

## Contents

<b>Labour Market and Personnel Management</b>	
<i>Stolyarov H.</i> Labor adaptation management in organizations of agroindustrial complex .....	3
<i>Syroyed T., Sirotko Yu.</i> The relevance of using methodological approaches to determining logistics costs by types of economic resources in the context of deepening relations between organizations in the Union State of Belarus and Russia .....	13
<i>Lin S., Marchenko L.</i> Factor model of rural population change in Belarus .....	18
<b>Innovations</b>	
<i>Bagryantseva E., Oksenchuk N., Bandarenka A., Tolkacheva E.</i> Achievements of the scientists of Belarusian Trade and Economic University of Consumer Cooperatives as a result of researches in 2022 .....	22
<b>Point of View</b>	
<i>Tolkacheva E.</i> Sustainable development of an organization: scientific approaches to the definition .....	26
<i>Kalbaska I., Ustsimenka P.</i> Modern institutions and mechanisms of attraction investments to youth business project financing .....	31
<b>Efficiency and Competitiveness</b>	
<i>Sidorenko Yu., Nilova E.</i> Emergentness in system synergetic approach to comprehensive assessment of economic potential and risks in an organization .....	36
<b>Finance</b>	
<i>Kikot I.</i> Types of financial planning and specifics of their interaction .....	44
<i>Kavaleva N.</i> Financial engineering as an innovative method of financial management in an organization .....	49
<i>Kuryan A.</i> Practical application of financial leverage effect .....	53
<b>Management and Marketing</b>	
<i>Baibardina T., Burtsava A., Romanyuk A.</i> Development of new values in the formation of brand loyalty among potential consumers of banking services .....	58
<i>Lilishentseva H., Samankova N., Petukhov M.</i> Marketing research of berry fruit drinks market .....	62
<b>Book Novelties</b>	
.....	69
<b>Jubilees and Dates</b>	
.....	71

*Stolyarov H.*

**Labor adaptation management in organizations of agroindustrial complex ..... 3**

The essence, objectives, directions, forms and types of personnel adaptation are explained. The factors (conditions) determining effectiveness of this process are shown. Adaptation methods are systematized, attention is given to the personnel adaptation evaluation.

**Key words:** management; organization (enterprise); agroindustrial complex; adaptation; mechanism; process; technology; personnel; worker (employee); production and social environment; criteria; indicators; factors (conditions); methods.

*Syroyed T.,  
Sirotko Yu.*

**The relevance of using methodological approaches to determining logistics costs by types of economic resources in the context of deepening relations between organizations in the Union State of Belarus and Russia..... 13**

This article examines the actual problems of improving the management of labor resources using a logistics approach in the context of deepening economic relations between organizations in the Union State of Belarus and Russia. The main provisions on the application of the logistic approach to the determination of costs by types of economic resources are outlined. The possibility of wider use by the subjects of the Union State of such a method of employment management as outstaffing to optimize the output flows of labor resources and reduce the cost of maintaining the organization's personnel is substantiated.

**Key words:** logistics approach; economic resources; logistics costs; labor efficiency; the Union State of Belarus and Russia; outstaffing; institutional-functional scheme; economic relations; international economic integration.

*Lin S.,  
Marchenko L.*

**Factor model of rural population change in Belarus..... 18**

The article is devoted to the construction of a regression model of dependence of the rural population size in Belarus on various factors. The obtained regression equation has allowed of establishing the main indicators determining the variability of the number of rural residents for the period from 2000 to 2020. The calculated elasticity coefficients and  $\beta$ -coefficients has made it possible to determine the measure of changes in the number of rural residents of the country under the influence of each of the factors mentioned and suggest the main directions contributing to its stabilization.

**Key words:** rural population; regression model; factors affecting the number of rural residents.

**Bagryantseva E.,  
Oksenchuk N.,  
Bandarenka A.,  
Tolkacheva E.**

**Achievements of the scientists of Belarusian Trade and Economic University of Consumer Cooperatives as a result of researches in 2022 ..... 22**

The article provides an overview of the research developments of the researchers of Belarusian Trade and Economic University of Consumer Cooperatives, carried out at the expense of various sources of funding within the second half of the lecture's working day and completed in 2022.

**Key words:** scientific research; priority areas for the development of the trade industry; consumer cooperation; business process; trade object; network operator; retail market; LS Fusion; commercial activity; accounting and analysis; strategic management.

**Tolkacheva E.**

**Sustainable development of an organization: scientific approaches to the definition..... 26**

The article provides a critical review of the economic literature, considers various points of view on the definition of the concept of "sustainable development of an organization", which allows to give the author's definition of the concept under study. Justification of the economic content of this category makes it possible to develop the goals and indicators of sustainable development, methods of their analysis, monitoring and management.

**Key words:** sustainability; development; sustainable development; economic sustainability; social sustainability; environmental sustainability; external environment; internal environment; strategy; management.

**Kalbaska I.,  
Ustsimenka P.**

**Modern institutions and mechanisms of attraction investments to youth business project financing ..... 31**

The article discusses modern mechanisms for the formation of the venture component of the public-private OJSC «Guarantee and Venture Fund for Supporting Youth Student Enterprising Projects» – a student credit cooperative (mutual crediting society), the principles and legal conditions for their creation, mechanisms of functioning.

**Key words:** public-private partnership; venture financing; financial structures to support entrepreneurship; student credit cooperative; mutual crediting society.

## Efficiency and Competitiveness

*Sidorenko Yu.,  
Nilova E.*

### **Emergentness in system synergetic approach to comprehensive assessment of economic potential and risks in an organization ..... 36**

The article examines theoretical basics for considering a comprehensive assessment of economic potential and risks of an organisation in terms of a systematic approach. As a result of the study, the authors have come to the conclusion that formation of a structured system of economic potential and risks in an organisation is rational, first of all, because it is aimed to formation and identification and assessment of arising synergistic relationships which leads to emergence of its elements in interaction.

**Key words:** economic potential; risks of an organisation; system; synergy; emergence.

## Finance

*Kikot I.*

### **Types of financial planning and specifics of their interaction..... 44**

The article considers approaches to the components and purpose of the financial planning types. The authors' understanding of the characteristics of strategic, long-term financial planning, the essential issues of the financial planning types allocated depending on the planning horizon, is formulated.

**Key words:** financial planning; financial planning types; strategic financial planning; long-term financial planning.

*Kavaleva N.*

### **Financial engineering as an innovative method of financial management in an organization ..... 49**

The article considers the possibilities, practical orientation and significance of financial engineering. Special attention is paid to the model of financial product development in financial engineering and the tools of organization engineering strategies. The application of financial engineering in an organization will allow you to manage its financial activities more effectively.

**Key words:** finance; management; innovation; financial engineering; organization; tools; product; strategy.

*Kuryan A.*

### **Practical application of financial leverage effect ..... 53**

The article considers the essence of financial leverage effect, its components, and the method of its determination. The practical aspect of financial leverage use from the point of view of assessing profitability of attracting loans is presented.

**Key words:** financial leverage effect; leverage differential; leverage arm; net return on equity; borrowed capital.

***Baibardina T.,  
Burtsava A.,  
Romanyuk A.***

**Development of new values in the formation of brand loyalty among potential consumers of banking services ..... 58**

The article reflects topical issues of using new conceptual approaches in forming loyalty among potential customers to the brand of banking services of the Republic of Belarus. Priorities have been identified for the formation of new values among future consumers of banking services, taking into account the use of actual loyalty models aimed at fostering patriotism and strengthening the image component of the country's financial institutions.

**Key words:** brand; brand building; potential clients; brand loyalty; competitiveness; bank; banking services; customer loyalty; patriotic education; emotional connection.

***Lilishentseva H.,  
Samankova N.,  
Petukhov M.***

**Marketing research of berry fruit drinks market ..... 62**

The article presents the results of marketing research of the retail chains on the range of berry fruit drinks and studied the range of berry fruit drinks of the leading manufacturers of the Republic of Belarus and the Russian Federation. Based on the survey, it was found that most consumers prefer traditional fruit drinks: cranberry, lingonberry, raspberry, blackcurrant and redcurrant, as well as a berry mix, which is practically not represented in domestic retail chains.

**Key words:** juice products market; berry fruit drinks; technology; anthocyanins; quality; identification; consumer preferences.

**Book Novelties**

..... 69

**Jubilees and Dates**

..... 71