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## National Economy

*Pomaz I.*

### State and directions of development of retail trade in the Republic of Belarus ..... 3

The article examines state and main trends in development of retail trade in the Republic of Belarus. The directions of retail trade development that contribute to constant provision of needs and demand of various groups of population in high-quality goods of a wide range, preferably of domestic production, with a high level of service are determined.

**Key words:** retail trade; retail facility; retail turnover; globalization; retail space; structure; trends; directions of development.

*Ezhel A.,  
Liashkova A.*

### Trends and tools of demand stimulation in the domestic tourism market of the Republic of Belarus ..... 9

The article analyzes tourist consumption in the domestic tourism market of the Republic of Belarus and highlights areas for demand stimulation for domestic tourism.

**Key words:** tourist resources; tourist region; tourist consumption; domestic tourism; sustainable development; geocaching.

## Regional Economy

*Rakizkaya O.,  
Hashnikava U.*

### State and development prospects of industry of Gomel region..... 14

The article examines current state, level of concentration and specialization of industrial production of Gomel region, the main directions of its development are provided.

**Key words:** industrial production; concentration; specialization.

*Kikot I.*

**A differentiated approach to applying discount rate in justifications of investments effectiveness ..... 22**

The article considers a differentiated approach in estimating cash flows time value of an investment project based on different discount rates (reinvestment), expressing money time value and mutual application of compounding and cash flows discounting. Principles of applying discount rates in investment calculations have been elaborated.

**Key words:** discount rate; discounting; compounding; alternative profitability; internal rate of return.

*Yakubenko G.*

**Organization of responsibility centers for cost accounting at fruit and vegetable canning enterprises of consumer cooperatives ..... 26**

The article provides recommendations on organization of accounting and cost control by responsibility centers in relation to fruit and vegetable canning enterprises of consumer cooperatives. Based on the peculiarities of technology and organization of fruit and vegetable canning production, the formation structure of cost centers is investigated, cost accounting centers are organized using the example of production of pasteurized juice from citrus fruits for a juice shop.

**Key words:** management accounting; variable costs; fixed costs; consolidated cost accounting center; intermediate cost accounting centers; primary cost accounting centers.

*Sytsko V.,  
Antonava A.,  
Bahrantsava K.,  
Kuzmiankova N.,  
Tselikova L.*

**Prospects for controlled targeted destruction of secondary polymers ..... 30**

The paper investigates the amount and structure of polymer wastes in the Republic of Belarus, as well as wastes from other material resources. The possibility of applying controlled target destruction technologies to waste heterochain polymers in order to achieve a change in chemical composition towards formation of relatively stable oligomers and/or mixtures thereof, which can then be used as highly effective functional modifiers in relation to other polymers, is discussed. The authors analyzed scientific and technical information in the field of methods and technologies for implementation of regulated polymer destruction processes, and also assessed their applicability to secondary polymers.

**Key words:** polymers; secondary polymers; polymer mixtures; chemical composition; destruction; recycling.

*Davidova H.,  
Lilishentseva H.*

**Descriptor analysis in determining defects of dairy products..... 35**

Improving quality and competitiveness of domestic food products is impossible without development and improvement of methodology and practice of organoleptic analysis. The article considers international and national requirements for organoleptic evaluation of dairy products, analyzes the causes of defects in taste, texture and appearance of dairy products that reduce nutritional value, as well as descriptive organoleptic analysis methods for their detection. The main approaches and methodology of descriptive studies are studied, basic sensory terms for organoleptic evaluation of drinking milk and cheese and their quantitative evaluation are provided.

**Key words:** organoleptic analysis; descriptors; defects; dairy products.

*Samankova N.,  
Kardash Y.,  
Shcherbak L.*

**ABC-analysis of structure of the range of cosmetic products sold  
by LLC “AnnieMarketOnline” ..... 42**

The article presents an ABC-analysis of structure of the range of cosmetic products for hair and skin care products in LLC “AnnieMarketOnline”. Based on the results of study, proposals are made to improve structure of the range of cosmetic products for hair and skin care products sold by the internet shop [www.pudra.by](http://www.pudra.by).

**Key words:** cosmetic products for hair; skin care products; ABC analysis; range.

## ***History and Theory of Consumer Cooperatives***

*Aksyonov A.*

**Belarusian consumer cooperatives of the post-war period: personnel policy  
and the “struggle against private entrepreneurs” ..... 47**

The article is devoted to the post-war history of Belarusian consumer cooperatives. Work of the leadership of the BSSR and the board of Belkoopsoyuz in 1944–1961 with the aim of providing the system of consumer cooperatives with qualified personnel, creation of a network of cooperative educational institutions in the republic is considered. Particular attention is paid to complex relationship between the party-Soviet political system and the cooperative movement, including the “struggle against penetration of private entrepreneurs into cooperatives” and restriction of activities of Belkoopsoyuz system in cities.

**Key words:** cooperatives; restoration; Belkoopsoyuz; party leadership; personnel policy; private owner; educational institutions.

*Kudelka T.*

**The use of authentic videos in foreign language teaching  
at the Belarusian Trade and Economics University of Consumer Cooperatives ..... 55**

This study is devoted to investigation of effectiveness of authentic video materials in foreign language classes in non-linguistic Higher Education Institutions. Characteristics of a video fragment that are needed for the full use of its educational abilities were considered. Further, the set of exercises for the authentic video “The Industrial Revolution (18-19th Century)” was developed for the 1<sup>st</sup> year students of BTEU. It can be used in frames of the topic “Economy of Great Britain”. The exercises are compiled in accordance with the stages of work with video materials.

**Key words:** foreign language; video fragment; authentic video material; communicative competence; worksheet; students.

**On the occasion of the 85<sup>th</sup> Anniversary of the Professor V. E. Sytsko ..... 61**