

saving of energy resources contribute to improving the overall profitability of the company. In addition, it increases the image attractiveness of the enterprise and contributes to the improvement of the production cycle. At the same time, the implementation of the energy management system requires additional efforts from the enterprise management. At the level of local normative legal act, it is necessary to develop the enterprise's energy saving policy, to appoint people responsible for the implementation of internal control. The head of the enterprise should periodically check the energy management system, make adjustments based on the results of internal control and encourage new effective proposals. Of course, the developed policy of the enterprise will entail an increase in responsibility of employees (loss of bonuses, disciplinary responsibility). In this regard, it is advisable to develop a system of motivation in the form of material rewards.

Conclusion. Thus, each manager has to show initiative, develop strategy at the enterprise and implement energy management system to increase competitiveness of their products. Issues of energy saving and energy efficiency are relevant not only for a particular enterprise, but for the state as a whole.

REFERENCES

1. National Law Portal of the Republic of Belarus [Electronic resource]. – Mode of access: <https://pravo.by/document/?guid=3871&p0=C22100103>. – Date of access: 15.03.2024.
2. Energy saving at the enterprise. Effective resource saving [Electronic resource]. – Mode of access: <https://powercoup.by/energoberezhenie/energoberezhenie-na-predpriyatii?ysclid=lu7109io64586152585>. – Date of access: 15.03.2024.

УДК 811.111

DIFFICULTIES OF STARTING AND DOING BUSINESS IN THE MODERN WORLD

***В. В. Мошенский**, студент группы 10502122 ФММИ БНТУ,
научный руководитель – старший преподаватель **Г. В. Прибыльская***

Резюме – данная научная статья рассматривает ведение бизнеса в современной мировой экономике. Рассматривает трудности возможности ведения бизнеса в современном мире.

Resume – this scientific work examines the conduct of business in the modern global economy. Show the difficulties of doing a business in the modern world.

Introduction. The current economic conditions perfectly express many of the problems of the current business. Each economic structure has the ability to demonstrate its effectiveness due to successful entrepreneurial activity. Without entrepreneurship and business building, the economy would not be able to work

normally and develop successfully. Accordingly, business occupies a special place in the structure of our society.

Main part. It is possible to solve the problems of modern business only by applying the most effective rules for a decent increase and expansion of the employment rate, a decent increase and expansion of the part of the budget responsible for income, reducing social tension among people and consolidating stability in the political field. Also, productive business development leads irrevocably to the development of the current sector of the economy, as well as to a good increase in the level of innovation activity among people. That is precisely why economically developed countries will in any case approve successful business development. [1] In today's fast-paced world, entrepreneurs face many challenges when starting and running a business. Here are some of the main difficulties:

1. High competition. Globalization and technological advancement have led to the emergence of new competitors in the market. Businesses need to constantly adapt and improve to stand out from the crowd and attract customers.

2. Highly progressive changes in technology. Technologies are developing rapidly, which inevitably leads to the need for continuous training and updating of hardware and software. This can be a financial and time burden for businesses.

3. Economic instability. Economic downturns, exchange rate fluctuations and political uncertainty can significantly impact a business. Businesses must be prepared for unforeseen circumstances and have reserve capital at their disposal.

4. Complex regulation. Governments around the world are introducing increasingly stringent rules and regulations to govern business activities. This can create a significant burden on businesses, especially small and medium-sized ones.

5. Lack of skilled workers. As the labor market becomes increasingly tight, businesses find it increasingly difficult to find and retain skilled workers. This may result in higher recruitment and training costs.

6. Cyber threats. In today's digital world, cyber threats pose a growing threat to businesses. Hackers can steal sensitive data, crash systems, or damage reputations.

7. Supply chain problems. Supply chain disruptions caused by factors such as the COVID-19 pandemic or geopolitical tensions can lead to raw material shortages, delivery delays and higher costs.

8. Climate change. Extreme weather events, rising sea levels and other impacts of climate change can negatively impact business operations and profitability.

9. Global crises. Pandemics, economic crises and geopolitical conflicts can cause significant business disruptions and threaten the survival of businesses.

10. Lack of funding. Obtaining funding to start or expand a business can be challenging, especially for first-time entrepreneurs. Traditional lenders are tightening their requirements for borrowers, and non-traditional sources of financing can be expensive [2].

Conclusion. As a result, we get that in the modern global economy, entrepreneurs need a high degree of adaptability, the use of innovations and technologies in various business areas, as well as fearlessness in risk management when doing

business. Only companies that are able to respond quickly to changes in the economic environment and make clear and informed decisions can succeed.

REFERENCES

1. Olga Litvintseva Problems of modern business: reasons and ways of optimization. The importance of running a successful business / Olga Litvintseva [Электронный ресурс] // SEENECO. – Mode of access: <https://www.seeneco.com/ru/blog/problemy-sovremennogo-biznesa>. – Date of access: 27.03.2024.
2. Tony Martins Ajaero 10 Challenges & Problems of Starting a Business / Tony Martins Ajaero [Электронный ресурс] // Profitable venture. – Mode of access: <https://www.profitableventure.com/challenges-of-starting-a-business>. – Date of access: 27.03.2024.

УДК 338.48

DEVELOPMENT OF MARKETING IN TOURISM

*А. В. Пачковская, студент группы 10504222 ФММП БНТУ,
научный руководитель – старший преподаватель Г. В. Прибыльская*

Резюме – в статье описываются главные функции маркетинга в туризме и влияние маркетинга на потребителей.

Resume – the article describes the main functions of marketing in tourism and the impact of marketing on consumers.

Introduction. Marketing has long been seen as a function of business management, namely as a means of creating and maintaining competitiveness. Marketing makes it possible to manage innovation and market relations between the company, its consumers, partners, and competitors. Tourism, by its main characteristics, does not differ fundamentally from other forms of economic activity. Therefore, all the essential provisions of modern marketing can be fully applied to tourism. Tourism is one of the fastest growing and most profitable industries in the world today, and marketing plays a key role in the success of the tourism business. Marketing in tourism is understood as a system of continuous management of production, realization of the tourist product and coordination of the offered services with the services in demand in the market.

Main part. The growth of the travel services industry is driven by growing population and income. Marketing in tourism not only helps to attract tourists, but also forms a unique image of the company. A tourism brand should reflect the unique features and values of the product or service offered, as well as evoke an emotional response from potential customers. A creative approach to brand promotion, use of modern media technologies and social networks, as well as building partnerships with other companies in the industry, will help to attract new customers and strengthen market positions. Another of the significant factors of tourism is building an exclusive travel product and experience. Tourists increasingly value not only the journey itself, but also all accompanying services