

The aim of the study is to identify whether applying two different research methods to the same selection and performance parameters of LTSCI, the results of which are correlated with each other and thus confirm the objectivity of the assessment of the effectiveness of LTSCI.

The previous study carried out by the authors used the 2017 statistics of the Ministry of Welfare of the Republic of Latvia on the registered economic, business, service accessibility and utilised capacity parameters for the activities of 64 Local Municipalities in Latvia which provide long-term social care services for persons of pension age. Of the 36 LTSCI performance parameters recorded in the Ministry of Welfare statistics, the DEA and SFA methods included the 7 most relevant ISAI parameters which, according to the authors, represent the technical and cost-effective performance of LTSCI. Three independent models with different input and output parameters were developed, which were analysed by DEA and SFA methods by establishing 64 LTSCI efficiency ratios (EFRs) for each model. As a result, DEA and SFA methods showed differences between LTSCI EFRs, as the methods include different algorithms for assessing efficiency. The DEA method is based on comparing LTSCI parameters with all other LTSCI parameters, which may result in one or more of the most effective LTSCI attributing (EFR 1). In contrast, SFA efficiency ratios are determined on the basis of the stochastic limits of LTSCI's operational capabilities, where the effectiveness of the LTSCI is conditional upon the possibility that a particular LTSCI may become more efficient, thus determining the effectiveness of each LTSCI but assigning lower values than (EFR 1). This study therefore compares the EFRs obtained of the three models of the DEA and the SFA three models describing the technical and cost-effectiveness of each individual LTSCI, using Pearson correlation and Spearman rank correlation analysis.

Pearson correlation results: Correlation 1 includes coefficient (R) = 0.72 of the DEA and SFA results of the first model of EFRs of DEA and SFA, which describe the technical efficiency of LTSCI and the correlation is positive. Correlation 2 includes DEA and SFA second model EFRs, which represent LTSCI cost-effectiveness and $R = 0.58$ with positive correlation. Correlation 3 includes DEA and SFA third model EFRs, which represent LTSCI cost-effectiveness and $R = 0.72$ with positive correlation.

Spearman Rank Correlation Results: Correlation 1 includes DEA and SFA first model of EFRs, which describe the technical efficiency of LTSCI, the correlation rate of the results of DEA and SFA methods $R = 0.73$ with statistical significance (p) < 0.001. Correlation 2 includes DEA and SFA second model EFRs, which represent the cost-effectiveness of LTSCI and $R = 0.58$ with a positive correlation. As a result of this correlation, $R = 0.61$ with $p < 0.001$., correlation 3 includes the DEA and SFA third model EFRs, which describe the cost-effectiveness of LTSCI, and $R = 0.77$ with $p < 0.001$.

Although the EFR rankings of the DEA method differ from the SFA method EFR rankings, the results of both methods show a similar trend, also confirmed by the Pearson and Spearman correlation coefficients and high statistical significance. The work demonstrated the objectivity of LTSCI's efficiency assessment results on the basis of the application of two different efficiency assessment methods and a strong correlation between the efficiency indicators obtained by these methods.

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CHINESE EMERGING TECHNOLOGY COMPANIES' SELECTION OF OVERSEAS TARGET MARKETS

As the Chinese economy enters the new normal, going abroad to find new opportunities and markets has become one of the important ways for domestic enterprises to seek develop-

ment. In recent years, China's emerging technology companies have tried to carry out international operations, but there are some gaps with expectations. China's smartphone market has achieved rapid growth in production capacity, and China has therefore become a global smartphone manufacturing base. But with the continuous expansion of the mobile phone industry and the gradual disappearance of China's demographic dividend, China's smartphone market is close to saturation. At the same time, the global smartphone market is showing a boom, not only maintaining a stable sales growth rate, but also the overall growth rate of its mobile phone sales has far exceeded China, which shows that the important source of future sales growth of smartphones is no longer In China's domestic market, companies should target overseas emerging markets with huge development potential.

Against this background, Xiaomi Technology Co., Ltd. (referred to as Xiaomi) has an outstanding international operating performance. In 2014, Xiaomi quickly entered multiple overseas markets with its unique model and highly cost-effective products. The proportion of international market revenue in total revenue continued to increase. In 2015, 2016, 2017, and 2018, the sales of Xiaomi's overseas markets accounted for 6.07 %, 13.38 %, 27.99 %, and 40.1 % of the company's total revenue, respectively [1]. As of the end of 2019, Xiaomi's international market sales accounted for 48.7 % [2] of the company's total revenue.

It can be seen that with the further advancement of Xiaomi's internationalization strategy, the proportion of overseas revenue in total revenue has continued to increase, and Xiaomi's brand influence in the global market has also continued to increase. In the context of world economic integration and the rapid development of Internet technology, an effective way for enterprises to survive and develop is to integrate into the international market and carry out international operations.

In the context of global economic integration and rapid development of Internet technologies, an effective way to survive and develop enterprises is to integrate into the international market and conduct international operations. Judging from the successful experience of Xiaomi's internationalization strategy, Xiaomi chose India as its main market because of its huge demographic dividend and low mobile network usage rate. Domestic technology companies should be aware that for international operations, target markets overseas The choice must be combined with the actual situation of the enterprise, and a comprehensive analysis of the overall situation of the enterprise must be made before making a decision.

References

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ОЦЕНКА СОСТОЯНИЯ И ПЕРСПЕКТИВ ИНВЕСТИЦИОННОЙ ДЕЯТЕЛЬНОСТИ В РЕСПУБЛИКЕ БЕЛАРУСЬ

Стратегической целью инвестиционной политики Республики Беларусь является активизация вложений средств в приоритетные направления развития национальной экономики, инновации, производства с высокой добавленной стоимостью, в развитие челове-