

single prominent financial oligarch in the world can tell you the value of the most precious thing — man's life. Meanwhile a lot of people of different ages and social positions are ready to sacrifice their lives for the sake of the all-absorbing idea. They may be called zombies, glamoured by religious fables and drugged with political ideas but still they do their work properly, whether they have their earnings or not. They have a motivation that mobilizes their strength and will for the best result of their activity.

Such well known terrorist organizations as Al Gamaa Al Islamiya, Al Jihad, Al Qaeda, Al Fattah, Hamas, Hezbollah are known to possess a strong and effective managerial structure that enables them to survive in difficult and unfavorable conditions and to operate efficiently for many years.

Taking into account the considerations mentioned above, the conclusion can be drawn that ideological motivation appears to be one of the decisive factors that makes a managerial structure function effectively and it shouldn't be ignored in business management. We are convinced that, if applied on different levels of personnel activity organization, this motivator could become a starting point for gradual recovery of the Belarusian economy.

Under current conditions the Belarusian people have to rely only on themselves. The Republic of Belarus has proved to be successful in finding its own way. Innovative policy in modern management can ensure that Belarus and its people will take its firm and decent position on the international arena. We are convinced that no social progress can be achieved until we realize that only strong ideological motivation can unite people, make them join their efforts for the common weal.

В работе делается попытка представить новый взгляд на один из наиболее значимых компонентов менеджмента — мотивацию персонала. Делается вывод о значительной роли идеологической мотивации и обосновывается необходимость планомерно применять данный вид мотивации на различных уровнях управления.

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THE PROBLEM OF ATTRACTION OF FOREIGN INVESTMENTS IN THE REPUBLIC OF BELARUS

ПРОБЛЕМА ПРИВЛЕЧЕНИЯ ИНОСТРАННЫХ ИНВЕСТИЦИЙ В РЕСПУБЛИКУ БЕЛАРУСЬ

It is common knowledge that Belarusian economy is in a bad need of foreign investments. It has been caused by the economic situation in the

country for the recent 10—12 years. All the state and branch of industry programmes of socio-economic development prove this need quite well.

To my mind, foreign investments should be regarded in close connection with the increase of the competitiveness of the country's economy. Of primary importance to any state is to provide the gradual increase of the level of consumption and the share of the Gross Domestic product per capita based on the use of the competitive advantages as well as the active participation in the formation of the international economic conditions beneficial for the national economy.

There are 2 ways to increase the level of the competitiveness; firstly, the increase should be based on the profitable advantages and, secondly, the continuous talks should be maintained with the international organizations such as the WTO and the IMF on the creation of the maximum economic preferences for the country.

Among the factors which influence the increase of the direct foreign investments in the Republic of Belarus are the image of the country, its judicial base, international credit ratings, the development of the small and middle-scale business, bureaucratic problems, the price of the labour forces and its qualification, the market capacity and the rate of the economic growth. The results of the comparative analysis show that the deterrents are twice as numerous as the stimuli: the former 6 points surpass the latter in political factors and increase up to 10 points in economic factors.

Of major importance here is the improvement of the investment climate which is closely connected with the formation of the equal investment conditions for all; with the creation of the competitive environment in the productive sphere, sale and requiring payment services; with the state support of the effective investment projects; with the active policy of de-monopolization of the economy and the privatization of the state property; with the improvement of the legislative base which should coincide with international ones.

Важнейшим надежным механизмом функционирования национальной экономики и укрепления внешнеэкономических связей может служить система привлечения прямых иностранных инвестиций и создание на территории государства совместных и иностранных предприятий. Все это подтверждает актуальность выбранной темы. В работе рассматриваются теоретические основы привлечения инвестиций, вопросы стимулирования инвестиционных проектов и инвестиционной привлекательности государства. Содержится анализ становления и развития процесса привлечения прямых иностранных инвестиций в Республике Беларусь. Делается ряд интересных выводов и предложений по совершенствованию условий привлечения прямых иностранных инвестиций в национальную экономику. Проводится оценка современного состояния данной сферы внешнеэкономических связей Республики Беларусь.