

THE IMPACT OF THE PANDEMIC ON SMALL AND MEDIUM-SIZED BUSINESSES

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Резюме – в данной статье мы рассматриваем наиболее эффективные пути решения проблем в бизнесе, причинами которой стала эпидемиологическая ситуация в мире.

Resume – in this article we look at the most effective ways of dealing with business problems, caused by the epidemiological situation in the world.

Introduction. The pandemic has already caused tremendous problems for various enterprises and businesses around the world. In such a difficult period, businesses have to come up with many strategies to stay competitive and survive.

Main part. Due to the decline in global economic growth, even the most profitable business can become questionable. Covid-19 reveals many problems related to insufficiently optimized enterprise processes. Therefore, entrepreneurs need to redesign their existing business as quickly as possible, taking into account the new circumstances of the pandemic. The priority areas that are necessary for survival can be identified:

1. The safety of the people working at the company. A company needs to take a number of measures to keep employees safe and reduce the risk of illness. Such measures may include: changing the work schedule of employees, sending the workforce to work from home, using information technology for remote meetings and business planning.

2. New business strategy. Sometimes a well-established business fails due to border closures and a lack of trusted suppliers. In this case, the business needs to look for new suppliers and reconfigure the logistics system as quickly as possible. In some cases, it is even worth considering giving up production of a certain type of product due to a sharp increase in costs.

3. Pumping Innovation. Introducing new technologies during a pandemic can be a great solution. For some it's going online, for others it's robotizing customer service, for some it's creating mobile apps and remote access solutions.

4. Receiving maximum support from the state. In different countries around the world there are many measures to support small and medium-sized businesses. Such measures may include: exemption from Value Added Tax, exemption from income taxes, exemption from income tax. Various incentives for payment of premiums, which could reduce the burden on companies.

5. Competent interaction with partners. It's worth thinking about how to interact with new suppliers, lenders and investors. Review all active loans so as not to lose money and the company. It is worth seeking legal advice and anticipating all possible risks under existing contracts.

Conclusion. The crisis caused by the pandemic is already well underway. Once it is over, many companies will learn many lessons that will benefit and help prepare for new unforeseen problems.

LITERATURE

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УДК 339.5

DE-GLOBALIZATION

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Резюме – в данной статье рассмотрены тенденции развития современного мира.

Resume – this article considered the current trend in the development of the modern world.

Introduction. The modern world is extremely interesting for its impermanence. [1] The rapidly changing situation forces the inhabitants of this world to constantly adapt, look for new opportunities and ways to live comfortably. The current situation is extremely indicative in this regard, yesterday the urgent problem was the global virus, and now political strife. Everything can change in an instant and you need to be ready for it.

Main part. Globalization is a process of unification of sales markets for several suppliers, a kind of unity, or not? The current situation is sounds more like fake, than true. People began to understand what is really behind this concept and what is basically happening in the world. This is just a convenient word to cover up the seizure of other countries' markets. The big word "capture" refers to the sale of goods of its own production in other markets, obtaining market share. What's wrong here? It would seem that everything seems to be fine, competition gives rise to progress, doesn't it? Indeed, healthy competition gives markets opportunities to develop, as well as goods, but there are nuances.

Profit from the sale of other people's goods in your market, in other words, the money of your citizens going to another country and forming someone else's profit is not very profitable for you. [2] It would be much better if you could produce the product yourself and sell it in your market. Another issue is the competitiveness of such goods. The current situation is very indicative in this