

portant elements of the effective work in tourism industry, however, high wages or social packages racked up the same points (from 86 to 93 % of the respondents put these two categories in the first two interchangeable places). Nevertheless, it is not always good salary that can inspire employees to work heartily: various social benefits, joint corporate events, gifts from the head, joint training seminars, or just sincere compliments were listed high enough (they scored from 7.5 to 4 %). Next in order of importance followed improvements of working conditions (3–5 %). One more important point on the way to improving any company's internal climate is reasonable selection of staff (2.5–4.0 %).

In conclusion it is worthwhile mentioning that communication of employees in any organization should contribute to the creation of a positive mood. Favorable social-psychological climate plays a crucial role here.

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A.A. Rudenka
BSEU (Minsk)

Research supervisor G.E. Kaziuchyts

MODERN TRENDS IN THE WORLD TRADE

Nowadays foreign trade is the main form of economic relations around the world. According to the dynamics, as well as cost indicators, it is ahead of the growth of the world production, capital flows and other kinds of the foreign economic relations, which is one of the most important characteristics of the modern world economy. The rate of the growth of international export-import operations exceeds the rate of the growth of the major segments of the global production, including manufactured goods, minerals and agricultural products.

The prominent role of trade in the global economy and its intensive development are the results of globalization and strengthening of the cooperation with most countries of the world. In its turn, globalization has caused a number of changes in the economies of the world, an example of which is formed on the current trend of the international division of labor.

The obvious proof of this is the desire of the population to buy German cars, Swiss watches, Dutch cheese, and in addition, people's preference to keep their money in the British banks.

In the international trade process exchange regimes and multilateral agreements have been elaborated within the framework of various international organizations such as the WTO, CIS, EurAsEC and so on. The activities of such organizations aimed at the liberalization of export-import operations. Cooperation in this area allows the Republic of Belarus to make the Russian Federation its most important partner of the export and import of goods and services [1].

A further increase in the international exchange of goods contributed to a significant liberalization of the trade policy in the developing countries, the expansion of the scope of trade between them and, in addition, the preservation of a favorable situation on the market of industrial products in many developing and newly industrialized countries.

The information technology revolution, as well as scientific and technological progress make essential influence on the international relations in general. So at the moment the greatest share of the world trade is engaged into the operations with such high-tech products as innovative computer hardware and advanced software. Until recently this trend has led to shifting of the market leader, bringing the trade of the raw materials and energy resources to the lower position [2].

An important factor in the growth of the global trade is a significant increase in re-exports of the industrial goods produced in developing countries using components and materials imported under the trade agreements systems.

Certain changes occur also in the geographical distribution of the world trade. Gradually growing trade in the developing countries, but especially the rapidly increasing volume of the trade flows from the newly industrialized countries. The greatest results in a fairly short period of time have "Asian tigers and dragons" who have achieved a lightning leap into the development in the shortest possible time. So we can observe that China, which today occupies the leading position in the export of goods and services, is ahead of such highly developed countries like the US, Germany and Japan [3].

Thus, we can say that the greatest influence on the development of the international trade has a growing role of innovation, which leads to a redistribution of the positions among the countries engaged into the economic development process and the results of the economic activity.

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V.A. Savitsky

BSEU (Minsk)

Research supervisor E.V. Klimuk

IMPLEMENTATION EFFICIENCY OF INNOVATIONS IN RESTAURANT BUSINESS

Public catering in the Republic of Belarus is developing rapidly taking into account changes of the consumer demand, growth of quality requirements to the provided services and according to world tendencies of restaurant business development [1].

For the last five years the market of public catering in the capital has significantly grown. Establishments with new concepts are coming into life, but at the same time guests' requirements to these institutions are increasing as well. At a restaurant everything is important — service, kitchen, the atmosphere, and the coming people. The restaurant shall get to know the guest as close as possible, to see his or her preferences not only in food but in servicing too. It is also necessary to understand why and how the guest chooses a certain place [2].

One of the service industries where it is necessary to bring into play innovative technologies is restaurant business. The major conditions of restaurant business development and increase in its efficiency are consumer funds of clients, influence of psycho physiological and behavioral factors, qualification shortage, a lack of skills and services supply in institutions of public catering. For successful prosperity of business, restaurants are in need of constant increase in the competitiveness, efficiency and pay ability. Implementation of innovative technologies will help to lift restaurant business of an entrepreneur to the other level, to increase its profitability.

Today, exterior of restaurant and high-quality dishes are not the key to success. To attract the target consumer it is worth taking alternative and peculiar steps to success — innovations.

In the conditions of economic downturn of the country it is difficult to keep restaurant business afloat. At the moment purchasing power of the population is decreasing, as well as goods turnover of public catering. Thus, in January, 2017 goods turnover of public catering constituted 97.9 % to the corresponding period of the previous year in the comparable prices, in 2016 decrease in goods turnover of public catering was also observed [3]. So, the main task of public catering subjects is to preserve and strengthen their position at the market. To achieve that it is worth implementing the following innovations.

1. Conveyor of dishes. Thanks to individuality and creativity of dishes serving, consumers will purchase pulse wise more goods for own consumption.