

issues. We focus on making the business climate in our country attractive, stimulating business initiatives and developing our business.

**Conclusion.** In Belarus there is no such separate legal category as women's business. Consequently, the issue of providing special state support from the republican and local budgets to women entrepreneurs (in particular, providing some special benefits, preferences and other incentives) has not been regulated by law. Thus, women who today want to open their own business in the form of individual entrepreneurship or a commercial organization act on a general basis and enjoy the preferences that are provided for the corresponding category of small and medium-sized businesses.

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#### IMPACT OF COMPANY'S ACTIVITIES ON THE ENVIRONMENT

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*Резюме – в научной работе рассматриваются важные критерии в ведении бизнеса в современной мировой экономике, подробнее показано воздействие компании, которое может оказывать отрицательное и положительное влияние на окружающую среду.*

*Summary – the scientific paper deals with important criteria for doing business in the modern global economy, and shows the negative and positive impact of the company's activities on the environment in more detail.*

**Introduction.** Doing business in the modern global economy requires entrepreneurs to adapt, be flexible and constantly develop. Today, it is important to take into account a large number of factors, such as the rapid development of technology, changes in consumer preferences, the globalization of markets and competition. Nowadays, consumers are increasingly paying attention not only to the quality of goods and services, but also to how goods are produced, whether the company's activities affect the environment and whether social standards are met. The goal of the scientific paper is to examine the negative and positive impact of the company's activities on the environment.

**Main part.** An important issue of doing business in the modern global economy is the impact of production on the environment. The impact can be both positive and negative. The adverse impact of companies on the environment can manifest itself in the form of air, soil and water pollution, the release of harmful substances, and these problems complicate the situation in the atmosphere and have much larger consequences.

Industrial waste can affect water quality, and unintended discharges of chemical waste into sewage rivers and waterways threaten ecosystems and pollute natural resources. Illegal deforestation, which can lead to loss of biodiversity, is becoming more widespread in order to obtain wood or acquire new territories for the construction of new factories.

In addition, constant emissions of carbon dioxide, methane, nitrogen dioxide and other greenhouse gases lead to climate change, namely global warming [1]. These negative examples, which were discussed above, have serious outcomes not only for human health, animal deaths and plant extinction, but also for the global economy as a whole.

However, it should be noted that companies can also have a positive impact on the environment. Such examples may include the following options for influencing nature. Companies can introduce environmentally friendly technologies, use renewable energy sources, take measures to eliminate garbage and minimize harmful emissions. The introduction of energy-efficient technologies helps companies reduce energy consumption and reduce harmful waste [2]. By making their own contribution to the conservation of biodiversity, programs for the protection of natural resources, protection of biodiversity and ecosystem support, forest planting, etc. are supported with special enthusiasm.

As for the movements themselves in the company, many adhere to the principles of corporate social responsibility (CSR); supporting social and environmental projects that will help promote the well-being of society and the environment as a whole [3]. Belarusian enterprises consistently take various measures to introduce energy-efficient technologies and equipment. A project aimed at the sustainable development of Belarus is actively gaining popularity, in which both ordinary volunteers and entrepreneurs take part.

The conferences consider proposals that will help achieve the 17 Sustainable Development Goals of Belarus. 6 goals out of 17 SDGs are aimed at reducing waste generation, introducing renewable energy sources, combating climate change, preserving terrestrial ecosystems and encouraging responsible consumption and production [4]. Such actions contribute to reducing the malignant impact on the environment and promote sustainable development.

**Conclusion.** In the modern economy, more and more companies understand the need to take into account various environmental ideas in their activities. This is influenced by growing public awareness of environmental issues, legal requirements and changing consumer preferences.

Companies that actively take care of the environment can receive benefits in the form of increasing their reputation and popularity, attracting investments

and meeting market requirements. Taking such measures helps companies not only to reduce their negative impact on the environment, but also contributes to sustainable development and the creation of a healthier and more favorable environment for all.

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#### **RUNNING SMALL AND MEDIUM-SIZED BUSINESS SECTOR**

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*Резюме – в научной статье рассмотрен сектор малого и среднего бизнеса, который является существенным двигателем экономического развития во многих странах. В статье показан анализ различных аспектов малого и среднего бизнеса, включая его определение, преимущества и ограничения, тенденции развития бизнеса и роль государства в поддержке этого сектора.*

*Summary – the scientific paper considers the small and medium-sized business sector, which is a significant driver of economic development in many countries. The article shows an analysis of various aspects of SMEs, including its definition, advantages and limitations, business trends and the role of the state in supporting this sector.*

**Introduction.** Small and medium-sized businesses (SMEs) are a segment of the economy that includes enterprises with a limited number of employees and turnover. However, this sector may vary from country to country and depend on various factors such as teams size, sales volume and state of economy. The goal of this research paper is to study different aspects of running SMEs.

**Main part.** Usually, a small business is defined as a production with a small number of employees (from 1 to 50) and a low volume of turnover or assets. A medium-sized business, on the contrary, may have more employees (up