

Важнейшей институциональной ролью кадровых агентств и рекрутинговых компаний в обществе является борьба с безработицей и улучшение структуры занятости, повышение конкурентоспособности бизнеса путем концентрации квалифицированной рабочей силы в ведущих компаниях.

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NEW ECONOMY IN CYBERSPACE — EXPERIENCE OF POLISH-BELARUSIAN COOPERATION

Introduction

Cooperation between Poland and Belarus is very important and even necessary not only in the social or cultural spheres but also in the economic sphere. The cyberspace is ideal space for this kind of action. It allows you to take action before the meeting in the real space. Cross-border cooperation in the new economy is also based on a network structure. This kind of structure has a specific features. The main feature is the processability of variable geometry activities. The actors who have the most key resources play a leading role in the cooperation process. This is due to the logic of the network, which is variable and the changes in it are of a jumping nature. This makes the unattractive areas suddenly become a desirable part of the network. The new form of organization is created by regions entangled in a network of connections. „Local, regional, regional, knowledge-based and innovation-oriented, development, networks play a key role in their development.” Modernly, when the world develops based on the «3T»- technology, talent, tolerance- these are new elements for growth and increased competitiveness border areas have the opportunity to develop and to be free to compete.

Trans- border co-operation in cyberspace is perfect implement to development to new economy.

Belarus is the land with who Poland can develop co- operation not only in economy.

New economy- network enterprise

The characteristic of new economy is that it has three features:

- „it is based on information, ability to create and absorb knowledge and knowledge management is the determinant of the competitiveness of companies;
- is global; company's key, strategic resources can be used globally;

- has a network character; new form of organization is network enterprise.”

- The development of information technology makes networking a form of organization an alternative to hierarchical structures. What is more, participation in the network is seen as a tool of competitive advantage that participants can gain from companies outside the network. There are arguments for this: „- Networking is a source of access to internal resources possessed by other companies;

- The potential created by network participants is complementary to the internal resources of individual participants;

- Participation in the network contributes to the increase of its competitive potential and increases its ability to co-create new networks:”

In this article attention is focused on action that it takes of Polish-Belarusian Chamber of Commerce and Industry.

Polish-Belarusian Chamber of Commerce and Industry

The Polish-Belarusian Chamber of Commerce and Industry (PBIHP) was established in 1993. Every year it organizes the Polish-Belarusian Business Forum «Neighborhood», conferences, seminars, business missions, trainings, internships and volunteering. It develops expert opinions, commissioned companies, valuing companies, helping to establish business contacts, validating export pricing and other services. What is important, at present, the Chamber gathers over 80 members, including nearly 30 associates from the Belarusian side. The basic branches represented by members are: banks and insurance, self-government, transport and logistics, legal advice, real estate, agri-food, construction-construction, energy, chemical and others.

Very important aspect of this co-operation are action in cyberspace. One of this is website with all important information about Polish and Belarussian law that helps to take an economic action. What is more, the side has a subpage in which is database of companies from Poland and Belarus.

An important part of the activities are economic missions. Missions and individual missions are extremely conducive to establishing direct business contacts with Belarussian businessmen. The Polish-Belarusian Chamber of Commerce and Industry, as one of the few companies in Poland, organizes missionary trips for its clients. The Chamber's long experience shows that the direct form of business contacts is most effective. Thanks to the mission, you will become acquainted with the needs of specific regions in Belarus. The mission also aims to exchange experiences from the legal, tax, banking and privatization systems. The Chamber helps to establish business contacts in the future in the form of signed contracts and contracts. Based on the above data, qualified staff of the Chamber after market discernment in a given industry will pre-select the interviewees and then submit for approval the program and cost estimate of the mission. Once approved, they will prepare and arrange individual meetings. For every participant in the mission, there

is a group of potential partners and interlocutors — about three to four companies in one day.

One of action Polish government was meeting with Prime Minister of Belarus in October 2016. The result of this meetnig was etter of intent for creation Polish-Belarusian Centre IPO. Its goal is to build a professional education, consultation and legal advisory center for Belarusian entrepreneurs. It is intended that the Polish-Belarusian IPO Center will carry out activities aimed at facilitating the access of Belarusian companies to modern sources of financing using the Polish capital market.

Conclusion

Economic cooperation between Poland and Belarus has been revived in recent years. Ideally, these are the conditions of the new economy and the cyberspace on which these relations are based. By building a base not only economically, but also social and cultural one can count on developing cooperation. This action is conducive to cyberspace, which allows some of the activities to move to virtual space. In addition, the Polish-Belarusian business in cyberspace, like the Chamber of Commerce and the data on the pages, facilitates communication, while at the same time fulfilling the conditions for the creation of a networked reality with the principles of the new economy.

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СУБКОНТРАКТАЦИЯ КАК ЭФФЕКТИВНЫЙ СИМБИОЗ КРУПНОГО И МАЛОГО БИЗНЕСА В ПРОМЫШЛЕННОСТИ

Единое экономическое пространство, в котором находится Республика Беларусь, обостряет конкуренцию, предъявляет дополнительные требования к конкурентоспособности не только продукции, но и самих субъектов хозяйственного оборота. И если первое в зна-