

All in all the technological progress allows people to perform more complex work by letting the machines do the simple one. It keeps the efficiency of the production allowing more reasonable use of human resource.

Our study showed that not only employees fear automation, but employers do that as well. Their main fear is that of losing customers due to the inconsistency of service they provide. One of the most common examples is hacker attacks on financial institutions which lead to multi-billion losses with elusive chances of finding those guilty. For example, TITALY'S top bank UniCredit was attacked this year and lost 400.000 active accounts with biographical and loan data. Such hacker attacks sweeps across the globe, freezing databases and knocking out entire operations.

On the other hand, concerns among those affected initiated heavy 2 billion euro worth investigations into IT security, which resulted in better software and recoding the users' data by using unique number-keys that take years to decipher.

It is also worth mentioning that such attacks have indirectly created new job-places as companies needed specialists with new skills to develop new software.

Common people have their fears as well. New online services scare them and make them waste their time in queues and going round places instead of using an internet shop. But once the technology proves familiar, we are not ready to go without it. For example, we got used to Xerox, computers, and telephones to the extent that we do not even notice them. But these are also machines which once scared everyone.

These arguments let us conclude that people nowadays make too much ado about technologies without actually noticing the true value of them. The moment people understand the importance of machines and overcome their disbelief and anxiety of machines the humanity will greatly move up.

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THE “GREEN” ECONOMY – OUR WAY TO FUTURE

«ЗЕЛЕНАЯ» ЭКОНОМИКА – НАША ДОРОГА В БУДУЩЕЕ

Nowadays we live in a highly unstable environment because of the problems we are surrounded by. Several crises have either sprung up or accelerated during the last decade: climate change, reduction of biodiversity, our dependence on fuel, lack of

food and fresh water. Although the causes of these crises vary and may seem unrelated at first, at a fundamental level they all share a common feature: the gross misallocation of capital, as most economic development and growth strategies encouraged rapid accumulation of physical, financial and human capital, but at the expense of degradation of natural resources.

The only rational and complete way to save our planet and our future seems the reformation of existing economic system and public policies to change the market incentives that drive this capital misallocation.

This paper analyzes the existing concept of the “the “green” economy”, and the ways of its development in the Republic of Belarus.

The first step was made in 1992 when the concept of sustainable development, which can be defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs, was set as the main long-term goal for our society. This concept became the basis of more advanced strategy, the “green” economy, which was adopted in 2012.

UNEP defines a green economy as one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities.

According to its concept and principles, this system implies state support and private investments to the dissemination of knowledge, the creation of technologies and industries that can help reduce carbon emissions and pollution levels; the development of “green” technologies, that involve the deeper processing of waste, reduction of power consumption or the use of alternative energy; improvements in energy efficiency.

The “green” economy is being supported by countries all over the world, and Belarus isn’t an exception. First of all, The Republic of Belarus is an active participant of multilateral international agreements (conventions), which are 14 global and 10 European international environmental conventions and protocols. Within the framework of these documents, all the obligations assumed by the country are fulfilled. What is more, the National Strategy for Sustainable Social and Economic Development of Belarus till 2030 aims at implementing the principles of the “green economy” in practice. On December 21, 2016, the Council of Ministers adopted the Decree No. 1061, which approved the National Action Plan for the Development of the Green Economy in the Republic of Belarus. By the way, Belarus is the second country of the Commonwealth of Independent States after Kazakhstan, which approved such a document.

Currently, there is a number of projects, aimed at the development of the “green” economy: “Forestry Development of the Republic of Belarus” implemented by means of the World Bank loan and the related grant provided by the Global Environment Facility; “Supporting the transition to a green economy in the Republic

of Belarus” funded by the European Union and implemented by the United Nations Development Program; and the “Greening Economies in the European Union's Eastern Neighbourhood” program, implemented jointly by UNECE, OECD, UNEP and UNIDO.

In conclusion I would like to say that current state of our environment and nature requires certain changes in economic system and moving toward the “green” economy as it is the most optimal and rational way to save our planet and our future.

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MANAGING COMPETITIVENESS IN THE XXI CENTURY

УПРАВЛЕНИЕ КОНКУРЕНТОСПОСОБНОСТЬЮ В XXI ВЕКЕ

The term “competitive ability” has become rather relevant recently because a great number of new states entered the circle of the world economy and economic competition among countries strengthened a lot [1]. Opening of national markets, lowering of trade barriers, processes of globalization and internationalization as a whole led to such a fierce competition that nobody today can foresee its future.

Securing national business competitive power is the problem that worries business representatives and government authorities. They are trying to sort it out. So the current importance and complexity of the problem defines the choice of this topic.

The *purpose* of the research was to analyze the influence of factors of competitiveness and offer effective tools for companies to create competitive advantages. The *object* of our study was business sphere. *The subject* of the research was competitive ability.

The working classification of competitiveness factors includes external and internal factors. The external business environment covers industry-specific environment – competitors, customers, suppliers, as well as non-sectoral, economic, social, political, technological and other factors. Nowadays the most effective tools for business responses to the dynamics of environmental factors or its forced changes are different forms of inter-firm co-operation, mergers and acquisitions. Both external growth tools are widely used in business and provide a number of benefits that are required for tightening up and market leadership.

However, now the leading role in ensuring the competitiveness of the business plays the internal environment of the company, its resources and business processes.