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## Agro-industrial sector

*Rakitskaya O.*

### **The state of development of agricultural organizations of the Republic of Belarus and their role in providing food security ..... 3**

The article discusses the development indicators of agriculture in the Republic of Belarus, such as the efficiency of use of agricultural machinery, the dynamics of crop yields, the production of agricultural products per capita, the level of self-sufficiency in basic agricultural products.

**Key words:** agriculture; agricultural products; per capita production.

## Regional Economy

*Anokhov S.,  
Latskevich N.,  
Kozyrev I.*

### **About the gross regional product of the Gomel region in 2012–2019 ..... 9**

The article deals with the issues of assessing trends in the gross regional product of the Gomel region for 2012–2019, as a component of the gross domestic product of the Republic of Belarus.

**Key words:** gross domestic product; gross regional product; economic growth; labor productivity; wages.

## Trade and Public Catering

*Baibardina T.,  
Burtseva O.*

### **Theoretical aspects of the formation of customer loyalty in the network trade of the Republic of Belarus ..... 14**

The article is devoted to the research of theoretical problems connected with the necessity of scientific search and development of directions for solving theoretical and methodological issues of the formation and implementation of complex measures aimed at increasing the loyalty of consumers in the network trade of the Republic of Belarus.

The algorithm proposed is a complex system of forming loyalty programs within the framework of the marketing strategy of cooperative trade organizations of the network format, which can be entirely used to for practical implementation in other retail trade outlets of the Republic of Belarus.

**Key words:** consumer loyalty; loyalty program; network trade; retail trade network; trends; approaches; factors; retail market; trade organization; trade services.

*Aksyonov A.*

**The “Golden age” of the public catering of the consumer cooperatives of the BSSR: seven-year plans and their implementation (1959–1965) ..... 24**

The article deals with the events of the post-war period of Soviet history, connected with the conclusion of the country’s top political leadership about the complete and final victory of socialism in the USSR and the transition to the building of a communist society. The rapid development of the catering system was proclaimed as one of the most important trends of society’s development on the way to communism. It was to free the communism builders from routine kitchen work and provide all workers and their families with affordable quality public catering. Consumer cooperatives of the BSSR was actively involved in the implementation of the strategic course of the CPSU and the Soviet government to the accelerated construction of a bright communist future.

**Key words:** USSR; Communist Society; state; The Belarusian Republican Union of Consumer Societies; District Consumer societies; village cooperatives stores; public catering; service culture; Canteen Committee; sales turnover; semi-finished goods; culinary products.

### ***Labour Market and Personnel Management***

*Misnikova L.,  
Prokhorenko E.*

**Formation of the payroll fund as a basis for increasing employee motivation..... 31**

The article deals with the formation of the payroll fund as the basis for the implementation of employee motivation. Three main approaches to the formation of the payroll fund and their advantages were singled out.

**Key words:** income for the formation of the payroll fund; labor motivation; the normative method of the payroll fund formation; labor stimulation; the residual principle of the payroll fund formation; the payroll fund.

### ***Accounting, Analysis and Audit***

*Tolkacheva E.*

**Strategic analysis: theoretical aspects of the issue..... 35**

The article discusses theoretical approaches to the definition of such concepts as “strategy”, “strategic management” and “strategic analysis”, which allowed to reveal the author’s position on the identification of strategic analysis and its place in the system of strategic management and analysis of economic activity. In addition, objects, subjects, principles and tasks of strategic analysis were substantiated, which made it possible to systematize knowledge on the theory and methodology of economic activity analysis.

**Key words:** strategy; strategic management; strategic analysis; objects and subjects of analysis; sustainable development; principles and tasks of analysis.

*Sidorenko J.*

**Applying the hierarchy analysis method to build a market risk hedging strategy ..... 40**

The article presents the possibilities of using the hierarchy analysis method to build a market risk hedging strategy, which involves the selection of primarily optimized risks and appropriate hedging instruments. For that reason it is required to assess the significance of each risk, its size, the impact on the strategic development of the organization and the significance of the position at risk. It is also required to select the most effective hedging instruments.

**Key words:** hedging strategy; the hierarchy analysis method; comparative assessment of the market risks degree; comparative assessment of the effectiveness; cost; optimality and profitability of hedging instruments.

*Kikot I.*

**Transaction costs of an investment project: accounting and budgeting..... 48**

The article considers approaches to the typology of transaction costs, the possibilities of their separate recognition in accounts. The article also deals with the composition of transaction costs of an investment project, their classification, analysis and planning procedures.

**Key words:** transaction costs; investment project; communication costs; information costs; intra-project interaction costs; property rights protection costs; classification of transaction costs.

***Modern Technologies***

*Doroshko V.*

**Digital life: opportunities, challenges and threats of industry 4.0 to industry of The Republic of Belarus ..... 56**

The problems of forming a society in the format of Industry 4.0 in the Republic of Belarus were described and analyzed. The article presents opportunities, challenges and threats to the national economy of the country.

**Key words:** digital society; industry 4.0; proactive development; innovation; Internet of things; venture capital investments; risks; opportunities and threats.

*Petukhov M.,  
Smolskaya A.,  
Zhyzha A.*

**Qualimetric evaluation of instant pasta quality ..... 65**

A qualimetric model of instant pasta quality has been developed. The quality functions structuring of pasta was carried out in order to convert indicators of consumer preferences into quantitative indicators. The proposed model considers quality as a hierarchical cluster of properties. The synthetical quality indicator is a function of single and complex quality indicators which allows to compare and rank similar products.

**Key words:** quality; instant pasta; qualimetric assessment; weight coefficient; ranking.

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