

13. *Matte Lip Gloss Pin Up*. The color palette is represented by 19 tones.

14. *Jewelery from ZORKA*. The largest jewelry manufacturer in Belarus made a bet on European trends in jewelry design.

15. *Neman glass*. The glass plant «Neman» has long mastered, colored, figured, and handmade glass.

16. *Pachacun*. The Belarusian toy factory «Malvina» discovered the popularity of Zhdun with people. The first batch shattered at the speed of light [2].

Thus, it can be seen that the Belarusian goods, from food products to clothing, are in high demand in foreign markets, but it is a pity that only such a small part. According to residents of the European Union, most of the products of Belarusian enterprises could be successfully sold in the European market. Belarusian products often lack marketing and advertising. This is due to the fact that in the European Union countries information about Belarus as a whole is submitted unilaterally and often centers only around its problems, but not of successes.

References

1. Национальный статистический комитет Республики Беларусь [Электронный ресурс]. — Режим доступа: <http://www.belstat.gov.by>. — Дата доступа: 23.11.2018

2. Официальный сайт Республики Беларусь [Электронный ресурс]. — Режим доступа: <https://www.belarus.by/ru/travel/shopping-in-belarus/what-to-buy>. — Дата доступа: 23.11.2018

А.С. Пимошенко
БГУ (Минск)

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

INTEGRATION OF THE REPUBLIC OF BELARUS INTO THE INTERNATIONAL LABOUR MARKET

Belarus is an active participant in the world economic system and international labor exchange, therefore the regulation of external and internal migration processes will become increasingly important as a condition for ensuring sustainable socio-economic development.

First of all, the low level of wage differentiation by profession, qualification, type of activity acts as an anti-stimulus for the growth of mobility within the country and between spheres and types of activity.

Second, inadequate policies with respect to young professional leads to an outflow of prospective physicians, scientists, engineers, programmers.

Thirdly, the migration policy of Belarus still focuses on attracting foreign citizens, but the retention mechanism of young, educated, and active ones is poorly developed. Experience has shown that successful activity

of transnational companies largely depends on the creation of an effective system of performance indicators within the organization, on their interest in achieving significant goals and objectives of the organization, as well as developing an effective system of motivation and incentives for employees.

For Belarus, an important issue is the lack of labor in the construction sector. The field of information technology also depends on emigration, and multinational companies actively hire qualified personnel from Belarus. There is also a deficit of workers and employees in the health sector.

Fourthly, there is an urgent need to retain skilled workers, as well as scientists, to prevent destructive changes in the age structure of scientific workforce.

The imbalance of supply and demand in the labor market requires seeking solutions to problems in the area of employment, both in the global and Belarusian labor markets. The informal employment sector contains extra labor, providing a livelihood to millions of people. Their wages are usually lower than those in the formal sector of the economy. It is important to note that more and more experienced professionals retire, and young people cannot entirely replace them.

There are several key ways to solve the problems outlined above:

It is necessary to continue the support of small and medium-sized businesses, as well as to further improve the business environment. The concomitant effect of a favorable business environment can be the intensification of return migration, which also needs to be supported through administrative measures. Return migration transforms the costs of brain drain into additional benefits for the economy, as returning citizens bring with them new knowledge, skills, technologies.

To prevent the outflow of highly qualified personnel abroad it is necessary to develop an effective model of labor relations, in which the employees will be interested in the qualitative performance of their duties, especially in priority sectors for the state as the main reason for leaving at present is dissatisfaction with the level of wages [2].

One of the arguments in favor of introducing a quota mechanism is the fact is more likely to take place in the city of Minsk, while in small settlements there is a shortage of labor. It would be advisable to envisage a more simplified procedure for attracting the category of highly skilled foreign workers [1].

References

1. *Maslenkova, E.V.* Methodological approaches to the assessment of foreign labor / E.V. Maslenkova // Employment Service. — 2014. — № 2. — P. 46–49.
2. *Artyukhin, M.* External migration of the population of Belarus / M. Artyukhin, I. Lisovskaya, A. Zaitsev // Science and Innovations. — 2008. — № 12 (70). — P. 58–62.