

many companies have not wanted to face. As online shoppers become aware of what companies are doing, and campaign groups demand urgent action in the face of the climate and ecological emergency, there is increasing pressure for companies to take responsibility for the environmental impact of their activities.

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KEYS TO BUSINESS ETHICS IMPROVEMENT IN BELARUS

Пути улучшения деловой этики в Республике Беларусь

To begin with, business ethics is the group of rules of conduct applied specifically to business activities. Ethics is not the same as law. Many ethical beliefs are formally reinforced by law, but many are not. Thus, *the object* of our research is to define the background of business ethics principles and behaviors. *The main goal* of the study is to explore the international experience of business ethics and implement its core principles in Belarusian business. So, we set the following *tasks*: to analyze what actions are considered to be ethical and unethical in business, to investigate the international experience of business ethics and to understand how to make the Belarusian business more ethical.

In practice, ethics is expressed and felt as a combination of pressures that direct one to take or skip certain actions. Decisions must be acceptable to many different elements of society. Firstly, they must be acceptable to the conscience of the decision maker. Secondly, managers must consider the potential effects of their decisions on people and companies directly involved in the business operation: customers, suppliers, competitors, employees, investors, and creditors. Recently business has become aware of how it affects individuals and the whole society. The *laissez-faire* business environment of the nineteenth century promoted the belief that almost any practice that increased profits, in the long run, is good for the country. The result was cutthroat competition, fraud, deceptive marketing, price and market manipulation, worthless and dangerous products, exploitation of workers, and other practices that today are generally considered unethical. We can't but mention a few examples of international experience – Nike and Reebok, taking voluntary measures through the US Fair Labor Association to increase the transparency of their supply chain, they published the first independent audits of their supplier factories on the Internet; Costco's Decision, paying fair wages; Volkswagen, reducing its workforce without layoffs.

Therefore, we outline the following ways the Belarussian business can work towards being more ethical.

1. Make your products ethically. Standardize your products as well as ensure product quality and consistency using a biodegradable packaging, avoiding testing products on animals, installing special filters to cut down on harmful emissions, etc.

2. Accept feedback and act on it. For continuous improvement of a company, the leader of an organization must be flexible and open to new ideas.

3. Have clear documents. Re-evaluate all print materials including small business advertising, brochures, and other business documents making sure they do not misrepresent or misinterpret.

4. Maintain accounting control. Take a hands-on approach to bookkeeping and accounting as a resource for any "questionable" activities.

5. Become involved in community. Remain involved in community-related issues and activities, thereby demonstrating that your business is a responsible community contributor.

What concerns Belarus, business ethics principles are not fully implemented in business environment as institution of reputation is just spawning. Only a few of Belarussian brands faced the ethical requirements of international market. Obviously, being ethical in business will cause customers' brand loyalty strengthening, reliable reputation. Thus, our economy will start rising steadily.

To draw up the conclusion, one can say that recognizing the significance of business ethics is a tool for achieving your business goals. Having a transparent company policy will lead you to a profitable, successful company. Unfortunately, companies usually take action when they face a real or potential threat to their reputation.

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HOW GRANTS HELP TO DEVELOP YOUR BUSINESS

Как гранты помогают развить ваш бизнес

The purpose of the paper is two-fold. Firstly, to study the climate of grant programs in Belarus. Secondly, to popularize this activity of financial support among students.

Grant is a targeted support which provide free of charge to an entrepreneur to develop a business or complete a certain project. It is sponsored by the government, commercial and non-profit structures. As a rule, grants are provided on a competitive