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DIGITAL TRANSFORMATION OF A COUNTRY AS A SOCIAL AND ECONOMIC PHENOMENON

The accelerated pace of the information society requires an increasing volume of data to be presented in a concise form. The main means of doing so today is by applying digital technology. This process is increasingly interpreted as an independent phenomenon of the emergence of digital reality, or digitisation. The relevance of this study is to consider algorithm of development of concept of smart city, to analyze leading country in this direction and the Republic of Belarus and to make proposals on the basis of a comparison.

One of the most prevalent concepts at present, in which ideas about the future of cities and ways of solving their problems are reflected, is the concept of the «smart city». At the most abstract level of the paradigm of the «smart city» is an innovative way of achieving high quality of life of the city community. At the same time, it is a systemic phenomenon integrating within a single urban space such as: smart economy; smart mobility, smart environment, smart people, smart life, smart management.

Assuming that the strategic goal of realising the smart city concept is to improve the quality of life of the population and to create an attractive environment for business. The focus of all activities to introduce the elements of smart city is, firstly, the identification of quality of life parameters and the assessment of quality of life by the urban community. Secondly, the very identification of quality-of-life estimates cannot be given exclusively to the «at the expense» of the population who are prone to immediacy and emotionality. Quality of life parameters should be formulated based on a scientific study of the problem taking into account the views of the population.

Hence, the general algorithm for developing the concept of a smart city should be roughly as follows:

- formulation of parameters appropriate to the possible and desired quality of life of the population;
- verification of the identified parameters through analysis and scientific interpretation of the results of the public opinion study;
- clarification of parameters and their desirable and possible values, taking into account the level of development of the city's economy;
- formulation of a system of criteria and indicators reflecting the possible level of achievement of the quality of the smart city (the concept itself needs to be clarified);

– development of a regulatory framework, programmes and plans of action in line with the formulated objectives; definition of methods, technologies and instruments, including social, economic and computer instruments, used to achieve the set objectives.

If we consider the case of Denmark as the country ranked first in the E-Government Development Index, we observe that the country seeks to exploit the opportunities deriving from the digital transformation to achieve the main goal which is to create more prosperity for the Danish people. The strategy consists of 38 initiatives. The main strategic focus areas are based on this goal which leads to economic growth of the country and to improvement of the well-being of its citizens:

- digital hub for a stronger digital growth;
- digital enhancement of SMEs;
- digital skills for all;
- data as a driver of growth in trade and industry;
- agile regulation of trade and industry;
- strengthened cyber security in companies [1].

In the Republic of Belarus the basic concepts relating to the smart city are enshrined at the legislative level in such documents as The Presidential Decree №8 [2] and Law of the Republic of Belarus on Information, Informatisation and Protection of Information, creating conditions for their development [3].

Having analyzed Denmark's experience, the following steps to promote digital development in the Republic of Belarus seem to be of considerable relevance.

Firstly, a specific executive authority which will be responsible only for digitisation should be established and its functions should not overlap with those of other public authorities. Secondly, incorporate the concept of e-government, smart city, e-participation and other relevant concepts into the relevant legislation. Next, provide digital training for all. Also, strengthen the cyber security measures.

The changes under way are posing a critical issue for the development of the country. Successful urban development and maintenance of the quality of social and technological drivers require the formation of new social institutions, communities. They can adequately reflect the interests of different segments and groups of the urban community, working together to find solutions to urban problems, to agree among themselves on the basis of differences in interests, to engage in an active dialogue with the authorities and to share responsibility for urban development.

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CARSHARING IN THE REPUBLIC OF BELARUS: COMPARISON OF ONLINE PLATFORMS

The purpose of this work is to analyze and establish what factors determine the preferences of a person under 30 years of age when choosing a vehicle, research the problem of carsharing safety on the Internet.

In modern world, people cannot do without transport. However, it is quite expensive to maintain your own car, especially for people with low income such as students. Therefore, it is not surprising that motorists of all kinds are looking for different ways to save on transport, but not on comfort.

Recently, carsharing has been gaining popularity. A huge number of people make their choice in favor of carsharing every day: the fact that relieves the cost of buying and maintaining their own cars, parking and insurance, and is also in line with the trend for reasonable and environmentally friendly fuel consumption [1].

Carsharing is for those who are used to carrying themselves on their own, value autonomy choosing a route and a good company [2]. This mode is suitable when a car is needed only occasionally and it requires more freedom than in a taxi. Currently, in Belarus one can use carsharing services only in the city of Minsk with departure to other regions of the country.

However, it is worth remembering about of the lack of such a number of rental cars which does not cover the needs of Minsk residents and other service limitations: registering in the system is not so easy and fast, a selected car may be located in a distance, and if you happen to get into an accident you will have to pay a fine.

We have found out that there are currently four carsharing platforms operating in Belarus: any-time.by, vezuha.club, hello.by and westgroup.by.

All companies have the same conditions for registration, fueling and parking, with car insurance provision. Tariffs and other data can be compared in the table.