

**DEVELOPMENT PERSPECTIVE OF THE ECONOMY
OF THE REPUBLIC OF BELARUS IN GLOBALIZATION CONTEXT**

VLADA ANOSHKO, OLEG DODONOV
Polotsk State University, Belarus

The article presents the impact of globalization on the economic system and essence of the "new economy". It identifies the role of human capital in these conditions. It defines the role of marketing innovation in the development of the logistics system as a factor of competitiveness in the context of globalization.

The development of the international economy at the present stage is characterized by globalization.

Economic globalization is the process of increased economic integration between countries, which leads to the merging of separate national markets into one world market. Economic globalization can be viewed from both positive and negative aspects.

Economic globalization comprises the globalization of production capacity, markets, technologies, corporations and industries [1]. This process covers by labor markets and capital. In these markets competition is becoming tougher.

In the last 20–30 years the world has witnessed a rapid increase in the pace of globalization. This surge is largely inspired by the process of integration of the economies of developed countries with those developing of the countries. These phenomena are helped by the process of foreign direct investment, reduction of trade barriers and modernization of the economies of developing countries.

Globalization at the present stage is connected with the manifestation of the international new economy – the knowledge economy. A characteristic feature of new economy is the rise of intangible assets (services and technologies), and the reduction of the role of tangible assets. Knowledge economy is based on new information technologies, new business processes is an important factor of increase of competitiveness of each country [2].

The main feature of the "new economy" is the development of intellectual capital and its connection with other major factors of production that the crucially separates this economy from all the previous ones, and requires the use of new forms of management.

The development of the new economy in any country is connected with the improvement of management in industries with a high share of intangible human capital in information and communication technology, education, science and intellectual services (consulting). As a result of improving management in these areas in the context of globalization, the country receives enormous benefits – increased productivity, income, reduced unemployment and inflation. Effective management in these areas provides a synergistic relationship between benefits in technology, business practice and economic policy, and is evident from the level of the individual enterprise to the level of economic management in the country as a whole.

Thus in the context of globalization, a new order of socio-economic relations is being formed, where the objects of management are: human capital and information technology, innovation, science. The development of each of these objects is inextricably linked to scientific and technical progress, which takes into account the efforts of the countries in the world to use combined scientific and technical capacity of the international community.

Without improving management in these areas it is not possible to ensure the development of the country on the principle of the formation of the new economy, and it is not possible to provide competitive advantages for the country in the globalization context.

For the Republic of Belarus the issues of adaptation to globalization challenges and of improving management in the sphere of formation of the new economy at the present stage are a priority. This relevance is especially manifested in terms of the prospects of Belarus's joining the World Trade Organization (WTO), which makes national economies more open and vulnerable.

The basis of cultural and economic life of the people is the manufacture of goods, provision of services, provision of information and their mandatory implementation in the relevant markets. Services, goods and information create profits, which in their circles what economists call utility, and which allows the purchaser to satisfy. Decided to celebrate the four types of basic utilities, which set the tone of the commercial relations between producers and buyers of the products: form, time, place and possession [3].

Logistics system is designed to accelerate the process of meeting those needs. Logistics system is an adaptive feedback system that performs certain logistics operations. It usually consists of several subsystems

and has developed relationships with the external environment [4]. One of the major subsystems of the logistics center is specialized enterprise, whose main functions are the processing and storage of cargo, customs clearance, information services. Logistics centres are created to allow with minimal costs to deliver products from suppliers and distribute them to stores in optimal quantities. The maximum effect for optimum material flow can only be achieved with proper integration of logistics centers in the logistics network. This effect can only be achieved through innovation, as in any economic system [5].

The concept of "innovation" is interpreted in different ways. Initially, an innovation is "creating new." In a broad sense, the term "innovation" is commonly understood as a profitable use of the innovations that manifest in the form of new products and services, technology, socio-economic and organizational and technical decisions of industrial, financial, marketing, administrative or other nature.

Marketing innovations is an important form of innovation. Marketing innovation can be called implemented new or significantly improved marketing methods, covering significant changes in the design and packaging of products, presentations of products and a new method of sales, works and services; representation and promotion in markets, the formation of new pricing strategies.

Marketing innovation includes the introduction of a new method of marketing, a significant change in design or packaging of a product in the substitution product, its promotion on the market or methods of price setting. They can relate to any kind of marketing (the design and packaging of the product, its placement, pricing, promotion) if it is used by the enterprise for the first time.

Examples of marketing innovations can be:

- design and packaging;
- placement (sales channels) – the first representation of the product after licensing, the beginning of direct selling or exclusive retailing;
- the implementation of a new concept product presentations;
- the introduction of a personalized information system, for example, based on loyalty card customers to tailor the products to meet the specific needs of individual consumers;
- pricing – introduction of a new method that allows customers to choose the product on the desired characteristics on the Internet site of the enterprise, and then find out the price of the selected product; the first use of the internal offer of goods, available only to owners of a credit or incentive cards store;
- promotion – the first use of the trademarks; the first product showing in the videos or television programs; introduction of a fundamentally new brand name for product positioning in a new market.

Activities in logistics centres are important preparation for the introduction of marketing innovations.

Preparation of marketing innovation - activities relating to the development and implementation of new marketing methods includes the acquisition of external knowledge and capital goods directly related to marketing innovation.

Preparation of marketing innovation covers the activities associated with the development and implementation of new marketing methods not previously used. This includes the development and planning of new marketing methods and various implementation. The activities related to marketing innovations include only what is connected with development and introduction of new marketing methods, but it does not include the cost of using these methods in the daily activities of a logistics center (expenditure on advertising campaigns, sales promotion or sponsorship in line with a new method of marketing). It should be noted that this category includes also the acquisition of diverse knowledge from external sources, machinery, equipment and other capital goods, as well as training directly related to marketing innovation.

Preparation of marketing innovation may include preliminary market research, market tests and launch advertising campaign with regard to bringing to market a new or significantly improved goods and services.

Consider the use of marketing innovation in logistics centre "Brest-Beltamozhservice."

The logistics center provides services such as terminal handling, freight forwarding, international cargo transportation, customs formalities as a customs representative, services with the status of the authorized representative, prior notification of customs authorities of customs and the European Union, insurance, certification of products etc.

Functional areas of a logistics centre are: sales, marketing, staff.

The purpose of innovation, of course, aimed at achieving the objectives of the logistics center to General development-oriented, market expansion, competitiveness, etc.

For example, in the logistics centre to innovate with the commercial and marketing dominant (increase of labor productivity of employees of marketing services).

Economics

If to learn more about offer the services of a logistics center "Brest-Beltamozhservice", it is possible to see, that introduced marketing innovations such as methods, allowing customers to choose the product on the desired characteristics on the Internet site of the enterprise, and then find out the price of the selected product.

Analyzing the activities of the logistics center, we can distinguish that it is implemented and used such marketing innovations as the appointment rates. This involves the introduction of a new method that allows customers to choose the product on the desired characteristics on the Internet site of the enterprise, and then find out the price of the selected product, the first use of the method of adjusting prices of goods or services in accordance with the demand for them.

Thus, to improve the efficiency of logistics center, it is possible to suggest the implementation of another marketing method and monitoring of economic indicators after the implementation of the innovation. For example, you can change the packaging of goods in the warehouses of the center for more convenient storage and transportation of goods.