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Prospects of Development of Consumer Cooperatives

Rakitskaya O.

Production activity of consumer cooperatives: problems and directions of development..... 6

The article presents an analytical review of production activity of consumer cooperatives, identifies the main problems of its development and the factors that define them and suggests the specific areas of development for production activities of consumer cooperatives.

Key words: consumer cooperatives; production activity; volume of production; wages.

Trade and Public Catering

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Tendencies and prospects of development of network trade in the market of the Republic of Belarus 14

The article determines the main tendencies of the domestic trade business and focuses the attention on the development of globalization processes in trade. It also reflects the state of retail trade of the Republic of Belarus and indicates possible prospects for the development of network trade.

Key words: retail trade; trade network; globalization process; turnover; trade object; trade area; infrastructure; business entity; competitive advantage.

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On improving loyalty programs and informing the buyers in the retail trade 21

The article considers the features to promote sales and consumers' informing about current loyalty programs in retail, grounded perspective directions of improvement of the means of stimulating sales in the retail trade of the Republic of Belarus. On the basis of studying and generalization of experience of retail chains in the Republic of Belarus and the Russian Federation the authors identify the current trends in the construction and implementation of loyalty programs for consumers are considered the most common means of consumers' informing about loyalty programs. The need for improvement of sales promotion in retailing through the use of modern computer communications is highlighted.

Key words: retail trade; trade networks; sales promotion; tools of sales promotion; websites; discount cards; loyalty program for customers; segmentation of customers; discounts; consumers' informing; online newsletter; SMS-mailing; mobile applications.

Kaunova N.,

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Analysis and improvement of the current method of creating requests for the supply of goods from wholesale and logistics centers and quality control of their fulfillment in the system of consumer cooperatives 28

In the article the authors analyze the process of formation of orders for the supply of goods from the wholesale and logistics centers and the quality control of their implementation, including approved system of formation of orders and quality control of their execution in the system of consumer cooperatives, and the existing system is assessed. The article summarizes the current problems, presented some proposals for improving this work.

Key words: wholesale and logistics center; request; work on preparing an application; movement of the goods; commodity stocks; commodity provision; commodity supply; range; assortment matrix.

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Formation of system of indicators of an estimation of retail turnover in the strategic management of stationary trade objects of consumer cooperatives of the Republic of Belarus in rural areas 34

The article determines the indicators of the activity of trade objects of consumer cooperatives in rural areas by the correlation-regression analysis. The authors discover the trends in the development of these indicators and calculated their predicted values by extrapolating the dynamic series. Activities for the development of retail trade stationary trade objects of consumer cooperatives in rural areas are planned in the article.

Key words: retail turnover; trade objects; strategic management; system of indicators; rural areas; consumer cooperatives; correlation-regression analysis; dynamic series; extrapolation.

Moroz A.,

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Integral assessment of economic efficiency of trading activity 42

The article discloses entity and quantitative variables of economic trading potential, analyzes and summarizes methodological approaches to full assessment of economic management efficiency in terms of resource and cost approaches, offers the use of integrated measure index of market efficiency.

It represents the main indicators of development of retail trade in Grodno district and the Republic of Belarus, gives an assessment of retail development at the present time; gives the main directions of improvement of the activities of the trading industry; formulates the basic provisions to improve the efficiency of trading activities through the building of trade objects: reviews proposals for the development of brand trade and other major directions.

Key words: economic potential; outcome; effect; efficiency criteria; integrating efficiency indicator.

Finances

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Financial policy of the Republic of Belarus: principles of construction, directions of improvement 51

The article considers the current financial policy of the Republic of Belarus, basic principles of its functioning, existing problems and main directions of its improvement based on international experience in order to improve production efficiency.

Key words: financial policy; financial system; production efficiency; centralized fund; budget; income and expenses of budget; taxes.

Accounting, Analysis and Audit

Shevlyukov A.

Conceptual model of the accounting in the public interest organizations of the Republic of Belarus on the basis of parallel accounting procedures 57

The article considers the methodological basis of the convergence of the national system of accounting with the functional provisions of the international financial reporting standards on the disclosure of information about the activities of commercial organizations. Considerable attention is paid to double entry way of amendment.

Key words: public interest organization; international financial reporting standard; transformation of financial statements; translational accounts; conversion of the financial statements; adjustment of financial result; double entry way of transformation amendment.

Quality and Competitiveness

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Competitive potential of jewelry goods of JSC «Gomel production association “Kristall”» – holding management company «KRISTALL-HOLDING» 64

The article discusses the issues of quality and competitiveness of the jewelry goods, produced by JSC «Gomel production association “Kristall” – holding management company "KRISTALL-HOLDING"». This is due to increased consumer demand for quality products in the country, as well as expansion of economic relations on the domestic and foreign markets.

Key words: jewelry goods; assortment; demand; quality; competitiveness.

Education. Specialists Training

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Integration of the Belarusian trade and economics university of consumer cooperatives in the European space of higher education: the international aspect 70

The article analyzes the practical experience of the Belarus Trade and Economics University of Consumer Cooperatives in implementing the main directions of the Bologna Process; identifies barriers that hamper the university to integrate into the European Higher Education Area, and offers the ways to improve it.

Key words: the Bologna Process; the European Higher Education Area; international cooperation; academic mobility; export of educational services.

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The automation of the assessment of physical development 74

This article suggests using the information system for assessing the physical condition of the participants in the physical culture and wellness activities.

Key words: information system; health indicators; physical health indices; level of physical health.

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