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ENVIRONMENT PROTECTION AS A PRIORITY FOR DEVELOPING THE GLOBAL ECONOMY

ЗАЩИТА ОКРУЖАЮЩЕЙ СРЕДЫ КАК ПРИОРИТЕТ РАЗВИТИЯ МИРОВОЙ ЭКОНОМИКИ

As more and more people are getting concerned about their habitat and its condition as well, scientists, reporters and politicians are paying more and more attention to the environment not only of their native country, but of the whole planet. They dwell on ecology-saving inventions which would benefit both humanity and natural environment without damaging either of it. More and more articles about efficient solutions regarding nature preservation are constantly appearing in the world press. Eco-activists have appeared on the world political arena. They see their main goal both in making changes in economic and environmental structures of various countries around the globe and in minds of peoples regarding their attitude to nature. Thus, it's difficult not to have at

least an opinion on the resources preservation, nature preservation and the use of environment. However, despite the concern of everyone about the future state of the environment, there are not as many changes in political directions or economic structures as the planet needs. That is why it would be useful to see the effect of altering not only a country's economic structure, but also citizens' attitude to environment protection.

The aim of the paper is to find out the extent to which today's students are concerned about the problems of the environment protection as one of the most significant components of a country's economy.

Within the framework of the paper a questionnaire was worked out. Its aim was to reveal the attitude of the young people to the problems of environment protection. Being limited by strict demands for the volume of the paper, below we shall provide the questions which were offered to 64 respondents and the answers they gave in a concise manner:

1. Do you keep track of the news about the environment?

Yes (47 %)

No (53 %)

2. Do you consider global warming a real threat?

Yes (77 %)

No (23 %)

3. In which way do you care about the environment?

I collect garbage separately. (32, 4 %)

I only ride a bike / I walk mostly. (21,8 %)

I save water / electricity. (60, 6 %)

I participate in eco-events. (2, 9 %)

I don't care. (14, 7 %)

4. Evaluate how well humanity cares for the environment from 0 to 10 (4,3).

5. Arrange in the descending order according to its importance.

The development of the country's economy

National security

Maintaining an ecological balance

Maintaining internal order

6. Write the names of some famous eco-activists in the history of mankind.

Having analyzed the results of the research we arrived at the following conclusion: less than half of the respondents keep track of the latest events in the sphere of environment and a bit more than half put some effort in protecting the environment, but based on their own financial concerns. Thus, the results are far from being optimistic or promising. But a negative result is also a result which sharpens the problem and calls for urgent measures to be taken.

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HOW TO MINIMIZE THE MISTAKES THAT LEAD TO THE FAILURE OF STARTUPS

КАК СВЕСТИ К МИНИМУМУ ОШИБКИ, КОТОРЫЕ ПРИВОДЯТ К ПРОВАЛУ СТАРТАПОВ

The purpose of the paper is to find out one of the ways to minimize the mistakes that lead to the failure of startups. In my analyses I rely on “The Top 20 reasons startups fail” the survey conducted by the CB Insights analyst company.

The study investigated the opinion of the founders about the entrepreneurship, work in startup sphere and challenges. The reasons for failure are as follows: no market need, ran out of cash, wrong team, get outcompeted, pricing/cost issues, user unfriendly product, product without a business model, poor marketing, ignore customers, product mistimed, lose focus, disharmony among the team/investors, pivot gone bad, lack passion, failed geographical expansion, no financing, legal challenges, didn't use network, burn out, failure to pivot.

To identify the most obvious startups failure reasons for Belarus I conducted a small survey, where the students of BSEU were choosing several reasons from The Top 20 the most critical. In their opinion the most vulnerable issues are: work overloading, which leads to burning out, lack passion, poor marketing, no market need, getting outcompeted.

One of the solutions to avoid or at least to reduce these mistakes is a University Business Incubator. I should admit that we have an experience of creating a kind of