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## ***Education. Specialists' Training***

***Lebedeva S.,  
Deshchenya S.***

### **Human resources of the Belarusian Trade and Economic University of Consumer Cooperatives: state and developmental problems ..... 3**

The article provides a quantitative and qualitative evaluation of human resources of Educational Institution “Belarusian Trade and Economics University of Consumer Cooperatives” and examines its development problems at the present stage.

**Key words:** higher education institution; Belarusian Trade and Economics University of Consumer Cooperatives; human resources; academic teaching staff; analysis; planning.

## ***Regional Economy***

***Kozyreva N.***

### **Some aspects of agricultural production of the Republic of Belarus..... 12**

The article considers the main trends in the development of agriculture in the Republic of Belarus in the context of assessing the effectiveness of economic entities of the agricultural sector of the economy at different stages, taking into account changes in the conditions of its functioning. A comparative assessment of the effectiveness of the functioning of its individual sectors is carried out.

**Key words:** agricultural organizations; farms; personal subsidiary farms; the efficiency of individual sectors of the agro-industrial complex; the contribution of agricultural producers to the production of certain types of agricultural products of the country.

***Yatchenko M.***

### **Problems and priorities of the development of the production potential of gas industry in the Gomel region ..... 19**

The article presents the main indicators of enterprises and directions of development of production potential of the gas industry on the example of the Gomel region.

**Key words:** production potential; energy security; priority; natural gas; gas transmission network; energy intensity; energy efficiency.

**Baibardina T.,  
Makrinova E.,  
Burtseva O.**

**Study of consumer preferences as an important component of a brand development of soft drinks ..... 25**

The article reflects the main results of monitoring consumer preferences of buyers of soft drinks in the Republic of Belarus. The main aspects that determine the choice of a brand by consumers, as well as factors affecting the competitive advantages, the priorities in the consumption of non-alcoholic beverages have been determined, taking into account the orientation towards a healthy lifestyle and proper nutrition. The relevance of the development of brands of soft drinks for the consumer cooperatives system using local natural raw materials, the creation of a successful and strong brand for such products in order to gain competitive positions in the domestic and foreign markets has been substantiated.

**Key words:** brand; branding; consumers; needs; consumer preferences; soft drinks; competition; market research; manufacturers.

**Karchevskaya E.,  
Yatsuhno M.**

**Methodological aspects of increasing the effectiveness of internet-marketing tools at the enterprise ..... 31**

As part of the study, in order to analyze the effectiveness of the use of Internet marketing tools by enterprises and organizations, a matrix-type methodology “Attractiveness – utility” (PP) was developed. Attractiveness is a marketing indicator that denotes any aspect or irritants that attract attention, including the visualization of a site or page, a catchy title, a user-friendly interface, high-quality audio and video information, ergonomic text, and a convenient viewing system. Usefulness is a technical indicator that denotes the relevance of a given resource, the importance, the need for its presence on this site or page. There are four quadrants in the matrix: perfect marketing, failed marketing, unreasonable marketing, and insufficient marketing.

**Key words:** Internet marketing; attractiveness – usefulness; efficiency; perfect marketing; failed marketing; unreasonable marketing; insufficient marketing.

**Vinnik O.**

**Internet trade in organic products as a factor of the development of the fresh organic products market in the Republic of Belarus ..... 35**

The paper describes the main motivational and deterrent factors of typical consumers of organic products; describes the organic market of the Republic of Belarus; describes the shortcomings of the current state of trade in organic products and information provided by the seller to the buyer; considers the options for distribution channels of fresh organic products of local production in the Republic of Belarus. The author substantiates the feasibility of using e-commerce in the form of an online store as an optimal distribution channel; the main marketing measures to promote organic products in local markets and measures to improve the efficiency of online organic food stores are formulated.

**Key words:** certificate; consumer; distribution channel; e-commerce; local production; manufacturer; motivation; online store; organic products; product promotion.

*Kikot I.*

**Budgetary management of the business process “Snabzheniye” ..... 40**

Supply management, based on the budgeting technology tools, helps significantly to improve business process quality. An information technology for the supply management of business process based on budgeting was elaborated in the article, taking into account the interaction of all supply operations and indicators evaluating its effectiveness.

**Key words:** supply; business process; budgeting; forecast; feasible order; stores; supply logistics.

*Krupenko J.*

**Principles and forms of dialectical logic of cognition in the context of insurance theory ..... 46**

The article describes the author’s concept of insurance of positions of the dialectical logic of knowledge. An assumption is formulated and substantiated that the absence of an academic theory of insurance in the context of digital transformation of the economy is a factor that provokes doubts about the effectiveness of insurance activities. The possibilities of using the dialectical method of cognition in the organization of insurance are revealed.

**Key words:** dialectics; logics; insurance; induction; law; theory; scientific knowledge.

*Danilkova S.*

**On the development of the concept of ethical behaviour of internal auditors and regulatory bodies employees in the Republic of Belarus..... 51**

The article studies the development of the concept of ethical behavior of internal auditors and employees of regulatory bodies, identifies problems and gives recommendations for their solution based on international experience and regulations.

**Key words:** ethics; code of professional ethics; principles of behaviour; internal audit; public service; control; corruption; oath.

**Burkin A.,  
Shevtsova M.,  
Sheremet E.**

**Assessment of the significance of quality indicators of shoe cardboard ..... 57**

The article presents studies of the regulatory framework for assessing the quality of shoe cardboard. A comparative analysis of the requirements of the current standards for the quality of cardboard is carried out, on the basis of which a nomenclature of quality indicators has been developed. An expert assessment of the significance of quality indicators of cardboard for various purposes was carried out.

**Key words:** shoe cartons; nomenclature of quality indicators; expert review.

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