

СЕКЦИЯ D
DOING BUSINESS IN MODERN WORLD ECONOMY

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**YOUTH ENTREPRENEURSHIP ACTIVITIES OF THE REPUBLIC OF
BELARUS: WAYS TO OVERCOME THE FINANCIAL BARRIER**

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Резюме – В Республике Беларусь молодежная предпринимательская деятельность поддерживается не на таком уровне, как во многих зарубежных странах, но мы должны стремиться развивать это. Основа для развития уже положена, вот основные пути и решения.

Resume – In the Republic of Belarus, youth entrepreneurship is not supported as in many foreign countries, but we must strive to develop this. The basis for development has already been laid, here are the main ways and solutions.

Introduction. In our article we are talking about the ways to get funding for business ideas of students in General education, secondary special education and higher education universities, such as competitive events with a cash prize at universities in Minsk, the Republican competition for social projects, a foreign startup event, and well-known crowdfunding projects in Belarus.

Main part. Strategic management, in the first place, is a continuous analysis of predicted factors, needs, opportunities, threats of external factors, “ups” and “downs”. A characteristic feature of strategic management is the basic idea that the buyer does not need any product, he just has a variety of needs in different areas of life that can satisfy a more or less suitable product. Solutions are constantly changing. As already known, strategic management is a constant analysis of the factors of the internal and external environment affecting the organization.

External factors include all the factors that exist in the environment, regardless of the actions of the company, but capable of affecting its functioning. An example of external factors: political, demographic, natural, factors of scientific and technological progress, the state of the economy, social, international and many others [2]. The environment of external factors is much more complicated than internal ones, because internal factors are easier and can be controlled and change independently by the organization, as opposed to external. External factors do not depend on specifically “our” organization and cannot be controlled, they are constantly changing and have a significant impact on the organization. The analysis of the external environment implies determining the direction of development, assessing the market situation, setting goals, knowledge of the strengths and weaknesses of the enterprise, as well as market opportunities and potential risks.

Also, external factors help to determine and predict what the organization expects in the event of the successful achievement of its goals and, conversely, in the event of failure. The main components of the analysis are: competitors, suppliers, customers and so on. There are a sufficient number of methods for strategic analysis of the external environment, consider some of them [1]: SWOT analysis, designed to obtain an assessment of the strength of the enterprise in the market, to assess the strengths and weaknesses of the organization; PEST analysis is an analysis that examines the political, economic, social and technological external factors that in the future affect the organization's strategy and subsequent action plan; The profile of the environment and the method of weighing each factor is designed to compile a profile of the external, internal environment of the enterprise and its immediate environment; The model of the five forces of competition (according to M. Porter) is used to analyze competitors.

Conclusion. Analysis of the external environment of the organization is very important for building an organization's strategy and a very complex process that requires constant attention to changes in the situation, assessing factors and establishing a connection between factors and those strengths and weaknesses of the organization, as well as opportunities and threats that exist in the external environment. This fact is undeniable that, without knowing the external environment, the organization will not be able to exist. The organization studies the environment in order to ensure the successful achievement of its goals, develops a strategy for interacting with environmental factors that provides it with the most comfortable, stable and resilient coexistence.

ЛИТЕРАТУРА

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DEVELOPMENT OF PHARMACOLOGY IN THE WORLD ECONOMY

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Резюме – В данной статье рассмотрены проблемы фармацевтической отрасли, а также отражены идеи по ее улучшению, проведено сравнение белорусской фармацевтической отрасли с мировой. В настоящее время очень большое внимание уделяется фармацевтической отрасли.