

delity of the tourists. Look at Swiss tourism how they try to raise the interest, by the time being by dispatching Advent Calendar. It is always a challenge to make people aware of the upcoming events and to advertise them in the right way. Especially in the modern world, where we sometimes have several events at the same day, an organizing committee needs to explain the value of an event and generate interest. Today, the internet — including social media — plays key role in this advertising process. Being present in the internet is not only good for attracting people to an upcoming event, but also for raising the visibility of a past event and generate a group of interested people for other upcoming events.

Branding is also very important. Switzerland has got a variety of top symbols for its branding. One of them is the Matterhorn, one of our very beautiful and top mountains, situated in Zermatt, the heart of the Canton of Wallis. Another top Swiss symbol is the Edelweiss, a flower that can only be seen in alpine regions. It has become so symbolically for our Mountains that it is now the chosen emblem of Switzerland Tourism. Furthermore, there is even a Swiss airline that is called Edelweiss! Every country and region has to choose a strong and simple symbol, accepted immediately by the potential costumers.

Belarus is also very active in raising its visibility. This year, a big effort has been taken to offer and organize big events open to an international public. For example: The second European Games in Minsk, the Minsk Dialogue Forum, the ceremonies of Berezina around the battle of 1812 and many more. Anyway, Belarus is getting more and more attention.

The annual meeting was held of the Belarusian-Swiss Business Council, with some of Swiss businessmen visiting Belarus and exchanging their views with Belarusian counterparts. One of them was Mr. Federico Sommaruga, the Director Emerging Markets & Special Projects at Switzerland Tourism. With Andrey Molchan, Director of Tourism Department of the Ministry of Sports and Tourism of Belarus, Federigo Sommaruga signed a Memorandum of Understanding on the 27 November. This Memorandum of Understanding strengthens and consolidates the cooperation between two countries in the field of tourism. Therefore, Belarus and Switzerland are on track to deepen bilateral relations. It is a real good new, having a formal cooperation in the tourism sector.

<http://edoc.bseu.by/>

Prof. Do Huong Lan, Dinh Thi Thanh Long
Banking Academy (Vietnam)

THE IMPACTS OF INTERNATIONAL SCIENTIFIC COLLABORATION ON UNIVERSITY STAFFS

One of the critical competencies for academics is the capacity to develop effective collaborations (Bozeman and Corley, 2004). This paper

will look at the positive and negative impacts of the international scientific collaboration on university academic staffs.

1. The positive impacts. People should first recognize that international scientific collaboration could develop academics research capacity and strengthen academic reputation. Any research will strictly follow complex steps, from research proposals, research reviews, research selections and research outcome evaluation. The juniors whose motivations are to lay the way for career advancement have to perform their outstanding capacity to construct international academic connections. The effective collaboration formation with different ranks of tenured researchers helps the juniors acquire advanced knowledge, improve scientific and non-scientific skills and experience, broaden horizon, and enhance their ability of creation and adoption to the flexible and dynamic academic working environment. The other motivation for individual scientists to collaborate is greater chance of research fund acquisition for both junior and senior academics. The young who originate from the scientifically — lagged groups have to encounter a number of difficulties such as the poor quality research equipment, the lack of financial resources, the overloaded administrative regulations... The most effective and optimum way is to compete to apply for PhD candidate posts in foreign country to work projects with high academic reputation professors. In addition, PhD mentors also establish global academic networks are given rise benefits to access financial resources from international organizations and companies. Thirdly, international scientific collaboration promises opportunity for career progression. Hinnant et al [1] argued that untenured posts are inclined to internal collaboration while international cooperation is likely to demand the presence higher rank staffs. The target of career advancement could push lower rank or unknown researchers to collaborate with higher rank class because the perception that co-authorship publication might foster worldwide recognition of their capacities as individual scientists. This process would develop scientists' advancement to be the Principle Investigator of their own science.

2. Negative impact. The growing literature on the negative impacts of collaboration on academics proposed that cooperation would reduce research production, even eliminate motivations to work with others. An argument accounted for this fact is the inequality in task assignments and benefits, especially intellectual property rights violation. The awareness of Mathew effect could be taken as particularly salient examples of this critics that the merit in co-authorship papers, co-projects would be granted for a number of famous professors even though their contributions are insufficient for the remuneration. Higher rank professors are likely to maintain their greater credit against the younger [2].

Having analyzed favorable and unfavorable impacts of international scientific collaboration on university individuals, it is noticeable that

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.

References

1. Author-team diversity and the impact of scientific publications: Evidence from physics research at a national science lab / C. Hinnant [et al] // Library & Information Science Research. — 2012. — 34(4). — P. 249–257.

2. Research Collaboration in Universities and Academic Entrepreneurship: The-State-of-the-Art / B. Bozeman [et al] // The J. of Technology Transfer. — 2012. — Vol. 38, iss. 1. — P. 1–67.

Dinh Thi Thanh Long
Banking Academy (Vietnam)

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