

Celebrating the Centenary of Belkoopsoyuz

Aksenov A.

The foundation and the development of Belarusian consumer cooperatives 3

In 2017 Belarusian cooperators will celebrate the Centenary of Belkoopsoyuz. Nowadays this date is indisputable. On the 22nd of June 1917, on the day of its foundation, future Belkoopsoyuz united about 360 already existent consumer cooperatives on the territory of Belarus. It's no wonder that the question about the origins of the cooperative movement and the first consumer cooperatives in Belarus arises. This article investigates the most proved date of foundation of Belarusian consumer cooperatives.

Key words: consumer cooperatives; cooperative; charter; Belkoopsoyuz; origins; consumer society.

Consumer Cooperatives Development Prospects

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On the implementation of the greening principles in Belarusian economy and the means of their adaptation provided by consumer cooperatives 8

The article is devoted to the problem of environmental safety in Belarus, the efforts to minimize the harmful effects on the environment and the place of Belarus in the ranking of countries according to the index of environmental performance. The article presents the governmental approach to the greening of the economy, taking into account the National Strategy for the Republic of Belarus of sustainable socio-economic development for the period up to 2030; it also highlights the role of consumer cooperatives in the implementation of the greening principles to strengthen the competitive positions.

Key words: green economy; eco-efficiency; environmental safety; environmental strategy; consumer cooperatives; pollution; greening principles.

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The hospitality and tourism industry as a dynamic factor of economical development in both the Republic of Belarus and consumer cooperatives 15

The article reveals the state of the hospitality industry in both the Republic of Belarus and consumer cooperatives. It also describes the issue of creating a hospitality industry cluster with the aim of the development of consumer cooperatives.

Key words: hospitality industry and its structure; competitiveness; cluster approach; regional tourist cluster; consumer cooperatives.

Kurilenko V.

The method of economic substantiation of the additional demand for personnel training in consumer cooperatives 20

The article discovers the existing problems of determining the additional demand for personnel and the target order on personnel training for Belkoopsojuz educational establishments. The article describes a new method of determining the needs of the target personnel training in the context of educational levels, which considers changes in the departmental reporting on the personnel accounting and movement. This method will increase the degree of validity of the personnel training plan at the expense of consumer cooperatives.

Key words: personnel; personnel training; additional demand.

Trade and Public Catering

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The transformation of foreign trade relations: the informational and the personnel aspects 28

The article describes the concept of foreign trade relations and the author's interpretation of it. The article presents the results of a sample survey of enterprises-exporters on the issue of export barriers of national products to international markets. It also describes the issues in the field of information support and human resourcing.

Key words: foreign trade relations; export potential; export; exporting companies; sampling; questionnaire; information support; labor potential; human resourcing; personnel training.

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The technique of substantiation of differentiated trade margins and retail prices 33

The article depicts the technique of substantiation of differentiated trade margins and retail prices in order to ensure the availability of products for every customer group and achieve a target level of profitability from the sale of the entire range. The method defines the procedure of formation of differentiated retail prices for different groups of users (shareholders in need of social protection, the market group) with the use of trade allowance calculation methods, considering the projected goal of pricing policy, economic conditions, counterparties interest.

Key words: differential pricing; differentiated trade allowance; differentiated retail price; segmentation of consumers; shareholders; loyal consumers; level of spending on goods; coefficient of consumer choice.

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Technological implementation of innovative hot sweet dishes for special purposes 39

The article presents the results of comprehensive research which propose the technology of a hot sweet dish for special purposes – a fondant – that does not contain gluten and is characterized by structural, mechanical and organoleptic quality properties at a control level. The functional, equipment-specific and technological schemes of fondant production for special purposes are discovered.

Key words: fondant; modified starch; gluten; surfactants.

Innovations

Pugacheva O.

The development issues of innovative activity and the commercialization mechanisms of results of scientific and technological activity in Belarus..... 46

The article investigates the basic trends of the global market of innovations; the issues of scientific and innovative development of the Republic of Belarus; analyzes the results of scientific, technological and innovative activities; reveals the mechanisms of commercialization of innovations, including innovations in science and education; studies the experience of commercialization of innovations in university in the region.

Key words: innovations; commercialization; science and education.

Zajats T.

The organisation of information security systems in business 54

The article provides the classification of information security threats, presents the statistics of offenses in the sphere of information technologies, deals with topical issues of formation of the information security system of Belarusian enterprises.

Key words: information security threat; information system; information security system; information security; security policy; the sources of information security threats.

Modern Technologies

Tselikova L.

Modern approaches to quality assurance and competitiveness of footwear..... 59

The article deals with the issues and the features of quality assurance and competitiveness of footwear based on the principles of a quality management system.

Key words: competitiveness; goods; quality; assessment; consumer; market; model; innovations.

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Chitin-glucan complex, a biopolymer of the 21st century, and consumer preferences of its use as an import replacement product..... 63

The production of fungal chitin is not established in domestic industry yet. The article shows the research results of the preparation of chitin and its derivatives from the available and cheap raw materials – a by-product of citric acid production.

Key words: chitin; chitin-glucan complex; biomass *Aspergillus niger L-4*; assessment of consumer preferences; economic efficiency.

Education. Specialists Training

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The competence approach to training of Masters of Economics in English 71

The article focuses on the experience of the formation of the competences of Master of Economics within the competence approach in terms of the disciplines «Technologies of conducting business negotiations» and «Business Ethics in International Business». The global trends in the market of educational services are analyzed. The major features and the complexity of teaching in English are described by the example of the educational program of the practically oriented Master's degree course with in-depth specialist training in the specialty «World Economy» in Belarusian Trade and Economics University of Consumer Cooperatives (BTEU).

Key words: academic socio-personal and professional competences; studies in English; educational subject; methodological support.

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