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*Syroed T.,  
Kozyreva N.,  
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Sirotko J.*

**Features of the state and promising directions for developing consumer market of the Republic of Belarus ..... 3**

The article considers the state and development features of the market for goods and services of the Republic of Belarus.

**Key words:** consumer goods and services market; retail trade; retail product structure; trade organization.

*Korobkin A.*

**Methodological aspects for assessing the inventory circulation effectiveness in consumer cooperatives ..... 12**

The article describes the current methodological aspects to assessing the effectiveness of the inventory circulation in consumer cooperatives organizations in which the main activity is retail trade. The ratios of the growth rates of indicators for the effective development of organizations are recommended in the article.

**Key words:** inventory; consumer cooperatives; effectiveness of inventory usage; system of indicators; profitability; efficiency.

*Kuzmiankova N.,  
Oksenchuk N.,  
Tselikova L.*

**On the development of retail trade in goods with own trademarks in Belarus ..... 20**

The article presents the results of a review of theoretical sources on issues of managing the range of goods with own trademarks, highlights the features of the organization of trade in such a product range, produces preliminary results of a questionnaire survey of consumers. Common approaches in the system of consumer cooperatives to trade in goods with own trademarks and the dynamics of its development are briefly analyzed. General conclusions and recommendations for the further development of trade using own trademarks are made in the article.

**Key words:** trade assortment; own trademarks; trademarks; retail trade; retailers; brand; strategy.

*Klimovich L.*

### **Assessment of socio-economic development of the service sector in the context of digitalization of the economy..... 26**

The article deals with the problems of regulation, formation of the development concept and approaches to assessing the effectiveness of the service sector; diversification based on high technologies in a post-industrial society. It is grounded that services are gradually developing becoming the dominant feature of the innovative national economy.

**Key words:** service sector; approaches to assessing the effectiveness; sustainable development strategy; impact of high technologies.

## Regional Economy

*Vasilchenko A.*

### **Economy of regions of the Republic of Belarus: trends, problems and development scenarios ..... 31**

The article presents a methodology for analyzing the socio-economic development of regions based on publicly available statistical indicators published by the National Statistical Committee of the Republic of Belarus. The main trends of the economy of the regions are identified, problems are analyzed and ways to solve them are proposed. On the basis of indirect indicators, the analysis of the quality of life of the population is given; the data of the Human Development Index developed by UNDP are presented. As a perspective for regional development, further implementation and improvement of the cluster approach is proposed, which will ensure the stability of the regional economy and strengthen its position in the global market.

**Key words:** regional economy; quality of life; socio-economic indicators of regional development; cluster approach.

*Zlotnikov A.,  
Nilova A.*

### **Internal migration in the demographic processes of the regions of Belarus ..... 41**

The article reveals the place of intra-republican migration in the demographic development of the Republic of Belarus. It is shown that every year the scale of inter- and intra-regional migration of the country exceeds the magnitude of most demographic phenomena – more than 5 times the birth rate, 4 times the death rate, 5.8 times the level of immigration, 11.5 times the level of emigration, 7 times marriages, 15 times divorces. Intra-republican migration affects the demographic losses of most regions of Belarus and its socio-economic problems. The problems of migration exchange of the population between urban and rural areas, as well as regions and a number of other territorial-administrative regions are considered in the article.

**Key words:** the Republic of Belarus; migration; intra-republican migration; inter-regional migration; intra-regional migration; demographic processes.

## Finance

*Kikot I.*

### **Methods for effectiveness assessment of a complex investment project ..... 49**

The article studies the features of a complex investment project structure and substantiates the necessity to develop methods for project effectiveness assessment. The study provides two methods for the complex investment project effectiveness assessment in the context of mutual financing (cross-financing) of projects that compose a complex investment project. The methods are also based on the internal efficiency rate calculated by the capital amount received from the project implementation in the context of accompanying project reinvestment processes and disinvestment.

**Key words:** integrated project; monoproject; sub-project; net cash flow; internal efficiency rate; recapitalization (reinvestment).

## Modern Technologies

*Zhurnia H.,  
Melnikova L.*

### **Development of technology of enriched bakery products for school-age children..... 54**

The article presents the results of studies on the effect of enrichment additives on the baking properties of flour, the rheological properties of the dough and the conduct of the technological process for the production of bakery products. Based on the results obtained, a technology was substantiated and developed that allows obtaining bakery products with increased nutritional and biological value for feeding school-age children.

**Key words:** bakery products; enrichment additives; technology; nutritional value; school meals.

## Education. Specialists' Training

*Vishniavetskaya L.*

### **Linguistic support for economic security of an enterprise when concluding commercial transaction ..... 59**

The article considers the issue of linguistic support for the enterprise economic security in the process of concluding a commercial transaction and proposes the technology for constructing a language portrait of a potential business partner developed on the basis of the benchmarking principles.

**Key words:** economic security; internal sources of threats; benchmarking; language portrait of a business partner.

*Aksyonov A.*

**Catering of consumer cooperatives of the BSSR in the years of the eighth five-year plan (1966–1970) ..... 63**

The article deals with the most important events in the history of the development of the public catering system of Belkoopsoyuz in the second half of the 1960s, which coincided with the period of implementing the most successful 8th five-year plan in the USSR, called “golden”. In the Soviet country, the construction of a communist society continued. One of the most important directions of movement towards its creation in the 1960s was the rapid development of the public catering system, designed to free the builders of communist society from routine kitchen work as much as possible, to provide its creators with cheap, high-quality and affordable public catering. The cooperators of the BSSR took an active part in the implementation of grandiose plans for the accelerated construction of the communist future.

**Key words:** USSR; communist society; state; Belkoopsoyuz; district consumer unions; rural consumer society; public catering; service culture; dining commissions; trade turnover; semi-finished products; culinary products.

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