

beneficial to master new remote education, work and scientific research tools due to the pandemics.

- Documenting the branding style would set standards for the printed products making those uniform and recognizable to the members of the target audience.

- Due to the inflation (7.4 % in 2020 in Belarus) and the increase of education costs target audience members' purchasing power decreases, so it is vital to keep their interest by promoting the existing bonuses for students.

- Introducing the creative approach would strengthen enrollees' interest to industrial enterprises which might increase the popularity of choosing those facilities for their future jobs. Cooperation with more state and private enterprises as well as with IT-companies and advertising agencies would also give university's graduated more options, especially those who study on the budget form of education.

Thus, the marketing activities of Faculty of Marketing, Management, Entrepreneurship of Belarusian National Technical University were analyzed by several methods to have a clear vision on which of its marketing strategies are the most efficient and which new aspects must be implemented. Although the results of this research concern the studied faculty, those can be applied to any other educational establishment to study the effectivity of its marketing communication methods.

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## **FEATURES OF WOMEN'S ENTREPRENEURSHIP IN RUSSIA**

### **Отличительные черты женского предпринимательства в России**

The goal of this work is to examine the motivations for women's engagement in economic development in the modern world in CIS nations. The position of women in society is fundamentally altering in the context of Russia's current radical public relations revolution, and her social functions are being decided in a different way. Due to the demands of a market economy, a woman is actively involved in a variety of daily activities. The sexual identity issue in contemporary market economic relations is particularly important because women continue to be one of the most important factors in social production in general, as well as because the deployment of women's entrepreneurship creates potential for improving the modern

Russian economy's innovation capabilities today. According to the findings of a Saratov poll of women who want to establish a business, the reason for their want to participate in entrepreneurial activity is «what is the reason behind the desire to engage in entrepreneurial activity?» The majority of respondents (55 %) said that the primary motivation for starting a business is to achieve self-realization. A total of 39 % of respondents indicated an interest in becoming a successful entrepreneur. 32 percent of respondents are willing to take risks in order to earn big salaries. The findings of sociological surveys done in the early «zero» years of the Republic of Belarus yielded some interesting discoveries.

As a result, the woman's role in the economic growth of the country is expanding over time, and the main goals pursued at the same time are the desire to assert themselves and prove their independence; this is how a woman's desire to «stop being a shadow of a man» and have her own pathway of socio-cultural convergence manifests itself.

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## **SPECIFICS OF DOING BUSINESS IN A COMPETITIVE ENVIRONMENT**

### **Особенности ведения бизнеса в условиях конкурентной борьбы**

Organizations grow up, develop, achieve success, stabilize, decline and eventually stop existing. Those who are able to adapt thrive for a long time, and the inflexible ones quickly disappear. Strategy plays a fundamental role in prolonging the vital activity of the organization.

The purpose of this investigation is to identify effective competitive strategies for the successful functioning of a business in a competitive environment.

An important stage of the company's lifecycle is the maturity stage. Precisely at this stage it makes vital importance to form a further plan for the enterprise, taking into account the following features of a mature market: 1) decrease in consumer demand leads to strong competition for market share; 2) more selective customers; 3) saturation of the market with goods that possess similar characteristics; 4) slowdown in the growth rate of the industry and, as a consequence, in the pace of development of production capacities; 5) complexity of the innovation process; 6) increased international competition; 7) lowered profitability of the industry; 8) a number of mergers and acquisitions among former competitors [1, 2].