

China' no longer continues to be viewed as low quality. Instead, it becomes increasingly synonymous with producing the best in the world.

Kosenok, A.
Scientific tutor Nekhorosheva, L.
BSEU (Minsk)

CIVIL-MILITARY PRODUCT PROMOTION MODELS IN THE CONTEXT OF COMMERCIALIZATION PROCESS

Nowadays, the rate of technological diffusion is crucial. Periods of innovation's obsolescence and its replacement become shorter because of the strong influence of the competitive environment which permanently presents new technical, technological, organizational solutions. The boundaries between the spheres of production go blurred: technologies and materials that were previously used only in military, aerospace and aviation are now widely used in the production of civilian products. The commercialization procedure of military developments has changed so it made possible to offset the costs more effectively and obtain higher profits without orientation only on defense contracts.

We devoted five basic models which are used in the commercialization of military developments depending on their original purpose:

1. commercialization model with a focus exclusively on national defense consumption; it is applicable to an experimental and serial samples of armaments and transport, equipment and instrument systems which are not intended to export abroad or distribution in the civil market. Such samples can not be demilitarized, they are originally designed only for military applications and they could be used only by national defense forces (for example, strategic weapons, missile systems, locating stations, etc.).

2. commercialization model with a focus exclusively on military consumption (including arms exports); unlike the previous model this one takes into account the requirements of the customers in designing and manufacturing process. As an example, the joint development of Russia and Jordan - multifunctional grenade launcher RPG-32 'Hashim', designed by the Russian JSC SPA 'Bazalt'. New weapon system took into account an experience of tank battles in the desert conditions as well as the experience of designing anti-tank weapons against modern armor types.

3. commercialization model including the adaptation of existing military developments (serial or prototypes) for civilian consumption; the purpose of this model is to adjust early military products (new or obsolete) to the needs of citizens in

connection with the demand for it, for example, the production of less-lethal traumatic weapons from old army or police samples, selling hunting carbines based on demilitarized magazine rifles which are in conservation.

4. commercialization model which implies the designing of targeted civilian products originally created for the commercial realization on the local or international market. As an example, the production of hunting shotguns and carbines, accessories and components for a specific order based on anatomical features of the shooter.

5. commercialization model which implies designing samples at the same time meeting the requirements of both military and civilian users. Usually this model is applied in the case of concurrency of the functions and specifications of civil and military samples. These are such products like the optical and collimator sights, precision small arms, navigation equipment and other kinds of accessories.

In compliance with the selected commercialization model company specialists state the technical specifications, the order of testing products, marketing strategy of specific models and model series.

Shlyahota, Y., Tozik, A.
Scientific tutor Bedritskaya L.
BSEU (Minsk)

GREENMAILING

Greenmailing or corporate blackmailing is a complex of corporate actions undertaken by a minority shareholder (the company member whose ownership interest doesn't allow him to exert outright control over the company) in order to force the company or its majority shareholders to buy the shares belonging to such minority shareholder at a substantial premium. In other words, greenmailing is a type of white-collar extortion.

Unlike the ordinary extortion, greenmailing is extremely hard to prosecute. The problem is well known in the western countries; extremely high tax rates on such 'gray' income are the countermeasures adopted to thwart greenmailing there.

A greenmailer's strategy is rather predictable. First he purchases a minority stake of the company and then, following his plan, starts to fight with the company until he is offered to sell his shares at a premium.

The usual tactics pursued by as mall-scale greenmailer comprise consistent demands to conduct extraordinary general meetings of shareholders, complaints to different authorities to make them conduct the audits of the company, its officials and eth major shareholders, groundless appeals of the decisions and actions of the company management.