

Contents

Theory Questions

<i>Tolkacheva E.</i> The concept and significance of economic potential in the management system of an organization	3
<i>Khoroneko S.</i> Elements of the innovative potential of the regions of the Republic of Belarus.....	9
<i>Yakubenko G., Yazerskaya T.</i> Problems of assessing the effectiveness of tax management and developing recommendations for their solution	14

Economy Digitalization

<i>Bagryantseva E., Kanavalava Zh., Kuhayeva V., Pomaz I.</i> Research by scientists from the Belarusian Trade and Economics University of Consumer Cooperatives in the context of digitalization of society	20
<i>Klimovich L., Kozhevnikov D.</i> Transformation of approaches to strategic management for sustainable development of an organization in the conditions of digitalization.....	26
<i>Baibardina T., Burtsava O., Butkevich M., Romanyuk A.</i> Priorities for conducting marketing research of “digital” consumers in online communities and social networks	33

Regional Economy

<i>Sychova N.</i> Labor rationing in agriculture: current issues of methodology and practical aspects	38
<i>Shvayakova O.</i> European experience in managing agriculture and rural development	42

Modern Technologies

<i>Samankova N., Nazarova Yu.</i> The influence of technological features in the production of berry morses on the qualitative and quantitative composition of anthocyanins in the final product	47
--	----

Pages of History

<i>Zlotnikov A.</i> Sociological bases for the study of Belarusian history.....	53
--	----

Book Novelties

.....	60
-------	----

Jubilees and Dates

.....	64
-------	----

Tolkacheva E.

The concept and significance of economic potential in the management system of an organization 3

The article reveals the concept of economic potential based on a categorical analysis of the main definitions, formulates its own definition, which combines the capabilities of economic resources and the ability of the management system to ensure the generation of economic benefits, and thereby ensure the continuity of business activity.

Key words: capacity; capabilities; possibilities; economic resources; economic capacity; development purposes; external environment; internal environment; strategy management.

Khoroneko S.

Elements of the innovative potential of the regions of the Republic of Belarus 9

The article examines the elements of innovation potential existing in the scientific literature, develops the author's scheme of elements of the innovation potential of the regions of the Republic of Belarus, highlighting the author's term "high-potential triangle FHS". The methodological basis of the study was the works of domestic and foreign scientists devoted to the study of innovation potential and its elements.

Key words: elements; innovation; potential; term; scheme; resources; result; finance; students; assessment.

*Yakubenko G.,
Yazerskaya T.*

Problems of assessing the effectiveness of tax management and developing recommendations for their solution 14

The article provides recommendations on methodological, methodical, informational support of tax management, which is the basis for the development and implementation of effective tax policy of the organization. It formulates the preparatory stages of its implementation, as well as developed tools of tax management, which will contribute to the achievement of goals and objectives. Special attention is paid to the problems of assessing the effectiveness of tax management and the development of recommendations for their solution.

Key words: tax management tools; tax management; tax planning; assessment of the effectiveness of tax management; tax management decision-making; tax risk management; tax flow management; goals and objectives of tax management.

***Bagryantseva E.,
Kanavalava Zh.,
Kuhayeva V.,
Pomaz I.***

**Research by scientists from the Belarusian Trade and Economics University
of Consumer Cooperatives in the context of digitalization of society 20**

The article provides an overview of the research developments carried out in 2023 by scientists of the Belarusian Trade and Economics University of Consumer Cooperatives that are becoming relevant in the context of the development of digital technologies.

Key words: digital economy; “digital” consumer; marketing research; personal data; legal regulation; social rehabilitation; pricing policy; pricing strategies; trade format; sales promotion.

***Klimovich L.,
Kozhevnikov D.***

**Transformation of approaches to strategic management
for sustainable development of an organization in the conditions
of digitalization 26**

The article discusses the problems of strategic management; its role is increasing and we can talk about the impossibility of the effective existence of an organization without development strategy and its implementation in practice for sustainable development. The most promising tool at the micro level is the use of digitalization as a factor of sustainable development.

Key words: strategic management; development strategy; digitalization; sustainable development.

***Baibardina T.,
Burtsava O.,
Butkevich M.,
Romanyuk A.***

**Priorities for conducting marketing research of “digital” consumers
in online communities and social networks 33**

The article reflects current issues of using new conceptual approaches when conducting marketing research of “digital” consumers in online communities and social networks in the context of digitalization of society. The trends in changing priorities of social network users are reflected. Attention is focused on market research methods in social networks and their relevance in the near future.

Key words: “digital” consumer; Internet user; marketing research; online communities; social media; digitalization of society; marketing research methods.

Sychova N.

Labor rationing in agriculture: current issues of methodology and practical aspects..... 38

The article presents the results of the study of current issues of labor rationing in agriculture of the Republic of Belarus. A substantiation of promising directions for the formation of an effective labor rationing system in the agricultural business system has been completed.

Key words: labor rationing; agriculture; labor standards; methods of labor rationing; study of working time; effectiveness of the labor rationing system.

Shvayakova O.

European experience in managing agriculture and rural development 42

The article examines the European system of managing agriculture and rural development. Approaches and tools for planning, organization, control, regulation and motivation of the management system for agriculture and rural development, and its institutional model have been studied. The European system of management of agriculture and rural development is assessed.

Key words: management level; program-target approach; agricultural policy; goals; priority areas of development; indicators; programs; projects; financial support; institutional model.

*Samankova N.,
Nazarova Yu.*

The influence of technological features in the production of berry morses on the qualitative and quantitative composition of anthocyanins in the final product 47

The article presents research on the qualitative and quantitative composition of cranberries, black and red currants, as well as juices, purees, marc, and ready-made berry drinks based on them, obtained through various technologies. It is established that the technological features of berry drinks production lead to a significant reduction in the quantitative composition of anthocyanins in the final product. At the same time, the qualitative composition of anthocyanins in purees, juices, marc, and ready-made berry drinks does not change depending on the production technology and can be used to identify raw materials used in the finished product.

Key words: cranberry; red currant; black currant; technology; puree; juice; extracts; berry morses (berry drinks); anthocyanins; HPLC.

Pages of History

Zlotnikov A.

Sociological bases for the study of Belarusian history 53

The article outlines a sociological approach to Belarusian history. It examines the problems of the formation of national statehood and the role of migration and settlement of Belarusians in it. The territorial contribution of the regions of Belarus to the formation of Belarusian statehood and the Belarusian ethnic group is substantiated.

Key words: Belarusian ethnos; sociological approach; migration; geography and history; statehood.

Book Novelties

..... 60

Jubilees and Dates

..... 64