

to the rest of the world, compelling international governments to implement stringent steps to isolating cases and reducing the virus' transmission rate. Unfortunately, these policies have shattered the fundamental supporting pillars of contemporary international economies, as global trade and collaboration have fallen to nationalist concentration and competition for limiting resources. In light of this context, this essay provides a critical analysis of the pandemic's list of negative and good ramifications, as well as ideas into how it might be used to steer toward a stronger, more resilient low-carbon economy. The report identifies the danger of depending on pandemic-driven benefits to meet sustainable development goals and emphasizes the need for a radical, fundamental structural adjustment in the dynamics of our way of life.

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## **INCREASING THE ECONOMIC EFFICIENCY OF THE ENTERPRISE**

### **Повышение экономической эффективности предприятия**

In the modern world, the basis of the economic policy of the organization is the growth of the efficiency and quality of work of the interrelated components of production. Thanks to the progress in the field of market relations, organizations with various forms of ownership are becoming more autonomous in developing managerial decisions on the issue that ensures the efficiency of the enterprise's production activities. The correctness of the decisions made is due to various reasons that are interconnected with each other and the final result of production.

Increasing the efficiency of the production activity of an enterprise is one of the central problems of the economy,

There are a number of tools that will help the company to improve the economic efficiency of the enterprise:

1. Cost reduction. However, do not forget that cost reduction should not affect the quality of products. For example, you can reduce the staff or buy raw materials at a lower price.

2. Automation of production processes and modernization of production. However, before these activities, a detailed analysis of the performance of the enterprise should be carried out.

3. Competent marketing. The company needs to conduct a detailed study of the market and its products, prepare a high-quality advertising campaign that meets the tastes and interests of consumers.

If you correctly use all of the above tools, you can guarantee the proper growth rate of the efficiency of production and economic activity. There are a number of ways to do this: increasing the volume of production, bringing it to new markets, reducing the costs of production and sale of these products. One of the main ways to reduce costs is to save resources used in production (labor and material). Outsourcing is the newest and most effective strategy. The economic content of outsourcing is to provide a third party with individual production processes and powers, responsibility on the basis of a contract.

The share of outsourcing is increasing every year. It is used in the automotive industry, the production of consumer goods, computer technology. Also in world practice, a large share of outsourcing is carried out in the field of information technology, marketing and manufacturing. Outsourcing in the field of production is the most difficult because the outsourcing company needs not only qualified personnel, but also certain equipment and production facilities.

The purpose of the enterprise is to make a profit, and management needs to look for opportunities to increase it. It is necessary to compare the assessment of economic efficiency with the goals of production in the planned periods, since it characterizes the results of activities in the past, and its value is manifested in the present. Consequently, the totality of the results of production activities for a single period of time is the efficiency of production.

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## **SHARING ECONOMY**

### **Экономика совместного потребления**

Scientific, technological progress and the process of globalization have had a great impact on the development of the economy. With the growing influence of modern information and communication technologies on all spheres of society, the term "sharing economy" has become widespread. Sharing economy is a consumption model that involves the collective use of goods and services, barter and rent instead of ownership. Examples of this model are car sharing services (Uber, BlaBlaCar), apartment/house renting (Airbnb), reselling platforms (eBay, Poshmark), coworking spaces, crowdfunding.