

**Conclusion.** In this regard, it should be noted that intellectual resources are, firstly, the unity of human and artificial intelligence, which is the result of human intellectual activity. Secondly, intellectual resources aimed at use in social production take the form of intellectual capital, both human and structural. And thirdly, in the economy there is a system of economic relations regarding the formation of intellectual resources, which, being involved in production and economic activities, participate in it as factors of production.

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## INFORMATION TECHNOLOGIES IN ECONOMY

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Information technology and the economy are two interconnected spheres that give a positive productive result and economic effect for production and subsequently for the state. Without the use of information technology, the economy will not develop rapidly and constantly, which will affect the economic situation in the country. Thanks to the development of information technology, computers, the Internet, telephones, various methods of transferring information, virtual banking and much more have appeared.

Information technology is a set of methods for obtaining, processing, presenting information aimed at changing its state, properties, form, content and carried out in the interests of users. In economics, information technologies are needed for efficient processing, sorting and selection of data, in order to implement the most effective interaction between man and technology to meet the needs of people in obtaining information. They also serve as a tool for making economic decisions and participate in the process of effective management of any area of human activity [1].

**Material and methods.** Information technology in the economy is a means of a virtual economy, which is understood as an environment, a special economic space in which electronic business is carried out. The virtual economy is based on the use of interactive opportunities. It is often referred to the new

economy to emphasize its difference from the old, traditional economy. The basis of economic activity is business. In the virtual economy, there is the concept of e-business. E-business is a profit-making activity of a company based on digital technologies and the benefits that they provide. The concept of "electronic business" includes a lot of different information technology concepts: e-commerce technology; electronic auction technologies; electronic banks; IP telephony; Internet telephony; email marketing [2].

The use of information technology in the economy includes the collection, processing, storage and transmission of economic information. Economic information is a set of information that reflects the state or determines the change and development of the economy and all its elements. Its distinctive feature is its connection with the processes of managing collectives of people, organization. Economic information accompanies the processes of production, distribution, exchange and consumption of material goods and services.

With the help of information goods and services, society is able to meet the needs for new information and knowledge. The main function of information products is to provide certain information and tools that can recreate this knowledge.

As an economic resource, information performs the function of exchange, its quantity is limited, while effective demand is presented for it. The significance of information lies in the ability to provide additional freedom of action to its consumer. The information expands the range of possible alternatives and makes it possible to correctly weigh and assess their consequences.

**Findings and their discussion.** The importance of information technology in the economy today is one of the most popular research topics. This is the result of the fact that today we live in the era of computer technology used by us everywhere. Today information has become a strategic resource of mankind, the only one of all resources that does not decrease, but increases when consumed.

The areas of application of information technology are systems to support human activities (management, commercial, industrial), consumer electronics and a variety of services (communications). The most important fields of application of modern information technologies are economic and statistical calculations, design and construction work, publishing, computer simulators, process control and organizational management based on the use of computer networks, digital communications, the Internet [3].

Measures related to the introduction of modern computer technology require significant material and labor costs. A prerequisite for the use of these funds is to obtain economic efficiency from their implementation.

It is expressed in a decrease in labor cost and costs for processing economic information and directly affects the economic indicators of activities involved in its processing, and is also expressed in improving the quality of performing economic calculations, increasing the amount of information received, increasing its reliability and efficiency, etc.

**Conclusion.** Today, thanks to new information technologies in the economy, most businessmen send their employees to advanced training courses to master new software products that can increase and optimize the end result. In turn, for the employer, this implies significant costs for training specialists, but in the future, having a specialist who knows how to work with certain programs, he will maximize the efficiency of labor at his enterprise.

The information economy has provided an opportunity to make significant leaps forward. Recently, the function of money has changed, thanks to information technology, plastic cards and virtual money have appeared. This allowed the society not to carry many bills with them, but to make payments conveniently and safely. All this belongs to a new stage in the development of information technologies in the economy.

In recent years, the modern economy has shown a significant increase in the importance of information technology, especially in the areas of small and medium-sized businesses. The use of information technology in the economy was influenced by the following factors: increased competition taking into account price and non-price factors, global change in consumer behavior, the availability of information technology today, the technology race.

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## **THE EFFICIENCY OF A COMPANY'S SALES ACTIVITIES**

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The efficiency of the company, the success of its plans and assortment policy largely depend on the skilful organization of sales.

The organization's sales policy is a base that allows the development of its supply, production, technology, innovation and financial policies.

In the current difficult economic situation, the work of all manufacturing organizations is based on fundamentally new principles, which is most significant in the field of the sale of finished products. In a highly competitive environment, the main objective of the sales management system is to win and maintain the organization's preferred market share and maintain superiority over competitors in the chosen segment [1,2].

To this end, an analysis of the effectiveness of sales activities was carried