

state needs to fulfill the economic and political conditions generally known as the Copenhagen criteria established by the European Council in 1993:

- Stability of institutions guaranteeing democracy, the rule of law, human rights and respect for and protection of minorities;

- The existence of a functioning market economy as well as the capacity to cope with competitive pressure and market forces within the Union;

- The ability to take on the obligations of membership including adherence to the aims of political, economic and monetary union.

Current enlargement processes include negotiations concerning joining the EU such countries as Croatia, The former Yugoslav Republic of Macedonia, Turkey, and potential candidates are Albania, Bosnia and Herzegovina, Montenegro, and Serbia.

Future enlargement possibilities of the EU are Belarus, Moldova, Ukraine, Georgia. Has Belarus a real chance to join the European Union?

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YOUTH UNEMPLOYMENT IN BELARUS МОЛОДЕЖНАЯ БЕЗРАБОТИЦА В БЕЛАРУСИ

В настоящее время для всей мировой общественности одной из наиболее важных проблем макроэкономической нестабильности является проблема молодежной безработицы. Сегодняшние молодые граждане оказались наименее конкурентоспособной категорией на рынке труда. Такая ситуация имеет место в силу особенностей молодежи как специфической социально-демографической группы.

Young women and men are among the world's greatest assets. They bring energy, talent and creativity to economies and create the foundations for future development. But today's youth also represent a group with serious vulnerabilities in terms of labour relations. In recent years slowing global employment growth and increasing unemployment, underemployment and disillusionment have hit young people the hardest. As a result, today's youth are faced with a growing deficit of decent job opportunities and high levels of economic and social uncertainty.

Nowadays the problem of youth unemployment is extremely urgent in Belarus. Young Belarusians have found themselves in a difficult situation that exists on our labour market in transition period for our economy. As a result the level of youth unemployment in Belarus reached an extremely high level. At the end of 2005 it reached 48,8 % when the total number of unemployed youth all over the world stood at 13,5 %.

48,8 % is a rather a high level of youth unemployment, but in practice this level is artificially lowered. Under Belarusian legislation only those

people are recognized as unemployed who are able-bodied, in an able-bodied age, constantly live on the territory of the country, don't work, don't do business, don't study at university in day time, don't serve in the army, are registered in the government employment service. Thus it is apparent that our official statistics registers the number of unemployed on the basis of information of employment service that makes calculations of a real number of unemployed much more difficult.

This situation could be avoided if calculations of the number of unemployed are carried out with the help of the surveys of the labour force as it usually takes place in developed countries. As a rule these surveys use the definition accepted by the International Labour Organization (ILO): an unemployed is a person who doesn't have work, looked for work in the near past and will be able to work when the job is found.

The great number of unemployed young people can be explained by serious problems in our system of education. Nowadays in Belarus the problem of disparity between training of specialists and the needs of the economy stands sharp enough. As a result proportions between supply and demand on the labour market are broken. We can't but mention that the leading role in this situation has been played by non-state universities which, as a rule, provide students with prestigious specialities which are not completely used in the economy.

Fortunately, Belarusian government realizes the urgency of the problem of youth unemployment and recently several steps have been made in order to eliminate this phenomenon. Basic programs, which can help to reduce an unemployment rate among young people, are «Youth of Belarus» and «Youth Practice». Within the frameworks of these programs 145 thousand of young people were provided with jobs during the year 2005.

So the government should lay an emphasis on the improvement of the dialog between educational establishments and consumers of the labour force. It is necessary to continue the improvement of the programs of career-guidance, improve employment programs and develop new solutions to the problem taking into consideration national features of the Republic of Belarus, because there are no universal formulas for overcoming youth unemployment.

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DE L'ENFANT-ROI A L'ENFANT-PROIE РЕБЕНОК-ЦАРЬ — РЕБЕНОК-ЖЕРТВА

В данном докладе повествуется о тенденции в маркетинговой политике компаний, достаточно распространенной в последнее время, а точнее — о том, как политика предприятий направлена на совершенно новую категорию потребителей — на детей.