

*Actual problems of Consumer Cooperatives*

*Kozyreva N.,*

*Kozyrev D.*

**The Role of of Consumer Cooperatives in Sustainable Economic ..... 3**

The implementation of government programs aimed at transition of the Republic of Belarus to sustainable development, there is a need to rethink the role and place of consumer cooperatives and its organizations in its provision. Traditionally the role of consumer cooperatives is evaluated by its unit weight of the retail trade turnover in the retail trade turnover of the republic or region. In our opinion this index does not include the contribution a number of other equally important branches of the consumer cooperatives, to which harvesting, processing, transport, building branches, public catering, services, external economic activity are applied.

The article deals with the methodological approach to assessing the contribution of consumer cooperatives in the country's economy and the region from the standpoint of its participation in the economic dimension of sustainable development.

**Dynamics of Main Development Indices of Consumer Cooperatives over 2008–2012 ..... 10**

*For the Consumer's Day*

*Baibardina T.,*

*Lapickaya N.,*

*Troyanovskaya E.,*

*Burtseva O.*

**Increase of Awareness Level of a Consumer as a Factor of Ensuring Safe Consumption of Goods ..... 14**

The article considers the issues on safety of goods and services consumption from the position of special importance of the full information about the composition, shelf life, particularities of operation, ecologic safety of products for the customer, as this affects at the formation of informed consumer choice. Foreign and domestic experience in providing security of production and consumption of goods and services was generalized. Measures to ensure the safety of consumers and the environment in the production and consumption of goods, as well as competitive recovery of domestic goods in the market were outlined.

*Zinukov A.,*

*Lizakova R.,*

*Ovsyannikova A.*

**Perception of Brand by Consumers of Dairy Products ..... 20**

The article considers the issues related to the study of emotional perception of the brand by the consumers of dairy products. The positions of JSC "Dairy Products" on the dairy market in Gomel on such characteristics as "availability of products at the price" and "brand recognition" were considered. Based on these studies and experts surveys the position of JSC "Dairy Products" on the considered criteria was defined and the conclusion on its adjustment to strengthen the enterprise in the internal market was drawn.

*Bondarenko O.*

**Matrix Approach to the Generalize Analysis of the Marketing Environment of the Consumer Cooperatives Organization of the Republic Belarus as a Tool for Making Strategic Marketing Decision..... 24**

The article notes the importance of problem solving of the development of marketing strategy of the organization. The assessment matrix summarizing the external and internal environment of consumer cooperatives as a tool of evaluation of its strategic position in the market and making rational strategic marketing decisions are presented in it.

### *Investment. Innovation*

*Pugacheva O.*

**The Improvement of the Innovative Activity Management in Scientific and Educational Environment of the Region..... 33**

The experience of commercialization of the university innovation in the region is analyzed and researched on the base of the previously considered features of scientific, technical and innovative development of the region and its scientific and educational area, as well as analysis of the activity of the subjects of innovative infrastructure in the region; the problems of formation of mechanism of innovation management in the university and in the region are revealed, its improvement on the base of the integration of information resources is offered.

### *Finance*

*Popov E.*

**Taxation of the Republic of Belarus: Condition, Development Prospects..... 42**

The article analyzes the efficiency of the tax system of the Republic of Belarus, the tax laws; makes the suggestions for their further improvements are made. Main attention is paid to the quantitative and income taxes, real estate and profit taxes.

*Suprovich A.*

**Internal Control of Operations with Financial Derivatives at the Enterprise ..... 50**

The article describes the main structural elements of the internal control system of operations with financial derivatives.

### *Methodology and Method of Economic Analysis*

*Latskevich N.,*

*Stepanenko D.*

**Factors of the Tourism Development in the Regions of the Republic of Belarus..... 55**

The factors influencing the development of tourism in the Republic of Belarus are systematized and analyzed in the article. The incentives and disincentives were defined on the base of factor, correlation and cluster analysis methods, as well as the strategic directions of tourism in the country were defined. The article is based on the results of the research topic № GR20122387 "Roadside Service in the Republic of Belarus: state and development trends". It is intended for students, postgraduate students, practitioners in the tourism sphere and tourism authorities.

*Lepeshev D.*

**Improvement of Deterministic Factor Analysis Tools: Practical Issues (ending) ..... 62**

The application of the resulting formulae in practice is disclosed on the basis of a new methodology of the analysis of multivariate multiplicative models (shown in the first part of the article); comparative analysis of its existing procedures.

*Ruban T.*

**Evaluation of Agricultural Production Efficiency of Gomel Region ..... 68**

The article presents the economic evaluation of the efficiency of agricultural production in large-scale commercial sector of Gomel region. The coefficients were calculated to determine the optimal areas to get basic types of agricultural production and thresholds efficiency were defined, on the base of which the maps of administrative districts providing better results of the production activity were made.

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***Modern Technologies***

*Kovalchuk M.*

**Study of Physical and Mechanical Properties of Special Shoes for Protection Against Vibration ..... 77**

The results of standardized indicators of physical and mechanical tests, developed for the first time special vibroprotection shoe models in Ukraine are shown.

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***Abroad***

*Dyatlova V.,*

*Saenko O.*

**Ukrain and CIS: Removal of Technical Barriers in the Trade ..... 80**

The article describes the trends in Ukraine's foreign trade with the CIS countries as major trading partners. The sources of technical barriers in the trade are analyzed. The necessity of harmonization of the transformation processes in the system of technical regulation and standardization was proved. The dependence between the active participation in the development of standards and the quantum of exports was established, the activity promotion was proposed.

*Shatovitskaya Y.*

**International Experience of Outstaffing Introduction, Problems and Prospects of its Development in Consumer Cooperatives System of the Republic of Belrus ..... 84**

Foreign practice has gained some experience in the use of outstaffing. The article highlights the advantages and disadvantages of this form of employment. A scheme for the implementation of treaty relations in the field of outstaffing and the activities that contribute to the development of this personnel technology, both in the system of consumer cooperatives and in the market of the Republic of Belarus were offered.

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