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National Economy

Timoshenko M.

Key indicators of entrepreneurship development in the Republic of Belarus in changing socio-economic conditions 3

The aim of the research is to analyze trends in business sector of the Republic of Belarus in the changing socio-economic conditions of the post-Covid world and international contradictions. The research was based on the data analysis methods of the National Statistical Committee of the Republic of Belarus, identifying cause-effect relationships, comparison of the obtained results with key program-targeted documents adopted for the period until 2025. The research allows us to identify features of the entrepreneurial activity development in Belarus in the past five years. This is necessary to substantiate decisions in the field of regulating the small and medium business taken at the national level.

Key words: entrepreneurship; small and medium-sized businesses; individual entrepreneur; indicator; economic development.

*Karobkin A.,
Yakimik H.*

Integrated approach to the problem of developing the concept of “green retail” in the consumer market of the Republic of Belarus 11

The proposed article presents an analysis of the main trends in the development of retail trade in the Republic of Belarus. The formation of a new trend in retail trade – “green retail” within the framework of the development of the “green” economy was noted. The trade sphere cannot remain aloof from the general trend towards greening, therefore, the authors pay attention to the need to study and put into practice environmental approaches for conducting a trading business. The authors proposed the concepts of “green retail” and “green retailer”. The main stages of the introduction of “green retail” have been identified in the activities of a trade organization.

Key words: retail chains; globalization; retail trade; retailer; responsible consumption; “green” economy; “green retail”; “green retailer”; eco-friendly products; greening; environmental initiatives.

Regional Economy

*Baibardina T.,
Burtsava O.,
Pomaz I.*

Agro-ecotourism as a promising direction for sustainable development of rural regions of the Republic of Belarus 18

The article examines current trends in the development of agro-ecotourism in the Republic of Belarus and reflects the factors that determine the prospects for the development of agro-ecotourism in the country. The results of an analysis of the formation of the agro-tourism sector are presented, taking into account the specifics and characteristics of the conditions created for its development in Belarus. The relevance of the development of agro-ecotourism as a leading direction of tourism activity in the country is revealed.

Key words: Belarus; tourism; tourism sector; tourism industry; agro-ecotourism; tourists; subjects of agro-ecotourism; rural areas; ecology.

Khoroneko S.

Methodology for assessing the innovative potential of regions of the Republic of Belarus 23

The article considers the author's methodology for assessing the innovative potential of the regions of the Republic of Belarus using weight systems and the author's formulas for comparing indicators with different units of measurement. The author's scheme for presenting the elements of the innovative potential of the regions of the Republic of Belarus with identification of groups and subgroups has been developed.

Key words: elements; innovation; potential; methodology; scheme; resources; results; finance; students; assessment.

Finance

Shaulukov A.

Improvement of the organizational structure of the corporation financial management.... 30

The article reveals a possible, from the author's point of view, organizational structure of financial management of a large corporation, which is a regional consumer society. Considerable attention is directed to the improving the organizational management structure of the financial services of the organization, which are the financial department, accounting and control service. The article comprehensively reveals the inter-dependent managerial functions of the specified economic services of the organization.

Key words: financial management organizational structure; organizational and structural subdivisions; general accountant; head of financial department; head of control department; financial director; financial decision-making; information support of financial management; structural model of financial management; operational and financial work; budgeting; financial accounting and analysis; management accounting and analysis; internal audit.

Tolkacheva E.

Methodological tools for analyzing the financial condition of an organization..... 35

The article substantiates the methodology for analyzing the financial condition of a business entity based on a study of solvency and the risk of bankruptcy, financial stability, intensity of capital use, profitability, which allows for an objective and comprehensive assessing the effectiveness of its financial policy and management of economic potential. This technique can be used by organizations of all forms of ownership and types of economic activity when monitoring their financial condition and timely detection of threats to their insolvency (bankruptcy).

Key words: financial condition; solvency; financial stability; capital; intensity; profitability; insolvency; bankruptcy; risk.

Kavaleva N.

Financial engineering procedures as innovative approaches to managing an organization 42

The article considers the procedures of financial engineering. Particular attention is paid to the process of forming a common management system in the organization on the basis of engineering approaches, the order of organizational support in the management system, as well as criteria and indicators which affect the estimation of financial engineering effectiveness. The application of the financial engineering procedures makes it possible to manage financial and economic activities of the organization more effectively.

Key words: procedures; mechanism; functions; principles; stages; management; innovations; financial engineering; project; strategy.

Economic Analysis and Planning Methodology and Methods

***Tolkacheva E.,
Dolmatovich N.***

Indicators for assessing sustainable development of an organization..... 46

The article substantiates the definition of the concept of “sustainable development of an organization”, its main elements and evaluation indicators. The developed analytical tools make it possible to assess the effectiveness of economic, social and environmental activities, taking into account the interests of the main stakeholders.

Key words: sustainable development; economic sustainability; social sustainability; environmental sustainability; stakeholders; external environment; analysis; assessment.

Management and Marketing

***Margunova V.,
Gerasimchuk O.***

Theoretical aspects of the introduction of elements of social management in the activities of consumer cooperation organizations..... 53

The article considers the prerequisites and justification for the expediency of introducing elements of social management into the work of consumer cooperatives organizations.

Key words: social management; personality; consumer cooperation; efficiency; the “kaizen” system; quality of life; motivation.

Quality and Competitiveness

***Zenkova M.,
Krasilnikova E.***

Justification of the nomenclature of consumer properties of canned fruit desserts..... 56

Canned fruit desserts are a relatively new direction in the production of long storage products. At the same time, the demand for such products in the consumer market is increasing, which has determined the relevance of the study. The scientific task was to substantiate the nomenclature of consumer properties of canned fruit desserts. The method of questionnaire survey was used to assess consumer preferences. The sample size was 91 people. It has been established that fruit desserts of long-term storage are the preferred basis for designing a new food product.

Key words: desserts; consumer properties; long-term storage products; health food; market research; demand.

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