

links us to other cities like Paris, Berlin, London and Stockholm helping you connect to peers and grow into Europe [2].

The city offers a great range of places to work in or to rent. There are many co-working spaces around the city. Depending on the stage, your company can rent out a desk, office cubicle or entire floor at these locations. If you would rather buy or rent a property, try Funda in Business.

The most popular and most profitable business areas for people from the CIS countries in the Netherlands are the forest industry, supermarkets selling Russian goods, and many others. Also restaurants of Russian cuisine with European service are quite popular [3].

In conclusion, we would like to say that ranked № 8 in Europe by Bloomberg's 'Best Countries for Business', the Netherlands is truly a world-class business destination. Holland's supportive corporate tax structure, highly educated, multilingual workforce, and superior logistics and technology infrastructure make the country so appealing to those who want to start their own business.

#### **References:**

1. Expatica [Electronic resource]: Starting a business in the Netherlands. – Mode of access: <https://www.expatica.com>. – Date of access: 02.03.2018.
2. I amsterdam [Electronic resource]: Set up Amsterdam. – Mode of access: <https://www.iamsterdam.com>. – Date of access: 03.03.2018.
3. Ricolor [Electronic resource]: Starting a business in the Netherlands. – Mode of access: <https://www.ricolor.org>. – Date of access: 03.03.2018.

<http://edoc.bseu.by:8080>

Anastasia Kasperovich, Alexey Kravchenko  
Science tutor D.G. Kuzar  
BSEU (Minsk)

#### **AUTOMATION: A STEP TO PROGRESS**

Industrial robots in the manufacturing are gaining momentum and show that automation is the next step in constant development of technologies. However, people may consider this tendency to be the cause of unemployment and the threat to their working places in future. The aim of our research is to prove that manufacturing without automation will not save working places and keep employment in this field.

We have studied the world tendencies on the example of the USA and Belarus. The United States has been chosen as it is a technologically advanced country and Belarus is an example of manufacturing almost without automation

The process of automation in the USA is accelerating annually. [1]

The statistics in the USA show the tendency of people to leave manufacturing with almost 35% in 17 years. [2] There is a similar situation in Belarus with 17% of workforce leaving manufacturing. [3]

Still, there is a clear difference between these countries. The number of low-skilled workers in America is decreasing. Yet more mid- and high-skilled workers are in demand and people will transfer to these jobs with time and requalification. The example of this is Amazon company. Since 2014 Amazon has been implementing robots and now there are more than 100.000 of them in their branches all over the world. Each willing employee was retrained and given new job place in the company. They were offered positions of robot operators at packing and sorting departments. Managers of Amazon have already employed 80.000 new workers and are continuing to increase their workhouse personnel along with further advances of the automation process. [4]

As far as the situation in Belarus is concerned, people tend to quit manufacturing and enter other fields of business: trade, repair area and real estate transaction spheres for requalification is not popular. [5]

The compared data clearly show the tendency to requalify low-skilled workers to fit the positions of higher responsibility beyond the capacity of robots in technologically advanced countries and outflow of workforce from the field in countries without automation.

Another important criterion of manufacturing is its competitiveness. Data prove that it is robots that increase it significantly. Specialists even state that enterprises without industrial robots will not be able to keep up with the required level of competition in terms of both its efficiency and quality. The crucial factors of production boost are longer work-hours; reduced production cost and lower percent of faulty goods, guaranteed by automation. Robots can work 24 hours a day in most cases, while people need vacations, days-off, and work only 8 hours a day or in turns. As a result, more money is required for wages and other types of remuneration and the output is much lower. Automation, in its turn, offers reduced production cost due to lower overhead expenses and higher quality of goods ensured by the reduced number of mistakes. Hence, the efficiency of the enterprise is directly related to the robots.

The export value is at 29 billion US dollars for Belarus and 1.42 trillion US dollars for the States. The USA export rates are 49 times higher, than those of Belarus. At the same time, over 70% of the US economy is service-oriented, whereas in Belarus this figure is only 48%. This shows higher international trade potential of the US and, it seems, that automation is one of the primary reasons for that. [6]

In conclusion, it is absolutely clear, that manufacturing itself can't disappear, as people are consumers. Someone should produce stuff to satisfy their needs. At the same time, manufacturing without robots proves to be ineffective and it does not save job places, because with or without robots people will anyway step down unprofitable area.

### References:

1. International Federation of Robotics [Electronic resource] : How robots conquer industry worldwide. – Mode of access: [https://ifr.org/downloads/press/Presentation\\_PC\\_27\\_Sept\\_2017.pdf](https://ifr.org/downloads/press/Presentation_PC_27_Sept_2017.pdf). – Date of access: 16.02.2018.
2. United States Bureau of Labor Statistics [Electronic resource] : The Employment Situation – February 2018. – Mode of access: <https://www.bls.gov/news.release/pdf/empsit.pdf>. – Date of access: 08.02.2018.
3. Национальный статистический комитет Республики Беларусь [Электронный ресурс]. – Режим доступа: <http://belstat.gov.by/>. – Дата доступа: 19.02.2018.
4. Медийно-сервисный Интернет-портал [Электронный ресурс]. – Режим доступа: <https://www.rambler.ru>. – Дата доступа: 28.01.2018.
5. Национальный статистический комитет Республики Беларусь [Электронный ресурс]. – Режим доступа: <http://belstat.gov.by/>. – Дата доступа: 21.02.2018.
6. United States Bureau of Labor Statistics [Electronic resource] : The Employment Situation – February 2018. – Mode of access: <https://www.bls.gov/news.release/pdf/empsit.pdf>. – Date of access: 20.02.2018.

<http://edoc.bseu.by:8080>

Anastasia Kondratyuk  
Science tutor Sorokina A.I.  
BNTU (Minsk)

### SURVIVING IDEOLOGY IN SOCIETY OF PROFUSION

Imagine that your PC has been broken down and you are planning a purchase of a new one. For a member of new generation an algorithm is obvious: to complete an approximate list of requirements according to objectives and expectations, to choose a suitable model and to find it at the most profitable price. All this points are realizable on interactive mode, in the shortest time and on the most attractive conditions for a client, while recently his choice was limited by several available variants in the nearest electronics store.

Nowadays a supply exceeds a demand in many times. In the competition for customer's mind there are being developed many modifications of various goods. At the same time, customers become more and more fastidious. Standard marketing methods has outdated long ago, and consumers' ways of finding the best ware is progressing. Individuals come to the fore instead of just target audience types. A client turned from a fluttering mouse into a roaring lion. Now he dictates his requirements to business. And only one, who is able to satisfy him better, will survive.