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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.

The quality and uniqueness of the internal environment of the company is provided by the strategic leadership – a leadership style, aimed at knowledge, innovation and technology creation that are not available to competitors [2].

Recently the factors of internal environment of a company play the decisive role among external and internal sources of competitive ability. Quality and diversity of recourses and business processes, a company's ability to create knowledge and innovations determine the quickness and effectiveness of reaction for changes in external environment. Strategic leadership, as a new organization management style in the XXI century, has the most important meaning in management of internal environment. And it results in business cost increase, market share and level of profitability as the basic indexes of a company's competitive ability.

We can come to the conclusion that ability to foresee changes, initiate them and quickly make effective strategic decisions becomes the supreme factor of a security of leading positions in the market. Such changes can take place in internal or external environment of a company and be both the sources of competitive ability and threats for it. The result of the research lies in providing the most effective management tools of business competitiveness at present.

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ROBOTS: IS YOUR JOB SAFE?

РОБОТИЗАЦИЯ: В БЕЗОПАСНОСТИ ЛИ ВАША РАБОТА?

The object of the research is robotization both in the world economy and in Belarus. The subject is the impact of robotization on employment. The purpose of our study is to identify and analyze the pros and cons of robotization. To attain the