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History and Theory of Consumer Cooperatives To the Day of Cooperation of the Republic of Belarus

Aksyonov A.

Educational and cultural work of the Belarusian Consumer Cooperatives (late 19th century – 1920s)..... 3

The article examines the main directions, role and significance of the cultural and educational work of the Belarusian Consumer Cooperatives from the end of the 19th century to the beginning of the 1930s. The activities of consumer cooperatives and their unions are shown in the context of their implementation of the fundamental principles and values of cooperative ideology.

Key words: consumer cooperation; cultural and educational work; social function; members-shareholders; elimination of illiteracy; book trading.

Accounting, Analysis and Audit

Shauliukou A.

Electronic documents: the sequence of making and use in the Republic of Belarus..... 11

The essence of electronic document and the electronic digital signature, the procedure of its receipt and the order of use are set forth in the article. In the consecutive order such aspects of electronic document certification as making of the key pair, the subscription of electronic document and the verification of electronic document are being disclosed. The author opens the essence and importance of the personal key and the public key of electronic digital signature verification. In the article the role of certificate means of electronic digital signature for the control over entireness and authentic of electronic document is shown.

Key words: electronic document; general part; peculiar part; electronic digital signature; stamp of time; key pair; personal key; public key; signing of electronic documents; mobile electronic digital signature; public key certificate; attribute certificate; verification of electronic digital signature.

Tolkacheva E.

The concept and significance of management analysis as information support for management 17

The article deals with the reasons for the formation of managerial analysis, theoretical approaches to its identification, also a critical review of economic literature was held, which made it possible to give the author's definition of the researched categories. Substantiation of the economic essence of managerial analysis allows understand its content, subject area and objects of study, as well as, later on, to develop methods for its implementation adapted to the characteristics functioning of domestic socio-economic systems.

Key words: management; information; management decisions; managerial analysis; managerial accounting; external environment; internal environment.

Tselikova L.

The role of own trademarks in strengthening and developing retail chain of the Republic of Belarus 23

The article examines and analyzes the goods sold under their own trademarks, their competitive advantages, the impact on the strengthening and development of the retail chain of the Republic of Belarus.

Key words: market; product; price; private label; analysis; consumer cooperatives; retail chain.

*Kazushchik A.,
Gevrasyova A.,
Glukhova I.*

Prospects for the development of electronic trade in the Republic of Belarus..... 28

The article deals with the development trends of e-commerce in the Republic of Belarus in the digital economy; modern world trends in the field of e-commerce are indicated; perspective directions for improving electronic commerce in Belarus are considered.

Key words: information economy; e-commerce; turnover; new technologies in e-commerce.

Misnikova L.

Main factors for forming the labor potential of the Gomel region 33

The article discusses various factors that form the labor potential of the Gomel region. Their assessment is given on the basis of official state statistics, and a comparison is made with indicators for the country or other regions of the country.

Key words: labor potential; population; labor potential development factors; population demographic structure; social infrastructure.

Efficiency and Competitiveness

*Vasylchenko A.,
Hrechyshkina O.,
Tsikhanouskaya Yu.*

Theoretical analysis of scientific approaches to the definition of efficiency as an economic category 38

The article considers theoretical approaches to the evaluation of efficiency as an economic category of the effective activity of an organization. The analysis of the evolution of the main theoretical approaches to the study of the behavior of an organization in the market with a specific justification of the marketing concept is given. Approaches to classifying the behavior of organizations in the market from the point of view of maximizing profits in the long term (neoclassical, institutional and evolutionary approaches) are considered. The classification of types of efficiency depending on information, financial, material and organizational business processes of the organization is given. The author's clarification of the theoretical and methodological apparatus of the economic category "efficiency" is given on the basis of evaluation and systematization of various definitions of concepts and types of economic category, as well as factors affecting the organization's activities.

Key words: allocative efficiency; institutional efficiency; synergetic efficiency; X-efficiency; organizational efficiency; adaptive efficiency.

Education. Specialists' Training

*Kuznetsov N.,
Nilova A.,
Kuzmenka V.*

Assessment of activities of the Council of Young Scientists of the educational institution of "Belarusian Trade and Economic University of Consumer Cooperatives" and measures to improve its efficiency 47

This article discusses the concept and main areas of activity of the Council of Young Scientists of the educational institution "Belarusian Trade and Economic University of Consumer Cooperatives". Data on members and activities of the University's Council of Young Scientists are also reviewed and analysed. At the end of the article, measures are given to improve the effectiveness of the Council of Young Scientists of the University.

Key words: council of young scientists; council members; young scientists of the university; students and master's students; competition; international forum.

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