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Labour Market and Personnel Management

Gasanova T.

Indicators of work in providing effective consumer demand..... 3

The trade development is a key element of the stock movement completion of the manufacturing cycle. Household income is a tool that acts as a source of creating the consumer demand, a criterion for paying decent work, generating revenue from the sale of goods and the organization current capital required for the start of a new manufacturing cycle. The article presents the analysis results of the relationship between single indicators of decent work and the creating of effective consumer demand as one of the important conditions for the trade development.

Key words: decent work concept; labor indicators; household income; wages; trade; effective demand; labor efficiency.

Agro-industrial sector

Kozyreva N.

Experience in the agriculture development in the Republic of Belarus..... 8

The article examines the main agriculture development trends in the Republic of Belarus in the context of the state-run programs implementation, the achievement of their goals at different stages, taking into account changes in economic conditions. The assessment of structural changes in the agricultural section of the economy and the efficiency of its sectors functioning, ensuring the country's food security and contribution to the country's export potential is made.

Key words: agricultural organizations; farms; personal subsidiary plots; the agro-industrial complex separate sectors efficiency; the agricultural producers contribution to the country's export potential.

Management and Marketing

Mitrofanova G.

Aspects of assessing the industrial enterprise export potential..... 14

The article considers the issue of assessing the enterprise export potential and also defines the priority directions, goals and objectives of enterprises' activities in the foreign market.

Key words: export; product policy; product promotion; strategy development; market research; marketing planning; price; advertising; sales; product; export delivery.

Kikot' I.

Effectiveness analysis of investment projects with different scales and terms of validity.... 17

The article investigates various approaches used to ranking investment projects that differ in scale and period of validity. Special attention is paid to the index of investment costs as the most popular measure used in comparative analysis of alternative projects. The methods of evaluating compared projects with different terms and scales under conditions of limited financing and on the basis of forward rates are proposed.

Key words: profitability index; alternative (mutually exclusive) project; profitability index of investment costs; volatility; project duration; different-scale projects; projects with various periods of validity.

Shaulyukou A.

Applied aspects of statistical sampling survey methods during internal audit in consumer cooperation organizations 24

The article presents the applied methodological aspects of using a statistical approach to sample frame formation during internal audit in consumer cooperation organizations. The author of the article reveals the methodology of the audit sampling formation using probability theory and mathematical statistics, as well as the possibility of audit risk minimizing. To illustrate the sampling methodology, a relative population of records of calculations analytical accounting is used.

Key words: internal auditing; methodical ensuring of sampling formation; audit sampling; population; system sampling; statistical sampling study; rate of tolerable error; standard deviation of variational mark (dispersion); marginal sampling error; confidence coefficient; risk of sampling method.

*Lilishentseva A.,
Egorova D.,
Semenchukova D.*

The study of the tomato juices nutrient analysis during the expert assessment of the vegetable juices authenticity 30

The article considers international and national requirements for the quality and naturalness of tomato juices as well as its nutrient analysis. When performing the work, standard research methods were used. Dry soluble substances, the mass fraction of chlorides, the mass fraction of titratable acids in terms of citric acid, the content of hydromethylfurfural and the formol index were defined in 5 tomato juice samples. The quality assessment shouldn't be based only on a simple study of the indicators and a comparison of the results obtained with the basic quantitative values. But it should provide for an overall study, including the deviations causes analysis that may be conditioned by the raw materials properties and manufacturing procedure.

Key words: juice; nutrient analysis; quality; authenticity; identification; vegetable juices.

Macroeconomic Problems of the Society Development

*Doroshko V.,
Dovgulevich V.*

The harmonization problems and prospects of the world and Belarusian experience of project management in the digital economy..... 35

The article describes and analyzes the harmonization problems and prospects of the world and Belarusian experience of project management in the digital economy.

Key words: project management; corporate and national strategies; proactive development; competitiveness; sustainable development.

Abroad

Belyatskaya T.

Tendencies of the global e-commerce market..... 44

The e-commerce market is the most mature and at the same time the most dynamically developing market of the e-economy at the present time. However, American companies and Chinese players continue to make the largest contribution to the global e-commerce market. The article discusses the market current state, as well as the main strategies that allow maintaining leadership positions for a long time and form trends in its development.

Key words: digital economy; e-markets; e-commerce; Amazon; marketplace; electronic marketplace.

Gitkovich L.

Joint-stock ownership in transitional economies: formation and model building peculiarity 50

The article examines the joint-stock ownership formation in countries with transitional economies. Corporization methods in transitional economies, their goals and results are considered and analyzed; the joint-stock ownership formation process in a transitional economy at the macro- and micro-levels is modeled.

Key words: joint-stock ownership; corporization methods; transitional economy.

History and Theory of Consumer Cooperatives

Aksenov A.

Belarusian consumer cooperation system of the post-war period: restoration and economic activity 56

The article is devoted to the post-war history of Belarusian consumer cooperation. The period of 1944–1961 is considered, when the system of the Belarusian Republican Union of Consumer Societies was fully restored and made a significant contribution to the socio-economic development of the BSSR.

Key words: restoration; five-year plan; the Belarusian Republican Union of Consumer Societies; consumer society; party leadership; shareholders; trade services; procurement activity; public catering; personnel policy.

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