

Блокчейн обладает рядом важных для работы бухгалтера свойств:

- защищенность и постоянная запись данных;
- персональный ограниченный доступ к определенным данным;
- достоверность предоставляемой в блокчейне информации при отсутствии доверия к контрагенту;
- высокая скорость и точность транзакций.

Наиболее высокие преимущества блокчейн получил в следующих сферах:

- сфера криптовалют;
- банковская сфера (инвестиции);
- система платежных операций;
- государственные услуги и т. д.

Преимущества блокчейна:

1. Хранение у всех членов системы одновременно, благодаря чему становится невозможным ее взлом и похищение.

2. Прозрачность данных совершенных транзакций, благодаря чему любой пользователь может отследить информацию о переводе средств и удостовериться в том, что платеж в системе действительно был отправлен.

3. Невозвратность всех транзакций: плательщик не может отозвать или заморозить отправленный денежный перевод «задним числом», обманув таким образом получателя.

4. Передача кодов денежных единиц и других виртуальных ценностей от плательщика к получателю напрямую, без участия посредников и без оплаты комиссии.

### **Практическое применение полученных результатов**

Уже сегодня бухгалтер как специалист имеет возможность работать удаленно, имея на своем компьютере специальную программу для ведения учета, например, 1С бухгалтерию. Также есть возможность передавать и хранить информацию в облаке или блокчейне.

**Алишевич А. С.**, студентка 2 курса  
УО «Брестский государственный технический университет»,  
г. Брест, Республика Беларусь  
arinazzzzzg@gmail.com

## **INNOVATIVE TECHNOLOGIES & AGRICULTURE**

Virtual technologies gradually change the majority of our world. We get used to gadgets and consider them an integral part of life, including science, technology, education, medicine and agriculture. As far as we know, agriculture in Belarus is an increasingly important branch in the economy. It accounts for 6.4% of the country's GDP, 15.6% of export, 8% of Belarusians are involved in this sphere [1]. That is why application of new information technologies and VR reality can make agriculture more profitable, easier and attractive for the young people.

Virtual Reality includes modern technologies, computer graphics, human – computer interaction, sensor technology, artificial intelligence. It is used in such spheres

as electronics, especially computers, in various areas of electrical engineering, for instance slot machines, robotics, automation, measuring devices, radio and telecommunications devices and many other digital devices [2]. Virtual Reality enables the user learn and explore various fields of science and technologies more properly, to identify all pros and cons while manufacturing any product or device. At present, application of the benefits of virtual reality has been involved in scientific research, education and training, engineering design, commercial, military, medical, film and television, and so many areas of people's lives. Experts say, that the 21<sup>st</sup> century is the century of rapid scientific progress, that's why we may make a conclusion that the future comes right now. Every day a new gadget is invented or an old one is improved.

Virtual Reality bases on using a computer-generated simulation of the environment, and astonishing variety of special equipment helps the user immerse into the environment, to interact in it and feel it. As we can see, virtual reality is made up of people's skills, machinery, and environment parts, which help to simulate the reality while testing any device or conducting any experiment [2].

The key technologies of Virtual Reality involved are: the scene of large-scale three-dimensional data modeling techniques; dynamic real-time three-dimensional vision, hearing, such as generating technologies; three-dimensional positioning; three-dimensional interactive software and system integration technology.

Virtual agriculture is a virtual reality technology applied to agriculture, which refers to the computer in the implementation of substance in virtual soil adsorption, emissions, the migration process, animal and plant growth process, crop breeding and so on. It can be widely used in Belarus as our country's agriculture can be divided into two segments: livestock production and crop production which are equally significant for the economy. The use of VR in Belarussian agriculture can widen its export and attract foreign investors.

Researchers explore various stress conditions, human intervention conditions on the role of these procedures, which help to improve the technology and identify any unexpected circumstances [3].

Virtual plant is a rapidly developed area of research, widely used in the agronomy, forestry, ecology, remote sensing multi-fields, etc. It was created to use VR technology in 3D simulation of plants' growth process and life cycle, to observe how the plant reacts on the changes of the environment.

Virtual plant technology allows simulating the whole process of plant life cycle without taking a long-lasting process of growing, which saves time, manpower and money. Farmers can study plant growth patterns, identify some of the predisposing and intolerant properties of the crop itself, and find a solution to increase crop yields [3].

What is more, VR technology not only shows us the model of the plant and its life cycle, but it also gives a wide range of possibilities to construct new agricultural machines and devices to make the process of cultivation and collection of harvest cheaper and easier. Among such devices are drones which help to supervise the territory of fields and make photos of crops' conditions, predict yields and identify low-production areas.

Various sensors, geographic information systems, transport monitoring systems, augmented reality, space imagery, robots, 3D printers – all these things are engineering technological advances which have been already invented to make agriculture better. Virtual reality technology can permeate various fields of agricultural produc-

tion, beginning with simulating growth process and ending with creating seeds using a 3D printer.

In conclusion, VR technologies should be involved in any sphere of people's lives not to stop human development and to make our lives better.

### References:

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**Гракович В. Н.**, студентка 2 курса экономического  
УО «Брестский государственный технический университет»,  
г. Брест, Республика Беларусь  
[vika23072002@gmail.com](mailto:vika23072002@gmail.com)

## INNOVATIVE MARKETING IN THE BEAUTY INDUSTRY

During the last few years the system of producing products in different spheres has improved globally. In connection with the emergence of information technologies and resources, companies had to develop new strategies to stay relevant on the market. These updates haven't left the beauty industry aside. "Today's beauty industry is decidedly different from 10 years ago. Instead of traditional advertising, beauty and cosmetics brands are largely digitally-focused, using social channels (and influencers) to reach and engage users" [1]. Like with fashion and luxury, "the dawn of social media – along with other digital innovations – is transforming the way consumers discover and shop for beauty brands, forcing marketing professionals to constantly innovate" [2].

Experiential marketing is also another big source of investment, with campaigns allowing beauty brands and retailers to tap into the changing behaviours and interests of consumers. One of the major changes in the beauty industry is online shopping. Due to the fact that modern people barely letting go of gadgets, the move to online trading has become a key marketing move. The main advantage of shopping on the Internet is the opportunity to save time considerably. Using the filter on the website of the Internet shop, you can quickly make a list of necessary products. When selecting your consumer basket, brands will use their advertisement, which can considerably affect purchasing power.

Social media personalities are also having a massive impact on the way brands promote products. Collaboration and sponsorship with creators is now par for the course. "The key to a successful campaign is all about choosing the right influencer" [3].

In addition to the previous words, beauty influencers are playing a key role in the beauty industry more than in any other retail sector. For beauty consumers, being able to see the desired product applied to 'real people' can lead to an instant purchase decision for one specific product.

It is not surprising that now brands are naming makeup artists as their brand ambassadors, making sure they try their products and of course, share them on their own