spending millions of dollars in the next 24 month on IoT investments. **Security** again requires monetary assets to implement encryption, email security, identity access management and multifactor authentication.

But innovations for innovations are pointless, and application of hi-tech solutions can bring one organization to the brink of survival, and the other — to a “quantum leap” of efficiency and long-term growth. It’s a “scalpel” case: in the hands of a professional it’s a lifesaving instrument, and in the hands of a fool it’s a murder weapon.

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INNOVATIVE APPROACHES FOR THE DEVELOPMENT AND PROMOTION OF THE NATIONAL TOURISM PRODUCT

How many people want to travel? But they do not know where to go.

Let’s think on which features people may pay attention to while choosing possible destinations. The main feature is to have a “*full*” holiday, including