

Die Fragen der Kriminalität befinden sich im Handlungsfeld „Sicherheit“. Wirtschaftskriminalität, Industriespionage und der Ausfall von Informations- und Kommunikationssystemen verursachen in deutschen Unternehmen jährlich einen Schaden in Milliardenhöhe. In seltenen Fällen wird die Wirtschaft durch terroristische Anschläge, Naturkatastrophen, Pandemien oder ähnliche außergewöhnliche Ereignisse bedroht, die beispielsweise die Nutzung der Infrastruktur stark beeinträchtigen können. Um Gefahren wie diesen vorzubeugen, ergreifen Unternehmen technische sowie organisatorische Maßnahmen, um ihre eigenen Sicherheitsinteressen zu wahren.

Durch den zunehmenden Einsatz von Informations- und Kommunikationstechnologien erlebt die deutsche Wirtschaft einen Paradigmenwechsel. Zahlreiche Studien im Handlungsfeld „Kommunikation“ zeigen, dass Innovationen immer seltener in einer einzelnen Wertschöpfungskette erfolgen sondern vielmehr innerhalb integrierter Wertschöpfungsnetze. Diese Wertschöpfungsnetze generieren die neuen Geschäftsmodelle. Die Politik ist gefordert, diesen Prozess durch die Bereitstellung innovations- und wachstumsfördernder Rahmenbedingungen zu unterstützen. Voraussetzung hierfür sind leistungsfähige Infrastrukturen.

Als Fazit kann man sagen, dass solche Strukturierung von Innovationen in Handlungsfeldern auch in den Forschungen der belarussischen Wirtschaft erfolgreich verwendet werden kann. Zur Stärkung der Innovationsfähigkeit des Landes müssen auch bestehende strukturelle Defizite im Wissens- und Technologietransfer zwischen Wirtschaft und Wissenschaft beseitigt werden. Innovative Lösungen entstehen nicht durch sektorale Auswahl von oben, sondern in einem technologieoffenen Such- und Entdeckungsverfahren.

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## **AMARANTH AS A POTENTIAL RAW MATERIAL FOR FOOD-PROCESSING INDUSTRY**

Nowadays the problem of efficient use of agricultural lands is very urgent for many countries. The policy “Eat local” has been widely spread all over the world lately. It calls for the prior development of native agricultural regions and for the privileges for the producers of import replacing production. Great attention to the innovative approach to the agricultural development is paid in Belarus as well. Many branches of native industry, including food-processing and pharmaceutical industries, are import-dependent. That is why the problem of import replacement is rather topical for our country. Such a plant as amaranth can become one of the possible raw material resources of import replacing importance.

According to the United Nations, there is a world shortage of valuable edible protein. Experts say the food insects (crickets, grasshoppers, etc) can be an excellent source of protein.

Amaranth (from Greek – eternal, unfading) is a new agricultural crop for our country which attracts the attention of researchers and experts by its protein riches

and balance, by its surprisingly high productivity and high content of vitamins and mineral salts. This plant is able to take the leading position not only in the fodder branch of agriculture but also in food-processing industry. Besides, taking into consideration the process of global warming and climate changes, the use of amaranth is becoming still more topical owing to its unique ability to adapt to different conditions of the environment. Owing to its nutritive and adaptive properties, amaranth is able to become an innovative solution of the problem of import replacement both for agriculture and food-processing industry.

The goal of the research is to explore the use of Amaranth at the territory of Belarus.

The objectives are as follows:

- Determine the interest of enterprises, research centres and public institutions in the exploration and use of amaranth;
- Assess the possibility of growing a culture of amaranth in the natural conditions of Belarus;
- Determine the possible advantages of this crop with the already used in the Republic of Belarus;
- Determine the economic feasibility of growing amaranth;
- Assess the feasibility of using amaranth to solve environmental problems.

As a result of the conducted research work, the conclusion about the efficiency of growing amaranth in the natural conditions of Belarus and the prospectiveness of its use by both food-processing industry and agriculture has been made.

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## **BUYING A FRANCHISE OR LAUNCHING YOUR OWN HOTEL?**

According to the research of "Vokrug Sveta", a Belarusian travel agency, carried out in 2012, there were 2.4 places in hotels per one thousand people in Belarus, while in the European hotels the average statistics are 30 places per one thousand people.

Nowadays budget hotels are in great demand. But during the peak seasons there are not enough rooms even in expensive hotels. For example, the occupancy rate of the Minsk Hotel is 70-75% per when some sport, cultural and other international events are held against the regular level of occupancy of 40-50%. In comparison, the average annual occupancy rate during peak seasons is 61% in Budapest, 66% in Moscow, Rome 69%, 82% in London [2].

In view of the above said, we can assume that opening new hotels (especially budget hotels) in Belarus is a promising business line today. So, the **object** of our research is opening of budget hotels in Belarus. There are two main ways to do it: to launch your own business or to buy a franchise.

According to the International Franchise Association (USA) in the U.S. the survival rate of companies that were open for the franchise is: the first year - 97%, in five years - 92%, in ten years - 90%. And the survival rate of businesses, which were