

one person who is an EU resident, and Belarus is not a member of the European Union.

References

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A. Gaiduchenya, P. Medvedskaya
А.С. Гайдученя, П.А. Медведская
БГЭУ (Минск)

Научный руководитель Л.И. Василевская

IS LIFETIME EMPLOYMENT AN IDEAL MODEL OF JOB SECURITY?

Правда ли, что пожизненный найм является идеальной моделью для обеспечения занятости?

Lifetime employment is a form of guaranteed employment that is used in large companies and government agencies in Japan, as well as in some corporations in the United States. This system emerged after the Second World War and proved its viability and effectiveness. A person, having received an education, goes to work in a company and works there until retirement. During this time, within the same company, an employee can change several places, change the field of activity, or advance in the service. The advantage of lifetime employment is that every employee has a direct connection with the company they work for and understands that their personal prosperity depends on the prosperity of their company. But is lifetime employment really an ideal model of job security?

Some believe that lifetime employment is like bonded labor that is open to corruption and slavery, others, on the contrary, think that this is a good model for being provided with work always. In our research we uncovered some serious problems with this employment model. Moreover, we found even contradictions to some of the supposed benefits.

But there are certain benefits for hiring employees on a lifetime basis, training them to do work in all areas of a company, and making a commitment to develop workers and keep them on indefinitely. Some of these advantages include job security, long-term value, employees' commitment and others.

In addition, we conducted our own survey. In our research we were interested to learn about the awareness of the model of lifetime employment among citizens of the Republic of Belarus, since this model has no practical application in our country. And we found out the Belarussian attitude to this model. According to the results of the survey, the majority considers this model ineffective, despite the outstanding example of Japan, and outdated.

To sum up, we can say that lifetime hiring is not an ideal model of job security, it is outdated and does not work, despite its seemingly effective use in Japan. However, what we think can work is strategically investing in key employees and offering them a better job security as an incentive to stick with the company for a longer period of time.

A. Holovachova

А.А. Головачёва

БГЭУ (Минск)

Научный руководитель Т.К. Кирильчик

LABOR POTENTIAL OF THE REPUBLIC OF BELARUS

Трудовой потенциал Республики Беларусь

The article is devoted to an important component of the country's social and economic potentials. Purpose of the research is studying the labor potential of the Republic of Belarus. Research results is creation of an approximate version of the model with the rational use of human capital.

The economic growth of any business entity is determined primarily by labor potential. The labor potential of an individual employee is his resource potential in the field of labor, which in the course of practical activity is often not fully utilized. Labor potential of the country is the total labor capacity of citizens, resource opportunities in the field of labor taking into account age, physical capabilities, available knowledge and professional skills.

The country's labor resources are formed under the influence of a complex of factors, among which the determining factors are demographic and economic. The main source of the formation of labor resources is the employable population of working age, as well as people over working age employed in the economy.

For the development of labor potential, it is necessary to develop human capital, which is closely related to human potential. Now there is an inequality in the development of human potential, which harms society and weakens its cohesion. Inequality also adversely affects the country's economy, as it does not allow people to fully realize their potential, either at work or in life. So, inequality in human development is the main problem in the field of sustainable development, which must be solved.