

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the results of the survey, the majority considers this model ineffective, despite the outstanding example of Japan, and outdated.

To sum up, we can say that lifetime hiring is not an ideal model of job security, it is outdated and does not work, despite its seemingly effective use in Japan.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.

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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.

The Human Development Index (HDI) is the final indicator for assessing long-term achievements in the three main dimensions of human development: longevity, access to education and a decent standard of living. In order to increase the labor potential of the country, it is necessary to increase the human development index (HDI), and this can only be done by changing the education system.

In the context of growing internationalization of the labor market, the main competitive advantage of enterprises is the high motivation of staff and the degree of their interest in productive activities. The significance of the human resource in the activities of the enterprise is related to the person's ability to think creatively. This quality is peculiar only to man. This is the reason for investing in human capital, as it is recognized as the main source of profit. Consequently, human capital is the main resource of the enterprise, because it can create competitive products.

Let's take a concrete example – Belarusian industry. In order for it to develop, it is necessary to create its own model, which will rationally use human capital. This model should be based on the following aspects

- Strengthening cooperation between regions;
- Preservation of industries that consistently generate revenue;
- Investing in human capital (training);
- Investments in innovative production (new technologies allow increasing the volume of production);
- Use of local sources of raw materials (this allows to reduce production costs).

Thanks to the creation of such a model, labor capital will be used as much as possible, it will be possible to maintain jobs and working capital in times of crisis. But the transition to such a development model can exist only if there are professional and motivated subjects of labor.

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STATE FINANCIAL SUPPORT OF SMALL BUSINESS IN THE REPUBLIC OF BELARUS

Государственная финансовая поддержка малого бизнеса в Республике Беларусь

The development of small business in Belarus is an integral part of the development of market relations on the way to the formation of a market economy. Small business includes a wide range of new goods and services, the creation of new