

移民局颁发的工作签证，正式受聘于白俄罗斯的公立医院，继续开进行他传播中医药文化之路。

自1992年1月建交以来，中国和白俄罗斯已走过31年友好合作历程。31年来，中白两国在相互信任、合作共赢原则的框架下，始终稳步推进各领域合作，并将此作为保持两国友谊的重要组成部分。相信在两国元首的战略引领和双方企业的共同努力下，中白全方位合作将继续保持高质量发展，为中白两国人民创造更多福祉。

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RESEARCH ON THE SOCIAL RESPONSIBILITY CONSTRUCTION OF MULTINATIONAL LOGISTICS ENTERPRISES

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***Summary.** With globalisation and the rise of e-commerce, the transnational logistics industry has become an indispensable part of the modern economy. However, the development of the transnational logistics industry has also brought about a series of environmental and social problems, accompanied by many risk factors. Therefore, transnational logistics enterprises should take up their social responsibility and actively take measures to reduce their impact on the environment and improve social benefits.*

Ethical Business Practices: Multinational logistics enterprises that prioritize social responsibility tend to adhere to high ethical standards. This includes conducting business with integrity, transparency, and fairness. By doing so, they contribute to building trust among their customers, partners, and employees.

Environmental Sustainability: Socially responsible logistics companies often take steps to reduce their environmental footprint. This can include implementing energy-efficient transportation methods, optimizing supply chain processes to reduce waste, and adopting sustainable packaging practices. By doing so, they contribute to environmental conservation and the reduction of carbon emissions.

Community Engagement: Multinational logistics enterprises often operate in diverse communities around the world. Socially responsible companies engage with these communities by supporting local initiatives, charities, and development projects. This involvement helps strengthen community bonds and improves the well-being of the people living in those areas.

Leadership commitment: The first step is to obtain the commitment of senior leadership, including the support of the chief executive officer and the board of directors. Their endorsement is critical to driving a culture of social responsibility within the organisation.

Identify key stakeholders: Identify the key stakeholders of the organisation, such as customers, employees, suppliers, communities and regulators. Understand their needs and expectations regarding social responsibility.

Adopt international standards: Consider adopting international social responsibility standards and frameworks, such as the ISO 26000 guidelines. These standards can provide a structured approach to social responsibility practices.

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INVESTMENT RISK ANALYSIS OF TRANSNATIONAL PROJECTS BASED ON BSC THEORY

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***Summary.** For an investor, it is crucial to choose from a wide range of investment projects with low risk in order to maximise profits. How to choose the best investment projects is a big problem for decision makers. Using BSC to evaluate the investment risk of the candidate investment projects, to find out the project with the lowest risk coefficient, to provide a theoretical decision-making basis for investment decision makers when investing in the project.*

First, clearly define the project's key metrics and objectives, including financial, customer, internal process, and learning and growth. Ensure that these metrics and objectives are relevant to the risks of the project.

A BSC analysis is conducted on the companies in which the investment candidates are located based on the criteria of four factors: financial, customer, internal operation and learning and growth, from which the projects with a better balance of the four factors are selected. The financial factor mainly considers the unit cost of a certain type of product, expense reduction rate, and sales growth rate; the customer factor mainly considers after-sales customer satisfaction, product return rate, and defective rate per million products; the internal operation factor mainly considers the speed of business innovation compared with the market cycle, the on-time delivery rate, the efficiency of the production cycle, the quality conformity rate, and the ratio of using computer system to process business; learning and growth factor mainly considers the timeliness of the relevant training. The learning and growth factor considers the timeliness and quality of training, training costs as a percentage of sales, and employee productivity.

Correlate project risks to individual BSC metrics. Potential impacts of risks on individual indicators are identified. Based on the results of the risk assessment, develop appropriate risk management strategies. This may include risk mitigation plans, contingency plans, insurance strategies, etc. Regularly monitor project progress and risk profile to ensure the effectiveness of the risk management strategy.