

tance for the formation and maintenance of human values of the society. It is planned to achieve advertisement growth by means of establishing a legal mechanism for financing and production of PSAs.

In social sphere advertising is aimed at putting cultural and moral values into people's consciousness. New foreign technological means of advertising enjoy great fascination among people in our country. They allow to raise awareness in the community about right habits of living and the ways of dealing with the negative trends of youth education. They serve to educate the community about important topics like environmental protection, education, physical and mental health, and other issues. Therefore, they serve as a way to influence the public's opinion.

On the other hand, businesses get benefits of free publicity and improved company reputation from their PSAs. While the business might not tell people to buy anything from them, people who see the public broadcast announcement become more aware of the business itself, might donate to any fundraisers or campaigns, and become supporters themselves. When a business becomes known for supporting good causes in the community, it also benefits from an improved reputation, which can lead to new customers, more funds to pay for expenses and better trust throughout the community.

So to sum up, we can say that PSA performs the functions of ideological influence that are focused on national goals and ideals. Advertising presents a well-directed informative impact of non-personal character on the consumer for marketing the products.

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M. Zaitseva
М. Н. Зайцева
БГЭУ (Минск)

Научный руководитель Е. О. Машкарёва

PECULIARITIES OF DOING BUSINESS IN THE REPUBLIC OF BELARUS

ОСОБЕННОСТИ ВЕДЕНИЯ БИЗНЕСА В РЕСПУБЛИКЕ БЕЛАРУСЬ

The situation of business in Belarus continues to become more complicated: waves of bankruptcies, falling effective demand, and deterioration of the business climate. Belarus is a young country that is beginning to grow and develop. That is why

the current crisis is very dangerous for Belarus. In any country with a free economy and a well-established legal system, where society is accepted to treat each other with understanding and trust, the crisis can bring a cleansing wave to business. Belarusians do not trust each other; they even do not like businessmen. In Belarus there is a strange mixture of the European desire to "legalize" everything, formalize, write instructions, control and be tough in punishments, fines and confiscations is common. Neither the authorities nor society understand that a person with entrepreneurial talent is as rare as a good athlete or actor.

This crisis is not caused by external factors, but is a legacy of socialism and inefficient traditions of relations between economic entities, control bodies and society.

As an example, we can cite the Director of HTP Valery Tsepka, who told the media that a tax auditor came to one of the well-known IT companies and ordered to pay additional taxes in the amount of one million dollars. However, if you take a million dollars today, but then tomorrow this (or another) company will move to Vilnius, and so the entire high-tech Park will slowly but surely leak out of the country. With this attitude, there will not be hundreds of successful companies in the country that make a significant contribution to the country's budget. This is not to mention the fact that the sale of computer services and offshore programming to the world market is the most important implemented example of Belarus' integration into the world division of labour.

As in any country, when deciding to open a company, one needs to provide the relevant authorities with a business plan, as well as to solve a number of other important issues. It is necessary to think about renting the appropriate offices or a whole building of the required area, about cooperation with government agencies, the most serious of which are the sanitary service, fire inspection, etc. If everything is in order with the documents, all the requirements are met, then there should be no problems.

In Belarus, by far the most popular field of activity is mediation-buying and selling equipment, food, etc. Trade in the market is very profitable. The catering sector is also popular — there is a place for new ideas and interesting solutions that can attract the population and provide a high level of service. With good investments and cooperation with regulatory authorities, a small business can be successful — bakeries, small grocery stores, salons, production and sale of handmade accessories, clothes, toys, organization of food delivery to homes and offices, organization of holidays, etc.

To sum up, there are seven main problems of doing business in the Republic of Belarus:

- 1) a poorly developed financial market and high-rate loans,
- 2) instability of laws,
- 3) equality of enterprises,
- 4) high tax,
- 5) corruption,
- 6) low discipline of payments,
- 7) the deficit of the labour force.

Poorly developed financial market. This problem has existed for a long time. So, the constant pressure from the state and its interference in the Affairs of entrepreneurs and fiscal services lead to the fact that everyone expects the help of the state and do not look for a way out of the situation on their own, making the financial system very vulnerable.

The downside is that every year in Belarus laws change, amendments are made and new legal documents are created. Every amendment or new law directly or indirectly contradicts an existing law, which is not good for stability.

However, the Republic of Belarus, according to the World Bank's Doing Business 2018 report, ranks 38th among 189 countries. The favorable geographical position and entry into the EAEU (Eurasian Economic Union) makes Belarus an even more promising direction.

Belarus is a member of international organizations such as the International Monetary Fund, the European Bank for Reconstruction and Development, and the World Bank.

Also, Belarusian government identifies priority areas for attracting foreign direct investment. Among them: pharmaceutical industry, biotechnology, high technology in industry, mechanical engineering, equipment manufacturing, petrochemical and chemical industry, tourism, construction, agriculture, transport and transport infrastructure, information and communication infrastructure technologies.

Guarantees of investors are provided by the Law of the Republic of Belarus «On Investments» Thus, according to Article 11 of the Law «On Investments», investors are guaranteed an unhindered transfer of profit (income) from investment activities after taxes.

Also, Decree of the President of the Republic of Belarus No. 10 “On the creation of additional conditions for investment activity in the Republic of Belarus” exempts

investors from paying import duties and value added tax when importing equipment for the implementation of an investment project into the Republic of Belarus, and also establishes a number of other benefits .

In my opinion, to open a business, before the legal side of doing business changes is an extreme sport. Moreover, this applies even to the smallest businesses. If the organization is already large and the assets are serious, the more business becomes hostage to the situation and the existing legal instruments.

О. Zolotukha
О. А. Золотуха
БГЭУ (Минск)

Научный руководитель Д. Е. Самусевич

DOING BUSINESS IN THE THIRD WORLD COUNTRIES

ВЕДЕНИЕ БИЗНЕСА В СТРАНАХ ТРЕТЬЕГО МИРА

The aim of the study is to analyze how beneficial it is to do business in the third world countries, to identify the main problems and find out the ways of their solution. Nowadays, being involved in doing business is becoming more and more popular. However, in the third world countries such as Libya, Namibia, Nigeria and others it is not an easy task.

Running a business in these countries is quite difficult as there are a number of issues that need to be solved. Such problems include rising unemployment, lack of investment, low demand for market diversity and lack of business competition.

Dealing with these issues is a very difficult task as all of them are interrelated. For instance, due to the lack of competition on the market, investors do not consider the country profitable for cooperation. As there is no investment, the construction of new retail facilities remains low and the local population does not get new jobs. As a result, unemployment is growing.

It is impossible to deny that unemployment is one of the most global problems all over the world. And in the countries with the developing economies it is more acute as every year the population is growing and there are fewer and fewer new jobs.