

К.С. Журавская
БГУ (Минск)

Научный руководитель — С.А. Дубинко, канд. филол. наук, доцент

SOME ASPECTS OF ELECTRONIC COMMERCE REGULATION

At present time, the development of the world economy suggests a formation of the new stage in socio-economic relations, characterized by the swift growth of information and communication technologies (ICT) which is called «new economy» or «neo-economy». ICT at its core serves as a facilitator of international trade, thus helping to improve an essential part of the abovementioned new economy — e-commerce.

E-commerce is a matter of great interest and importance since practically every country is moving toward digitalizing its economy. According to UNCTAD's 2017 Information Economy Report, e-commerce sales worldwide amounted to \$25.3 trillion in 2015, up from \$16 trillion in 2013 [2]. These figures show that we are witnessing the formation of a new market segment, which evolves at a rapid pace.

WTO defines electronic commerce as «production, distribution, marketing, sale or delivery of goods and services by electronic means», but as for right now, at the Eleventh Ministerial Conference (MC11) held in Buenos Aires in 2017, negotiations were still under way to clarify the definition of this term [1]. Because of these uncertainties in definition, the issue of e-commerce regulation at the supranational and national levels is of high scientific relevance.

International bodies such as WTO and UNCTAD are actively involved in e-commerce regulation. After the Declaration on Global Electronic Commerce was adopted in 1998, various questions concerning this matter are being included on the agenda of Ministerial Conferences.

The lack of consensus on the coverage of e-commerce issues within existing WTO agreements is a key issue for the development of new rules in this area. For example, WTO members have not yet reached a common understanding of whether «digital products» (software, films, etc.) are goods or services, and what kind of WTO agreement they should be regulated by.

As a result, due to the lack of unified regulation of electronic commerce within the multilateral trading system, states include sections on e-commerce in free trade area (FTA) agreements. The agreements on the FTA clearly show two relatively opposite approaches to the definition of the subject of e-commerce: American and European.

According to the American approach, all «downloadable» digital products should be regulated by rules similar to GATT (General Agreement on Tariff and Trade). In its turn, the EU claims that the content of e-commerce relates to services and therefore should be regulated by GATS (General Agreement on Trade in Services) [1].

This is a clear example of how inaccuracies in the definition may cause considerable contradictions in approaches. All things considered, e-commerce is a very powerful tool that allows to significantly increase the efficiency of economic entities. However, due to the relative novelty of the concept and, consequently, its insufficient elaboration, certain problems arise in the regulation. Achieving a compromise solution will lead to the creation of a unified approach to the regulation of this issue, which in the future may turn into a separate agreement within the WTO.

References

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В.А. Зайцева, И.В. Радина
БГЭУ (Минск)

Научный руководитель — И.В. Радина

MODERN PROBLEMS WITH STAFF IN THE DOMESTIC RESTAURANT BUSINESS

It is obvious that the basis of perfectly organized work at any enterprise is a well-chosen staff. As well as in any other sphere, in the restaurant business staff also predetermines economic success, which is mainly dependent on guests' satisfaction and, as a result, the restaurant image in general.

However, not all restaurateurs are able to create a «dream team» in their company. Let's consider this problem in more detail.

The restaurant business can be characterized by the following personnel classification:

- by management levels: top management (CEO, department manager, chef, etc.), middle management (assistant manager, sous-chef) and low management (supervisor, administrator, head waiter, etc.);

- according to the degree of contact with the guest: front office (waiters, administrators, managers, security service) and back of the house (kitchen workers, cooks, employees of accounting and human resources, etc.);

- by the departments: cooks, cleaners and kitchen workers, waiters and bartenders, accounting staff, human resources staff, security, etc.

Ideally any restaurant business should be an organization with a linear-functional organizational structure. It should have both