

Los expertos apuntan, entre otras causas, a la «desmedida atención» que otorgan los medios de comunicación a la crónica negra y los sucesos. Y también a los «discursos políticos», muchas veces «con réditos electorales», que ayudan a retroalimentar la teoría.

Todo ello provoca que existe un sentimiento de inseguridad generalizado y un temor al delito muy alto, que no se corresponde para nada con la realidad. Por eso se puede decir que España es uno de los países más seguros de Europa.

*СМ. Писарик
БГЭУ(Минск)*

THE COMPANY OF THE FUTURE

Such trends as globalisation, the development of communication and computer technologies have changed and will continue changing the structure of a company. There is also a factor of competition. Even nowadays companies survive in a highly competitive environment only when they are flexible enough to react to market changes. Creating knowledge will become the most important competitive advantage.

The value of business lies not in tangible assets that appear on the balance sheet and are easy to value and manage. It lies in intangible assets.

Companies will focus on managing people more than managing physical assets. Companies, therefore, will become boundless, flexible and intangible.

The main challenge will be to make a viable system of storing information and making it accessible to all workers. A company will benefit only when it will be able to convert personal knowledge into organizational knowledge. Companies will encourage their workers to share ideas. Computer and Internet applications will aim at enhancing global team-building. The hierarchical structure will shift to horizontal where colleagues will be bound by a common function or interest. They will be able to float ideas around the clock and around the globe. But corporate success will depend not just on new technologies and ideas but on the effective means and ways of managing people. Managing knowledge will entail the management of experts and expertise and the management of collaboration as the information in one worker's head is valuable but the value immensely increases if it is shared with colleagues.

A company will consist of a set of creative teams that will be able to tackle problems. Peter Drucker suggested decentralization and simplification as traditional hierarchical companies tend to produce too many products, hire employees they do not need when a better solution would be outsourcing, and expand into economic sectors they should avoid. New decentralized companies will have no such structure entailed drawbacks.

Another idea of Peter Drucker is that employees will be assets not liabilities. People are organization's most valuable resource and a manager's job is to prepare and free them to perform. Respect for people will be at the core of a corporate culture.

So we can come up with two main types of companies of the future.

1. Decentralized company with lean hierarchical structure. Such organizational structures will be very flexible to market changes, will be able to mobilize their resources quickly and minimize costs. There will be no functional division of labour. Main structural elements will be interfunctional working groups that have certain goals and a system of control how efficient the groups are in accomplishing objectives. The group will consist of experts specializing in different fields. Good coordination of their work will bring synergetic effect. Thus it will change the system of staff training and motivation. The main task of a company will be to obtain complete satisfaction of its clients.

2. Network company that is based on organizational cooperation. The company stops producing certain goods and providing some services as it can outsource them relatively cheaper. A company will concentrate on the most prospective and promising processes using its unique resources. The unique processes will be those that will create competitive advantages. Network company will consist of a coordination centre that will be linked to separate units or companies by outsourcing. There will be network companies formed around a large company-center and networks of similar size companies.

The companies will make best use of new communication and computer technologies with people as the main resource that will create competitive advantage. The vital characteristics of the company of the future will be flexibility, customer orientation, global scope of its activities, high responsiveness to market changes, and high efficiency.

М.С. Слепцова
БГЭУ(Минск) ;

THE «PEACEFUL ATOM»:
BELARUSIAN NUCLEAR POWER STATION

«МИРНЫЙ АТОМ»: БЕЛОРУССКАЯ АТОМНАЯ
ЭЛЕКТРОСТАНЦИЯ

В данной работе, посвященной вопросам строительства атомной электростанции в Беларуси, описаны основные этапы истории развития атомной энергетики на территории Республики, показаны преимущества и недостатки реализации этого проекта. В рамках подготовки работы проведен анкетный опрос студентов БГЭУ с целью изучения мнения молодежи об Островецкой АЭС, в результате которого получены данные, отражающие степень заинтересованности молодых людей в этом вопросе, а также их отношение к факту строительства АЭС в Беларуси.

Numerous debates about the construction of the Belarusian Nuclear Power Station have been held recently. The best scientists, economists and public figures of our country have been discussing the reasonability of such a tremendous project. After the con-

256

□□□□□□□□ □□□□□□□□ □□□□□□□□ □□□□□□□□.
□□□□□□□□.
□□□□□□□□ □□□□□□□□□□□□ □□□□□□□□□□
□□□□□□□□□□. □□□□□□□□□□.