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COVID-19 AS A TRIGGER FOR CHANGING THE DEVELOPMENT TRAJECTORY OF THE STATE, BUSINESS AND SOCIETY

In 2020 the world has faced with a threat, the consequences of which are being understood and analyzed nowadays by the entire world community. The situation with the pandemic has shown that the new reality dictates its own terms. Online business formats, remote services for the provision of services, and artificial intelligence technologies have demonstrated their relevance. A serious incentive has emerged for the digitalization of the form of interaction between citizens and the state.

The spread of COVID-19 infection made it possible to understand how business and government structures will work, taking into account the experience gained during the pandemic, and also to highlight which of the technologies that have arisen in a difficult epidemiological situation will work effectively in the future.

The state is taking necessary steps to overcome the consequences of the pandemic: first of all, this is to ensure macroeconomic stability and prevent imbalances in the economy. The main strategic directions that will form the contours of the post-crisis model have been determined – these are innovations, customer focus, investment in human capital. In conditions of uncertainty, the state must take on the functions of the investor of last resort, focus on investments in transport, digital and social infrastructure, since these are sources of productivity gains, what creates conditions for the further growth of the state economy and the well-being of citizens.

Of all sectors of the economy, the most affected were the restaurant and tourism business, the entertainment industry and passenger transportation. Significant damage was inflicted on enterprises, whose activities involve the provision of "face-to-face" services to the population, and companies operating in the field of IT, digital technologies, medicine, distance education, etc. Have benefited from the pandemic, first of internet-trade [2].

The strategies that part of the population, representatives of the business community and government agencies are choosing after the pandemic inspire optimism. When making purchases, ordering services of a different nature, people began to use digital services more often. The pandemic contributed to the acceleration of digitalization within business companies, and we can also talk about a more dynamic digital transformation of processes in the public administration sector. The government faces a difficult task - to determine the most effective ways to achieve digital maturity and its positive impact on economic recovery and growth after the pandemic.

Among the main strategies of business response to the crisis are the following: focusing on the search for additional sources of income; making changes to business processes and reducing costs; bet on digital transformation.

The coronavirus crisis has created new risks, including an excessive strengthening of the role of the state in the country's economy. It also caused long-term negative changes: a drop in the quality of education, shocks in the labor market, etc. At the same time, the crisis exacerbated old problems, in particular, a lack of foreign investment and growing social and economic inequality.

COVID-19 has served as a catalyst for processes that have been brewing in recent years. This can be considered one of the positive effects of the pandemic. In particular, the pandemic acted as a catalyst for long-overdue digitalization [3, p. 3]. Small and medium-sized enterprises are actively transferring accounting to the online format and introducing electronic document management. Public authorities have moved to accelerate the long-overdue digitalization of processes that were less effective in the “analogue” form. To overcome the barriers to digital transformation, it is necessary to improve the regulatory framework for storing and processing data, increasing the digital literacy of managers and employees. Digitalization of internal processes has a positive effect. The main obstacles to digitalization processes are the lack of financial resources and the lack of qualified employees.

The current socio-economic circumstances contribute to closer cooperation between the state and business, in particular, in the field of IT solutions. The potential for deeper interaction between the state and business is also opening up due to the fact that the majority of business representatives are technically competent, have a positive attitude to the development of new technologies, as they see this as new opportunities for their successful development.

The state is ready to cooperate with large technology businesses in the field of digital transformation. Public authorities are in need of consulting support in the implementation of digital transformation programs. The introduction of digital solutions into key processes is an important component of the successful development of business and the state. Technology companies, through years of practice, are becoming digital guides to help partners meet transformational challenges [1].

As with business, the main strategies for overcoming the crisis of the population differ in the degree of proactiveness of actions during a pandemic. During the pandemic, many people took online courses, mastered a new profession, but a significant part of the population continues to experience difficulties in mastering new technologies, and this is a rather serious problem. In the coming years, part of the employed population is at risk of losing their jobs due to changes in the structure of employment. Not only specific professions will be in demand, but also the ability to learn quickly, and the role of practical digital knowledge in employment will increase.

Information technology helped to form a list of the most affected sectors appeals. The development of technologies, their adaptation to specific conditions are important aspects of maintaining the pace of digital transformation and economic development.

One of the main risks of digitalization is the violation of information security and potential disruptions in working with personal data. In addition, instability of digital solutions is possible, for example, due to poor coverage of the territory of the regions with mobile Internet, server failures, etc.

Another positive effect of the pandemic is the initiation of the process of economic recovery: with such a development of events, inefficient small and medium-sized businesses will be closed, and new, more competitive and adapted to new conditions will come to replace them.

The drivers of change are likely to influence the digital economy for many years to come. The volume of online sales "generated" by the pandemic will grow, the majority of consumers will appreciate the convenience and will continue to shop online.

It should be noted that an expectation of a deepening crisis and stagnation has been formed in society: the majority of representatives of the population, business and the state agree that it will take a long time to restore the economy. The pandemic has triggered rising unemployment, falling incomes and economic pessimism. Measures to contain the pandemic (closing borders, tightening customs procedures, restricting movements within countries, etc.) disrupted the work of established economies around the world. In Belarus, the economy's dependence on energy has exacerbated financial difficulties caused by the disruption of domestic and international trade and logistics chains.

The crisis caused by the spread of coronavirus infection made it possible for the state, business and society to focus on the problems of their development and come to the development of effective solutions. It is undoubtedly true that the joint work of the state, business and society to overcome the consequences of the pandemic will be more effective.

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