

SECTION 2. SOCIAL AND ECONOMIC PROBLEMS OF EDUCATION AND SCIENCE DEVELOPMENT IN THE 21st CENTURY

UDC 338.2; JEL Classification: O14

**STUDY OF DIGITAL TRANSFORMATION OF
CHINEESE ENTERPRISES
ИССЛЕДОВАНИЕ ЦИФРОВОЙ ТРАНСФОРМАЦИИ
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Keywords: digital transformation of enterprises, digitized information, technology upgrading.

Ключевые слова: цифровая трансформация предприятий, оцифрованная информация, модернизация технологий.

Abstract. This article presents the results of a study of the process of digital transformation of Chinese enterprises. A review of the literature on the problem under study and China's results in the World Digital Competitiveness Ranking is given. An analysis of the state of development of digital transformation was carried out on the example of 30 Chinese enterprises. The analysis of the maturity of the digital transformation of Chinese enterprises was carried out in two dimensions: the basis of digital transformation and the process of digital transformation. Recommendations to further increase the level of digitalization of Chinese enterprises have been developed.

Аннотация. В данной статье представлены результаты исследования процесса цифровой трансформации китайских предприятий. Приведен обзор литературных источников по исследуемой проблеме и результатов Китая в Мировом рейтинге цифровой конкурентоспособности. Проведен анализ состояния развития цифровой трансформации на примере 30 китайских предприятий. Анализ зрелости цифровой трансформации китайских предприятий проведен по двум измерениям: основа цифровой трансформации и процесс цифровой трансформации. Разработаны рекомендации для дальнейшего повышения уровня цифровизации китайских предприятий.

Digitalization is the basic premise and important foundation for Chinese enterprises to realize intelligence, and also an important way to achieve high-quality development of Chinese enterprises. In order to have a comprehensive and clear understanding of

the digital transformation of Chinese enterprises, this paper studies the current situation and problems of the digital transformation of Chinese enterprises in the new era.

In the understanding of Chinese scientists, digital economy is an economic stage, next after the agricultural and industrial, which leads to a large-scale transformation of the economy and to a change in the mode of production of human society, the restructuring industrial relations, reorganization economic structure and lifestyle changes. At the G20 Hangzhou Summit in 2016, China called for the signing of the G20 Initiative for digital economic development and cooperation. In 2017, a report on the work of the Chinese government proposed to "promote digital economy to boost China's growth and ushering in a new innovative era of a growing digital economy." China is not overly focused on digital economy research, but pragmatically and effectively integrates it with the real economy [1].

The essence of digital economy lies in digitization, which takes digitized information as the key resource and uses information and communication technology to realize the digitization of exchanges, cooperation and transactions, and finally promotes the progress and development of economy and society.

Digital competitiveness is gaining more and more attention as a source of competitive advantage at the business and national economies levels. Digital economy performance is a matter of national strategies for achieving economic growth and socioeconomic development. Widely accepted instruments for reporting progress in these areas have been recently developed, including the IMD World Digital Competitiveness Ranking, produced by the IMD World Competitiveness Center, measures the capacity and readiness of 63 economies to adopt and explore digital technologies as a key driver for economic transformation in business, government and wider society. Over the period 2018–2022, China is gradually improving its position in the rankings in all components (Knowledge, Technology, Future readiness) [2].

With China's economy entering the stage of medium-speed and high-quality growth, the digitalization and intelligent transformation of enterprises has become an inevitable choice for industrial reform and economic growth.

Digital development will greatly change the way Chinese companies interact with companies from other countries. Relying on modern information and communication technology, the business cooperation and experience exchange between the two will be more efficient, thus driving the digital development of the whole industry and even the entire national economy, finally promoting the high-quality development of China's real economy, and realizing the smooth transformation and upgrading of the economy.

The scale of investment in informatization and digitalization of Chinese enterprises is gradually increasing, among which hardware investment accounts for the largest proportion. Since the "13th Five-Year Plan", Chinese enterprises have been increasing their input in the field of informatization and digitalization. Among the three types of input in hardware, software and IT services, hardware construction investment accounts for the largest proportion, accounting for 38.7 % of the total investment in 2017.

The current situation and problems of digital transformation of Chinese enterprises were analyzed: the actual need, development foundation and predicament of the digital transformation of Chinese enterprises, analysis on the digital transformation of Chinese enterprises were covered. In order to more intuitively show the development status of digital transformation of Chinese enterprises, we selected 30 enterprises to analyze the maturity of digital transformation of Chinese enterprises from the two dimensions of digital transformation foundation and digital transformation process. In terms of the progress of digital transformation, the assignment method is adopted, and the top-level design, digital transformation of management foundation, business layout and other aspects are selected to measure.

Statistics show that among the 30 enterprises in digital transformation, energy enterprises and manufacturing enterprises account for a relatively high proportion, accounting for 77 % of the whole. In terms of distribution, energy enterprises show a funnel-shaped distribution, and the overall digitization process is relatively high. Manufacturing enterprises present an hourglass distribution, indicating that the digitization process presents a ladder division.

On the basis of management, most enterprises have realized the importance of technology upgrading, among which 76.7 % enterprises have begun to deploy the new generation of technology, and generated 55 benchmarking cases of digital transformation; 63.3 % of enterprises believe that organizational form is very important to digital transformation, of which 46.7% have carried out active layout. Among them, forming a cross-department digital transformation team is the choice of most enterprises; only 50 % of enterprises put forward the construction of digital talents, and only 36.7 % of them made positive corresponding. In the construction of digital culture, most enterprises have not formed a clear concept, only less than 30 % of enterprises put forward a clear idea of the construction of digital culture.

In terms of business layout, most enterprises have upgraded the traditional operation mode through digital technology, and 83.3 % of them have made a comprehensive layout. 63.3 % of enterprises believe that digital transformation can help them conduct better group management and control, and 40 % of enterprises have made initial achievements; 63.3 % believe that digital transformation can optimize business processes and improve efficiency. However, the majority of enterprises are still in the pilot stage, and only 13.3 % of enterprises believe that it has brought significant benefits. In terms of financial benefits, only 10 % of companies believe that the digital transformation brings a clear financial benefit.

Small and medium-sized enterprises (SMEs) in China are the largest and most dynamic group of enterprises and form an important base of China's real economy. For the medium and long-term development of SMEs and ensure their competitiveness, it is essential to understand their needs for digital transformation. The main difficulties of digital transformation of SMEs in China include: the lack of transformation capabilities for SMEs, which makes them "incapable of transformation"; the lack of compatibility between SMEs (conditions for own development) and digital

transformation; no guarantees for the digital transformation of SMEs, which leads to a decrease in their motivation [3].

In the information age, many Chinese enterprises have only completed the informatization of some key links, which makes them need to start many links from scratch when promoting the digital transformation. Digital transformation requires a large number of technical and complex digital talents. The serious shortage of highly skilled personnel is an important bottleneck restricting the transformation and development of Chinese enterprises [4].

In order to further improve the digitization level of Chinese enterprises, this study puts forward the following five suggestions: First, support data sharing with digital infrastructure construction. On the one hand, China should strengthen the construction of enterprise network facilities, improve the level of infrastructure interconnection and modern services; On the other hand, we attach importance to data sharing across industries, departments, platforms and links. Second, digital management is strengthened by digital system application. On the one hand, we should make use of the new Internet technology and new application to transform enterprises in all directions, from all angles and through all chains. On the other hand, we should gradually improve the digital management and operation of Chinese enterprises. Third, give play to the guiding and supporting role of government and trade associations. Through the overall planning of the government and the active intervention of industry associations, it provides a good and relaxed external environment for the digital transformation of Chinese enterprises. Fourth, digital talent training to improve the digital literacy of employees. On the one hand, Chinese enterprises can adopt the combination of internal training and external recruitment to strengthen the construction of digital talent team; On the other hand, relevant departments should strengthen the training of talents in the field of digital technology. Fifth, build and optimize digital value chain by digital platform. Through building a powerful digital platform, it will help Chinese enterprises deal with their core businesses more efficiently, and truly realize the intelligent, convenient and low-cost operation of Chinese enterprises.

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FEATURES OF FOREIGN ECONOMIC ACTIVITIES OF BELARUS UNDER EXTERNAL RESTRICTIONS

ОСОБЕННОСТИ ВНЕШНЕЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ БЕЛАРУСИ В УСЛОВИЯХ ВНЕШНИХ ОГРАНИЧЕНИЙ

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Abstract. Foreign economic flows of goods and services are not only the main source of foreign exchange resources in the country but also an important factor in economic stability. At the same time these flows are largely depend on external factors, such as closed borders, the existence of economic sanctions, financial interdependence between countries, etc. The article analyzes the features of the implementation of the main foreign economic operations of the Republic of Belarus from 2014 to the first half of 2022. The analysis is based on data from the National Statistical Committee and the National Bank of the Republic of Belarus.

Аннотация. Внешнеэкономические потоки товаров и услуг выступают для страны не только источником пополнения валютных ресурсов, но и являются важным фактором экономической стабильности. В то же время эти потоки во многом зависят от внешних факторов, таких как закрытые границы, наличие экономических санкций, финансовая взаимозависимость между странами и др. В статье рассмотрены особенности осуществления экспортно-импортных операций Республики Беларусь за период с 2014 по первое полугодие 2022 года. Анализ проведен на данных Национального банка и Национального статистического комитета Республики Беларусь.

The Republic of Belarus is an active participant in international trade, the main element of which is export-import operations with goods and services. The importance of foreign economic transactions with goods and services is due to the fact that, on the