

систему показателей, характеризующих как адекватность модели, так и ее точность.

Зависимость величин погрешностей и точности модели состоит в том, что чем меньше погрешность, тем эффективней соответствующая модель. Сравнение значений погрешностей двух или более моделей даст четкий ориентир, какая модель является более точной в определении тенденции развития соответствующего экономического явления.

Успешное применение статистических методов прогнозирования на практике возможно лишь при сочетании знаний в области самих методов с глубоким знанием объекта исследования, с содержательным анализом изучаемого явления.

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CLUSTER FORMATION AND TRUST BUILDING IN BELARUSIAN SOCIETY

ФОРМИРОВАНИЕ КЛАСТЕРОВ И ПОВЫШЕНИЕ ДОВЕРИЯ В БЕЛОРУССКОМ ОБЩЕСТВЕ

Успех функционирования кластеров конкурентоспособных предприятий находится в тесной связи с уровнем доверия, наблюдающимся в стране базирования кластеров. Вместе с тем, вопрос направления зависимости между процессом развития кластеров и уровнем межфирменного доверия на современном этапе остается открытым. На примере Республики Беларусь, характеризующейся низким уровнем межфирменного доверия и отсутствием реально сформированных кластеров, рассмотрен потенциал механизма взаимодействия процессов формирования кластеров и повышения доверия в обществе.

Clusters are geographic concentrations of interconnected companies, specialized suppliers, service providers, and associated institutions in a particular field that are present in a nation or region [1]. Strong clusters are usually associated with high levels of social trust characterizing the societies in which they function.

On the one hand, trust is seen as one of the critical conditions for the creation and operation of successful clusters. On the other hand, there exists an alternative understanding of the cause-effect linkage between

the process of clustering and the level of social trust: active participation in cooperative activities among cluster members builds the foundation for a higher level of trust.

This two-way road from trust to clusters and back is starting to pave its way through Belarus as all its neighbors have already made their first efforts in adopting the cluster approach, demonstrating positive outcomes thereof. The “domino effect” is about to hit Belarus – the country known for (a) its paradoxical combination of high level of interpersonal and low level of inter-firm trust along with (b) scanty evidence of cluster initiatives.

As the combination of clustering studies is rarely combined with social trust studies there is significant potential in reviewing and analyzing the specific circumstances and obstacles for cluster formation and trust-building in different societies, including the post-Soviet ones. Among the latter, Belarus makes a good case for study of trust-cluster-trust relations in terms of stepping in and watching the cause-effect loop from the inside.

The Business Environment and Enterprise Performance Survey conducted by the European Bank for Reconstruction and Development in 2002 described Belarus as a country with the highest (among 26 surveyed countries) level of inter-firm distrust. The latter was measured by the level of prepayment demanded by firms from their customers. Low levels of prepayment indicate that company trusts in its customers (and/or country’s legal system) and believes that it will be paid on time. High prepayment demands, on the contrary, indicate company’s distrust in its customers’ ability to meet their terms of payment (and/or lack of confidence in the country’s legal system) [2].

Low levels of inter-firm trust impede the process of cluster development. To form and run a successful cluster companies need to cooperate closely sharing a great deal of (sometimes sensitive) information. The step seems insurmountable for the companies operating in an environment of distrust unless they realize that gains from their cooperation can surpass the risks of information-sharing.

This is exactly the case for the Republic of Belarus. High level of inter-firm distrust (45,6 % prepayment level) might be considered as one of the reasons why clusters have not yet appeared in Belarus. Belarusian companies abstain from active participation in cooperative projects. On

the other hand, the demonstration effect of the neighboring countries might trigger off the process of cooperation.

The process might start from holding meetings and discussions about the need of cooperation. This is the first step but it helps to develop positive attitude towards and clear understanding of the need to cooperate. That is where trust building starts to shape up.

The apparent primitiveness of the first-step measures shall not be underestimated. As long as companies do not share a sense of community, as long as they view each other as competitors only, any potential for co-operation and cluster formation can be ruled out. A critical role here, however, can be played by national mentality. Studies show, that some countries had tough time addressing the problem.

Alternatively, once a cooperation initiative transforms into at least a loose cluster, a snow-ball effect might incur. Clusters reinforce cooperative linkages among its (previously wary) members. As a result of the process a spill-off effect of trust building among national agents might take place. The step is still to be reached by Belarusian companies and Belarusian society.

Literature:

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РАЗВИТИЕ ТЕОРИИ ЧЕЛОВЕЧЕСКОГО КАПИТАЛА

Человеческий капитал занимает важное место в развитии экономики стран и всецелом развитии общества. Причиной тому является то, что возможности эксплуатации всех ресурсов не бесконечны. Единственный ресурс, возможности разумного использования которого практически безграничны, – производительные способности людей, реализующиеся в современных условиях в форме человеческого капитала, значительная часть которого «изношена», от-