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## THE ROLE AND SIGNIFICANCE OF SMALL AND MEDIUM-SIZED BUSINESSES IN CHINA'S DIGITAL ECONOMY

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With the deep integration of big data, mobile Internet, cloud computing, 5G, artificial intelligence, blockchain and other new generation of information technologies with the industry, the digital industrial economy has played an important role in supporting and re-using the national economy in China. Small and medium-sized enterprises play an important role in solving some problems. By taking the initiative to combine resources for the production of goods and services, enterprise managers are able to make extraordinary decisions on the implementation of product and process innovations, be responsible, and take risks. Small and medium-sized enterprises are an integral part of the economies of most industrialized countries. They perform a number of important socio-economic functions, such as providing employment, creating competitive environment, maintaining innovative activity, mitigating social inequality, involving resources in the production process, not used by big business, satisfaction of differentiated production and non-production demand, development of new (including foreign) markets, etc.

A significant contribution to the study of the problems of small business development in China was made by Qin Xuanzhen, Jinwen Li, Suchu n Yang, Miao Huashou, and others. The works of P. Drucker, J. Schumpeter and others are widely used in the world literature to reveal this problem.

As the main component of China's market entities, SMEs play an irreplaceable role in stabilizing employment, promoting development and ensuring people's livelihood. The digital transformation of SMEs plays an important driving force for the economic and social transformation. It is an important subject for SMEs to better establish and carry out digital transformation under the background of transformation economy in China. On the one hand, SMEs account for 76,57 % of the total number of enterprises and contribute more than 60 % of China's GDP. Under the transition economy, the digital transformation of SMEs in China is the engine of China's economic transformation and development. On the other hand, compared with large enterprises, small and medium-sized enterprises generally lack the awareness of digital transformation, and lack the ability and resources to develop and deploy digital platforms. In addition, digital transformation faces different situational characteristics, so there are many problems to be solved for small and medium-sized enterprises to carry out digital transformation.

China has become a global leader in some of the key digital industries. In terms of the general level of development of the digital economy, China has taken a leading position in some industries: e-commerce, payments (Chinese IT giants quickly entered the markets of foreign countries), e-commerce, cloud computing, export of IT products. China is a leading

global investor in key digital technologies. China's achievements in digital technologies are due to a number of factors: a significant part of the population does not have access to financial services, the government has created conditions for the development of the digital economy, the engines of development are economies of scale and the enthusiasm of consumers / users, the system created by large technology companies uses the diversified structure of these companies. and the ability to rapidly accumulate consumer information to provide easy access for millions of consumers to new products and services.

In conclusion, it should be noted that in addition to its quantitative characteristics, Chinese small business has distinctive qualitative and structural features: the dynamism of Chinese small business; a large share in the total number of enterprises and in the country's GDP; focus on manufacturing and advanced technology industries; openness of Chinese small business, which implements a general strategy of expansion of foreign markets; large innovation orientation of small business; large role of Chinese small business in the social policy of the country.

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## **НАПРАВЛЕНИЯ РАЗВИТИЯ СЕТЕВОГО СОТРУДНИЧЕСТВА СТЕЙКХОЛДЕРОВ В МАРКЕТИНГОВОЙ ДЕЯТЕЛЬНОСТИ**

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В условиях цифровой экономики, повышения роли информационно-компьютерных технологий, глобализации, сетезации важную роль для устойчивого развития и повышения конкурентоспособности играют партнерские взаимоотношения, социальный капитал, сетевое сотрудничество и партнерство. Следствием этих процессов является создание различных сетевых структур (холдингов, кластеров, стратегических альянсов и других).

Для повышения эффективности и конкурентоспособности организаций в Республике Беларусь необходимо внедрять и реализовывать направления сотрудничества со стейкхолдерами для развития и продления цепи ценности.

Ключевым фактором конкурентоспособности является маркетинг. Для стейкхолдеров организаций предлагаются следующие направления сотрудничества в факторе «маркетинг» для формирования цепи ценностей «маркетинг – производство – сбыт».

1. Реализация программ коопетиции. Направлениями совместного маркетинга для организаций являются: проведение маркетинговых исследований зарубежных рынков; совместные программы продвижения товаров на внешнем рынке; создание единых информационных сетей на основе CRM-технологий (Customers Relationship Management – управление взаимоотношениями с клиентами).

2. Внедрение внутриорганизационного маркетинга (внутреннего маркетинга) в организациях. Внутриорганизационный маркетинг связывает все факторы конкурентоспособности предприятия – маркетинг, менеджмент, финансы, производство, инновации,