

the researchers would be given more opportunities to fund acquisition, career advancement. Albeit it dark side, international scientific cooperation has long viewed as the way to achieve academic progression.

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INTERNATIONAL SCIENTIFIC COLLABORATION: NEGATIVE AND POSITIVE IMPACTS ON UNIVERSITY STAFFS

International scientific collaboration has never failed to attract academic community' attention because of its potential effect on university research capacity, national research capacity, a country image. In addition, it is a main motivator for internationalization of higher education, especially for developing countries. Discussed below will look at both sides, the positive and negative impacts of the international scientific collaboration on universities.

1. Positive impacts. The great benefits of international scientific collaboration can seek support from a large number of arguments. One of the primary motivators that universities collaborate is to share costs, risks, failure in research. The identification of collaboration among higher ranking academic researchers is often linked to the facts that they are easily to access for research funds that are sometime unavailable in developing countries. Secondly, scientific cooperation can provide significant opportunities for realizing university scientific capacity building. Capacity building is a multi-dimensional concept that is applied at individual, institutional or national level. According to OECD report [1], university research capacity building through engaging a series of activities such as selecting the appropriate partner; strengthening networking; and optimizing the skills that will be transferred. The argument in favor of this view is various multilateral programs from appropriate partners to their beneficiaries to foster regional cooperation, in both terms of soft (human capacity building) and hard (equipment, laboratories providing). In addition, the contributions of co-authorship help create global scientific domain networks while cooperation among universities with

other foreign Government and industries will build academic institutional networks. Furthermore, academic researchers are encouraged to develop their skills and experience, especially non-scientific skill during an effective process, from project initiatives to successful completion. Thirdly, international scientific collaboration helps change the role of university in the National Innovation system. Lundvall [2] supposed a series of components in the National Innovation system, including the educational system and training; the research and development system; the financial system; producers' networks; interaction rules; relations of the companies with local, regional, national and international actors. The innovation process is influenced by new knowledge production, new technology diffusion and new solutions to society problems, in which the universities are the main actors in the interaction with the Government and industry sector. Fourthly, international scientific collaboration in universities has often linked with a country image. With knowledge — focused aim, universities have long been viewed as an academic elite that significantly influenced a country image in terms of truth, honor, attitude to cooperation with others. These facts are leading criteria for nations to form economic and even political alliances. On the other hand, wealth — focused aim is an ability to commercialize technology and solutions to the global market, an attractive indicator of export opportunities, science and technology infrastructure to foreign investors who would make decisions on where to invest, to international financing organization who would decide on whom to lend in the field of new science and technology projects.

The final justification is that the international scientific collaboration also has a tremendous impact on internationalization of higher education. The internationalization process requires universities have to cooperate and compete with each other and vice versa. The nature of international scientific collaboration is the process of change in knowledge production capacity towards internationalization recognition. Therefore, the scientific collaboration poses both threat and opportunities for universities to shorten or lengthen the internationalization process.

2. Negative impacts. The observations of international scientific collaboration are likely to demand higher financial contributions than those of internal cooperation. The costs imply variations by proximity, the number of collaboration channels and the institutional differences. A problematic issue in international scientific collaboration itself is that this may harm other university operational activities. The universities may bear costs and risks arising from ineffective and infeasible project collaborations. With limited human and financial resources, universities tend to expand wealth — focused scientific collaboration, hence knowledge — focused sites would be smaller due to lower profit marginal propensity that directly and rapidly affects knowledge production and knowledge diffusion to the society. The above — mentioned facts give the both good and dark sides of international scientific collaborations.

Universities should take advantages and benefits to enhance their roles in the dynamic society.

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ИСПОЛЬЗОВАНИЕ ПОРТАЛА ИНФОРМАЦИОННОЙ ПОДДЕРЖКИ ЭКСПОРТА EXPORT.BY

Республика Беларусь как страна с малой открытой экономикой не может не влиться в международные процессы и должна адаптироваться к увеличению роли электронных торговых площадок. Электронная торговля активно развивается в Беларуси, о чем свидетельствует приток зарегистрированных в Торговом реестре Республики Беларусь интернет-магазинов (в среднем 20 % ежегодно). С 2010 по 2017 г. их товарооборот вырос в 30 раз. Несомненно, в настоящее время отношение покупателей к электронному формату активно меняется в сторону лояльности. То же самое можно отметить и в сегменте B2B: ежегодно стоимость заключенных по результатам государственных закупок договоров составляет 6 % ВВП Беларуси. Отмечается тренд на цифровизацию государственных закупок, т.е. перевод всех процедур в удобный онлайн-формат.

Портал Export.by создан для оказания информационной поддержки белорусским экспортерам. На сегодняшний день он объединяет более 6000 компаний из различных отраслей, которые представили важнейшие сведения более чем о 18 000 товаров, услуг и технологий на русском и английском языках. Регистрация для белорусских компаний бесплатна. В основе Портала — 5 каталогов: каталог компаний, товаров, услуг, технологий и обзоров. Поиск компаний может осуществляться по стране, производимым товарам (оказываемым услугам), интересующим рынкам, рынкам присутствия, стране нахождения торговых представительств. Также на портале можно ознакомиться с экономическими новостями Беларуси и мира и запланировать участие в крупнейших международных специализированных выставках и форумах. Важное направление работы с Порталом — это 103 стран-