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Sychova N.

The valuation of rural population life standard in the Republic of Belarus 3

The article presents the results of a study of the most important parameters of rural population life standard in Belarus. A comparative assessment of the factors and level of socio-economic differentiation in the development of social communities (urban and rural populations) was carried out.

Key words: rural population; standard of living; employment rate; unemployment rate; socio-economic differentiation; poverty; disposable household resources; assessment of financial situation; material deprivation.

Pomaz I.

Tourist potential development in the Republic of Belarus 8

The article presents material reflecting the current state of the tourism services sector and its impact on the economy of the Republic of Belarus, provides indicators of the tourism industry, highlights the main segments of the tourism services market, identifies areas of development of tourism potential as an important component of the modern economy.

Key words: tourism market; tourism potential; market segment; tour operator; travel agent; economy; gross domestic product; employment; strategy; development.

Gerasenko A.

Methodology for assessing the multiplicative efficiency of corporate investment in the agro-industrial complex 18

Methodological approaches to assessing various types of efficiency of investments in fixed capital are systematized, a model of multiplicative efficiency of corporate investment is proposed, which allows not only taking into account economic and additional criteria that are significant for corporate investment (hereinafter referred to as CI) in the agro-industrial complex: commodity, raw material, technological, social, localization-protective, structural-shift efficiency, but also allowing for the assessment of quantitative and qualitative indicators, factors at both micro and macro levels.

Key words: investments; efficiency; corporate investment; agro-industrial complex; multiplicative efficiency; corporate management mechanism.

Daroshka V.

Fair play: the impact of ESG principles on the business reputation of a commercial organization 27

The aggravation of global environmental problems of mankind and global socio-economic instability has led to the search and development of a paradigm of responsible business behavior for the “well-being of future generations”, the qualitative expression of which is the ESG principles. At present, an increasing number of countries, international regulatory and financial institutions are turning to ratings to assess the loyalty of business to the concept of green economy, readiness to transition to a policy of extended corporate responsibility, which ultimately determines investment attractiveness of the business entity, availability of capital and position in the hierarchy of market participants and the possibility to be represented on international markets. At the same time, the issue of the influence of ESG principles on the business reputation of a commercial organization in scientific-theoretical and practical aspects is presented very limited, which, in fact, determined the relevance and practical significance of the topic of the scientific publication.

Key words: business reputation; ESG principles; green economy; sustainable development; investment attractiveness.

Modern Technologies

*Lilishentseva H.,
Davidova H.*

Modern methods of organoleptic evaluation of the quality of hard cheeses..... 34

The article discusses the main approaches and research methodology for the organoleptic evaluation of cheese. For ripening cheeses, the method of descriptive analysis is more acceptable, which has great potential for solving various problems of an industrial and research nature, including identifying product defects. The results of a sensory assessment of the quality of hard cheeses, which have significant differences in aroma, color, taste and texture are given.

Key words: cheese; organoleptic analysis; descriptors; taste; smell; texture.

Young authors

Butkevich M.

Modern ideas about sales..... 41

The article presents the results of the analysis of existing definitions the concepts and approaches to the concept of “sales” of domestic and foreign scientists. The definition corresponding, in the author’s opinion, to the requirements dictated by the market at the present time, recommended in the future for implementation in the educational program Educational institution “Belarusian Trade and Economic University of the Belarusian Cooperation”.

Key words: sales; sales activity; marketing; logistics; production process; synergy; commercial activity.

Khoroneko S.

Approaches to defining the essence of the term “innovation potential” 47

The article examines the existing definitions of the term “innovative potential” in the scientific literature, develops approaches to the categorical apparatus, and provides a universal author’s definition of the term “innovative potential.” The methodological basis of the study was the works of Belarusian, Russian scientists, as well as scientists from other countries, devoted to the study of innovations and the mechanism of their implementation.

Key words: innovation; potential; term; approaches; resources; assessment; group; composition; essence; totality.

Dolmatovich N.

Economic content and importance of sustainable development of an organization..... 51

The article is devoted to one of the most important problems of the organization of the current time – the sustainable development of the organization. The relevance of the scientific article is determined by the need to obtain relevant knowledge, which involves the development of sound methods for creating a business process management system, which is confirmed, in particular, by the National Strategy for Sustainable Development of the Republic of Belarus until 2035, which defines ways to form a new or “green” economy, where knowledge plays a key role in the ensuring the sustainable development of an organization. The author has conducted a study of various approaches to describing such concepts as: “sustainable development”, “sustainability” and “development”, presented the author’s definition of the economic content of the sustainable development of an organization, the meaning of the sustainable development of an organization.

Sustainable development of an organization is the basis for solutions in business processes of the “green” economy, which in turn is the present day of tomorrow for those generations of people whose future is directly determined by their current point of view.

Key words: sustainability; development; sustainable development; sustainable development of an organization; economic component; social component; environmental component.

History and Theory of Consumer Cooperatives

Aksyonov A.

Physical education and sports at the Gomel Cooperative Institute of the Centrosoyuz (1973–1987) 57

The article is a historical digression into the 1970s–1980s of the Soviet era, when the process of forming the Gomel Cooperative Institute was underway in the BSSR. The main directions of physical culture, health and sports work, the contribution of university students to the treasury of both the Belarusian national sports movement and Soviet sports in general are considered.

Key words: physical culture; sports; consumer cooperation; sports achievements; sports and athletics games; TRP complex; winners; prize-winners.

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