

**DIRECTIONS OF IMPROVING BUSINESS ENVIRONMENT FOR STRENGTHENING ITS POSITIVE INFLUENCE
ON THE DEVELOPMENT OF THE LABOR MARKET IN THE REPUBLIC OF BELARUS**

DASHA GUKOVA, ELENA LYSICHENOK
Polotsk State University, Belarus

The necessity of studying the factors of the business environment affecting the labor market is justified. The essence of the business environment is presented, as well as, the composition of its factors is outlined. The peculiarities and problems of the labor market of the Republic of Belarus are revealed. The main recommendations for the development and improvement of the business environment with a purpose to enhancing its positive influence on the labor market.

Introduction. The labor market is the most important indicator of the development of the national economy. In the labor market not only interests of the worker and the employer are intertwined, but reflect all socio-economic phenomena occurring in society. In this connection studying the factors, which have an influence on the development of the labor market in the region and the state acquires a special value. The composition of these factors, in our opinion, combines the concept of "business environment". Thus, the improvement of the business environment implies the possibility of strengthen its positive influence on the labor market and employment.

Task information. The business environment can be considered as a set of external forces, factors and institutions, influence on the functioning and development of corporations, organizations (enterprises), firms of different types of economic activity. The labor market is also subject to the impact of the business environment and is influenced by the factors shaping it, such as, for example, legislative, political, social, technological. In order to improve the situation on the labor market in the region and the state, it is necessary to improve the business environment.

Result, their discussion and perspectives. The Belarusian labor market is characterized by the traditional nature of the forms and structure of employment and cannot be classified as a flexible and effectively regulated market. Current trends in socio-economic development of Belarus are conditioned, on the one hand, by the appearance of negative social phenomena in the labor market (qualitative discrepancy between the supply and demand structures of the labor force, part-time employment), and on the other – filling new promising content of already existing phenomena and processes (flexible forms of employment, human potential in the sphere of labor, competitiveness of labor resources). Against this background possible and necessary to transform the structure of employment as a key condition of rational change in the structure of national production (the creation of high-tech industries, the development of innovative services) [1].

Based on this research the next can be noted [2]:

1) Labor market, obeying in general the laws of demand and supply, on many principles of the mechanism of its functioning is a specific market, where the regulator is not only macro- and microeconomic factors, but also social and socio-psychological factors.

2) The finite purpose of the labor market is the satisfaction of the vocational, labor and vital interests of the economically active population, including social protection, providing the national economy with the necessary personnel and the reaching the maximally full and continuous employment, with considering the need for a partial working week, etc.

3) The state of the labor market in the CIS countries requires the reforming at not only the legislative level, but also reconstruction of the education system, social protection, and taxation at the institutional level.

4) The main objectives of employment policy and the labor market are raise of the efficiency of use of labor resources and work force's competitiveness in the labor market.

Summarizing all of the above mentioned, let us pick out the main recommendations for the development and improvement of the business environment from the position of strengthening its positive influence on the labor market.

1. *The development of the information society and the widespread introduction of information and communication technologies* («Informatization»). The implementation of this direction is a key component of the country's innovative development strategy [3].

Information and communication technologies will become a tool, that will provide the development of a high-tech sector of the economy, will create conditions for the transition to a digital economy, improving the

institutional and the formation of a favorable business environment.

2. *The emancipation of business initiative and formation of favorable conditions for doing business* (decline the administrative load, creating a specialized portal that provides exhaustive information on the creation and doing business, the development of support infrastructure, etc.) [3].

Respectively to solve the problems, it is necessary to carry out the structural reforms in the labor market in order to solve long-term challenges.

3. *Increase the competitiveness of the work force through the use of effective mechanisms and incentives for continuous professional education of staff throughout the working life, development of the vocational orientation system for people.* Emphasis should be concentrated on expanding employment in services, training for new market-based services and social infrastructure, especially in rural areas [4].

4. *Scaling down of informal employment.* Assumes the functioning of the tax and customs systems, with considering their potential to effectively promote the reduction of informal employment. It should also be provided presumptive taxation of small and medium-sized enterprises and the gradual transfer of tax burden to larger taxpayers [4].

5. *Creating new jobs and provision of active employment.* It is envisaged to significantly improve the business environment. The planned measures will be aimed at the maximum emancipation of the business initiative. The most important criterion for their implementation is a harmonious, mutually beneficial partner development of private and state business [3].

The main task in this case is creating conditions for the growth of labor productivity, which will increase the income of the population. It can be realized through the liberalization of the labor market with the transfer of social functions performed by regulation of salary and mobility of labor resources, social protection system. The main direction of reforms should be the stimulation of labor resources mobility, which implies an increase in opportunities for the implementation of private initiative in the economy. Accordingly, it is necessary to continue supporting the development of small and medium-sized businesses, as well as to provide further improvement of the business environment. The accompanying effect of a favorable business environment can be the activation of return migration, which must also be supported by administrative measures.

Return migration transforms costs from brain drain into additional benefits for the economy, since returning citizens bring with them new knowledge, skills, technologies and investments.

In this way, improvement of the business environment will contribute activation of development of labor market in the Republic of Belarus and its regions.

REFERENCES

1. Соколова, Г.Н. Рынок труда в регионах Беларуси: социальные проблемы занятости / Г.Н. Соколова // Социологические исследования. — 2013. — № 5 (325). — С. 40–52.
2. Боровик, Л.С. Структура занятости населения: территориальные и отраслевые диспропорции / Л.С. Боровик // Экономический бюллетень НИЭИ Министерства экономики Республики Беларусь. — 2013. — № 11. — С. 74 – 86.
3. Программа социально-экономического развития Республики Беларусь на 2016-2020 гг. [Электронный ресурс]. – Режим доступа: http://www.government.by/upload/docs/program_ek2016-2020.pdf. – Дата доступа: 25.01.2018.
4. Национальная стратегия устойчивого социально-экономического развития Республики Беларусь на период до 2030 г. [Электронный ресурс]. – Режим доступа: <http://www.economy.gov.by/uploads/files/NSUR2030/Natsionalnaja-strategija-ustojchivogo-sotsialno-ekonomicheskogo-razvitija-Respubliki-Belarus-na-period-do-2030-goda.pdf>. – Дата доступа: 25.01.2018.