

Dieser Austausch ist unerlässlich, da ein langer Kontakt (mehr als 45 Minuten) von Produkten mit Polyethylen die Vermehrung schädlicher Bakterien fördert.

Die beste Lösung wäre, den Verbrauchern eine echte Wahl zwischen Papier- und Plastiktüten zu geben, wobei beide in den Geschäften gleichermaßen erhältlich wären. Dies würde es jedem Verbraucher ermöglichen, seine eigene Entscheidung über die bevorzugte Art der Verpackung zu treffen, wobei sowohl ihre finanzielle Leistungsfähigkeit als auch Umweltbelange berücksichtigt werden.

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STRATEGIES FOR EFFECTIVE CHANGE MANAGEMENT IN ORGANIZATIONS

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Change management is a science and practice that involves integrating various knowledge, skills and abilities to assess the need for change, as well as implement it, extract benefits or minimize possible damage. Change management is a key element of a successful strategy for any company that strives to develop and adapt in a constantly changing business landscape.

Change management includes a set of methods and tools that help organizations cope with change, minimize resistance, and achieve their goals. It is a process that involves all levels of the organization and requires the active participation of both management and employees.

In modern society, with the development of competition and the improvement of technologies, the external business environment has become more dynamic and changeable. This requires organizations to take a more flexible approach to strategic business management, periodically adjust goals and objectives, improve the

organizational structure, review the degree of centralization of key functions, and change the personnel motivation system. According to J. Kotter, most companies and departments of large corporations come to the conclusion that they must carry out moderate reorganization at least once a year, and radical - every four or five years [10, c. 32].

At the end of the 20th century, an independent area of knowledge began to emerge within the framework of management science - change management. At the beginning of the new century, the need for a scientific study of the problems of organizational development, transformation and change management became obvious, and with the onset of the global crisis in 2008, improving the efficiency of organizations becomes a vital action.

1. Ineffective organization of labor. Depending on the economic sector, this factor accounts for 30 to 80% of the productivity gap. Characteristic shortcomings include low levels of automation, unnecessary functions and processes, and a lack of project management skills.

2. Outdated equipment and inefficient technologies. This factor accounts for 20 to 60% of the gap.

3. Structural features of the Russian economy. These include the small size of retail loans and deposits, lower income levels, a low share of high-tech products, etc.

There are many theories and models for increasing labor productivity through the implementation of changes and managing this process.

Change is a process of renewal (transformation) of an organization based on the introduction of innovations into organizational processes. This process helps organizations adapt to new conditions and maintain their competitiveness.

Change management includes approaches and methods used to manage the transition from the current state of an organization to the desired one. This may include changes in processes, technologies, organizational structure, culture and other aspects of business. The goal of change management is to minimize the negative consequences and maximize the positive results of changes.

Who is change management relevant for:

Change management is relevant for all organizations, regardless of their size, industry or stage of development.

Companies that strive for growth, the introduction of new technologies or improvement of the internal structure should consider change management as a key component of the strategy. This is especially important for:

Managers and executives. They must be ready to implement changes and ensure support from the team.

Employees. They must understand how the changes will affect their work and be involved in the process.

Stakeholders. Investors, customers and partners may demand changes that will affect their interests.

Effective change management requires a comprehensive approach that includes both strategic planning and attention to the human factor. The success of the process depends on the ability of the organization to adapt to new conditions and the involvement of all participants in this process.

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白俄罗斯铁路运输创新

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Железнодорожный транспорт играет ключевую роль в экономике Беларуси, обеспечивая грузовые и пассажирские перевозки. В последние годы страна активно внедряет инновационные технологии для повышения эффективности, безопасности и комфорта на железных дорогах.

Основные направления инноваций:

1. Цифровизация и автоматизация (数字化和自动化).

Внедрение систем управления движением поездов на основе цифровых технологий.

Использование больших данных (Big Data) для оптимизации маршрутов и расписаний.

Разработка мобильных приложений для пассажиров, позволяющих отслеживать расписание и получать информацию о задержках.

2. Энергоэффективные технологии (节能技术).

Переход на электрификацию железных дорог с использованием возобновляемых источников энергии.

Внедрение новых локомотивов с высокоэффективными двигателями и системами рекуперации энергии.

3. Инновационные системы безопасности (创新的保安系统).

Использование современных систем сигнализации и контроля за движением поездов.