

the field of trade. People working in this field fit all the criteria of Erich Fromm. Perhaps we will never be able to find out the true essence of these people, because enslaved by the idea of the eternal pursuit of happiness, people forget who they really are. However, one thing is known for certain - the theory of the "market" orientation of the individual remains relevant today, confirmation of which can be found in the social reality of modern society that surrounds us.

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INNOVATION IN THE FIELD OF IT-SERVICES AND IT-PRODUCTS OF BELARUS

Anna Sokolova

OmSU named after F. M. Dostoevsky, Omsk, Russia

The Belarusian IT-market is relatively young, since half of Belarusian companies have been on the market for no more than 5 years. There are several large companies that are export-oriented in programming in Belarus: Gamestream, Sam Solutions, Belhard, Science Soft, IBA, Belsoft, EPAM.

In 2013, the Bloomberg consulting agency published a rating of countries with the highest level of innovative development (Bloomberg Innovation Index). The Republic of Belarus took 49th place. On the one hand, this can be considered a success, since it entered the top 50 most innovative countries. On the other hand, if you look at the same rating in 2012, then Belarus has slowed down, dropping from 20th place to 49th.

If you look at the new 2019 Bloomberg Innovation Index ranking, which lists the 60 most innovative countries in the world, Belarus is not at all among them, although Russia took 27th place, Ukraine 53rd.

The main purpose of the report is to identify the essence of innovation in the modern information society on the example of the developing IT-sphere in Belarus.

Material and methods. Using the comparative method, let's look at the position of the IT sphere in Belarus in comparison with other countries.

The position of the IT industry in Belarus is ahead of the general indicators of the economy. Thus, in the International Telecommunication Union: ICT Development Index 2017, Belarus with an index of 7.55, which is in 32nd place

in the rating, is ahead of Russia with an index of 7.07, which is in 45th place, and Ukraine with an index of 5.62, which is in 79th place.

In the Republic of Belarus, the share of the information sector in the total export of services is growing - 23.7%, although it is almost two times behind the world powers. According to Belarusian researchers, the share of value added in the information sector also lags behind the world level - 3.1%, although due to profit and high wages, the share of value added in the gross output of the ICT-market in Belarus reaches 70%. Over the past 7 years, the share of Belarus in the total volume of the world ICT market has increased 3.5 times.

M. Castells argued the existence of a new economy in the information age based on the results of innovation, which are data on increasing the competitiveness of firms and increasing labor productivity. Innovation in all its manifestations is a function of three main factors. Let's consider them.

1. Generation of new knowledge in the field of science, technology and management.

2. Highly educated self-programming workforce.

3. The presence of entrepreneurs who are ready to take risks and invest in start-up business projects so that the latter can later turn into a real business.

The IT-market of information technologies in Belarus is fully consistent with the above criteria and can serve as an example of innovative economic development. Features of behavior of producers and consumers, features of activities within the information market (network nature, competition, etc.) and the construction of an institutional and innovative infrastructure, consisting of 3 elements: 1) a clear technological "road" map for the development of basic products; 2) management of patent-licensing activities; 3) financing a network of small innovative firms, make it clear how to operate within the information market for its development.

Findings and their discussion. In general, on the way to the formation of a developed information market, the Republic of Belarus has good results, which pushes it towards the creation of a developed information society.

Due to the success of IT projects with Belarusian roots, such as EPAM, Wargaming with its game World of Tanks, Viber messenger, MSQRD application and others, in recent years the world media have increasingly begun to refer to Belarus as an "IT country" and "Silicon Valley of Eastern Europe". Innovation in the field of IT services in Belarus is due to the possibility of developing young people in this area and thanks to state support of the IT sector of Belarus, 65 international treaties on the avoidance of double taxation and the Decree of the President of the Republic of Belarus "On the Development of the Digital Economy", signed on December 21, 2017.

Conclusion. We are currently witnessing a structural transformation in the IT sector around the world. A new and very strong growth cluster is emerging in the IT services sector that harnesses the power of the global economy.

Thanks to such significant factors as a developed infrastructure, geographical and cultural proximity of Belarus to Europe, significant tax preferences and a high level of education, Belarus is developing, improving and creating everything new and new in the field of information services and products. For example, some of the most popular applications in the world are being developed in the High Technology Park, namely: World of Tanks, Viber, MSQRD.

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TOTAL POPULATION INCOME AS A CATALYST OF TOURIST DEMAND

Elena Yankevich

Belarusian State Economic University, Minsk, Republic of Belarus

The growth in the population aggregate income in the region is largely determined by the development level of its economic activity. An important role in enhancing the business activity of business entities operating in the region is played by the aggregate income of the population, which stimulates the demand for goods and services. *The purpose* of the article is to assess the impact of the dynamics of the aggregate income and expenses of the population of the Vitebsk region and to predetermine the possibility of the growth of tourist services in the region.

Material and methods. The article uses the data of the National Statistical Committee of the Republic of Belarus, applied methods: descriptive and analytical, comparison, analysis and synthesis.

Findings and their discussion. The trends in the development of the economy affected by the crisis are the changes of proportions, which are appeared in a decrease in domestic demand for goods and services. This entails a reduction of goods and services consumption and, as a consequence, a reduction in incentives for organizations to increase production volumes. Stimulating