

2) The most discussed and analyzed techniques are not intended to assess the competitiveness of the organization, but narrowly specialize in assessing the competitiveness of the competitors (M. Porter, E.I. Mazilkina);

3) Some of these methods are based on a narrow definition of competitiveness and are applied strictly to the product, which is indicative of incomplete coverage of assessing the competitiveness of the enterprise;

4) Each of these methods is of a matrix or of an analytic type, which in terms of the completeness of an estimation of the competitiveness is not fully investigated to evaluate the competitiveness of the enterprise.

5) The high dependence of many methods on the input data should also be noted, such as the rating assessment, which is presented in the article by the tabular method developed by R.A. Fahtutdinov)

The most general conclusion that can be made with the consideration of the proposals suggested by the author of the article must include the following theses:

1. All of the methods discussed in the article are reduced to two (three) the most extensive groups: the analytical (or calculated) and the matrix (a part of which it is possible to allocate graphics directly matrix) ones.

2. Each of the proposed groups of the methods has their relative advantages and disadvantages:

a) Benefits matrix methods are easy to use, of a universal category, inherent in the essence of the method for the evaluation of competitiveness, however, the most significant drawback is also the input data or the direct criteria which are used to assess competitiveness;

b) The most common disadvantage of the analytical (calculation) method is also the dependence on the input data, which, in relation to this type of method, can be interpreted as the dependence on the subjective assessment, because the data for this type of method is often obtained by an expert;

c) Based on the mentioned information and two postulates above, we can conclude that the most efficient method is the use of the combined methods of the estimation of the competitiveness which allows to reach a more detailed assessment of the competitiveness considering a greater amount of the evaluation criteria, as well as eliminating the subjectivity of its assessment.

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UDC 331

EVALUATION OF LABOR POTENTIAL OF THE REPUBLIC OF BELARUS

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The article presents definition of the category "labor potential", the results of analysis and assessment of labor potential development in Belarus based on the classification of its components after B.M. Genkin. Also here is given the conclusion about problems for development and use of labor potential in Belarus in the process of the knowledge economy formation.

Introduction. Labor resources, with its qualitative and quantitative indicators, have a special role in the economic development. Qualitative characteristics of labor resources are inextricably linked with the concepts of human potential and labor potential. Human potential – is the combination of qualities of an individual person, formed under the influence of social forces and interaction between society and individual. Labor potential – is the sum of all employment opportunities for the individual, as well as for the various groups of employees in the society. Labor potential characterizes the quality of labor resources and their potential, as well as the number of labor resources. As the human resources and their labor potential become the main source of the society development, here appears a relevant task of labor potential analysis and evaluation.

The main part. According to the research of the approaches to study the essence of the category «employment potential» we have formulated the following definition of labor potential: the labor potential of the country – is labor capacity and ability to the development of the working-age population, which are determined by personal characteristics, knowledge, people abilities and skills, acquired in the process of upbringing, lifelong education and directly in the process of labor activity.

Qualitative characteristics of labor potential can be revealed by using aggregate demographic, medico-biological, professional, social, psychological, ideological and political, moral, scientific and technical signs.

The quantitative aspect of labor potential is determined by demographic factors (natural growth, state of health, mobility, etc.); the industry's needs in the workforce and the abilities to satisfy needs of working-age population in work. Labor potential can be quantitatively characterized by the working-age population in its active age, i.e. labor resources available to the economy at every certain period [1].

In order to evaluate employment potential, it is necessary to identify a number of components included in labor potential. In this paper we use the components classification according to B.M. Genkin, he refers to labor potential the following components [2]:

- health;
- morality and the ability to work in a team;
- creative potential;
- activity;
- organization and assertiveness (harmonious unification of personality traits);
- education;
- qualification;
- resources of working time.

The author carried out the analysis of the labor potential components in the Republic of Belarus, the results that research are presented in table.

Table – The results of the analysis and evaluation of labor potential in the Republic of Belarus

The components and indicators of labor potential	Assessment of the indicator based on the analysis of the dynamics or comparison with the indicators of leading countries	Qualitative assessment
1	2	3
1. HEALTH		
1.1 Dynamics of mortality by age	Reducing mortality in all age groups	Favorable
1.2 Health care expenses		
1.2.1 Level ant expenses dynamics	Low level with volatile tendency to decrease	Adverse
1.2.2 Comparative evaluation	Lower than in developed countries	Adverse
1.3 Subjective evaluation of health status	Reduction of specific weight of people with good health by 1 percentage point.	Adverse
1.4 The dynamics of professional diseases	The decrease in the number of workers with professional diseases	Favorable
2. MORALITY		
2.1 Dynamics of the number of registered crimes	The decline in the number of crimes in 2012 compared with 2000 on 15413 units	Favorable
2.2 Dynamics of specific weight of crimes connected with the special part of criminal code	The growth of the specific weight of crimes against public safety and against the state by 5.8 percentage points and 1.6 percentage points respectively	Adverse
2.3 The level of corruption	High compared with the leading countries	Adverse
3. CREATIVITY AND INNOVATION		
3.1 Rate of inventive activity dynamics	Rate of inventive activity in 2012 increased in comparison with 2005 by 50%	Favorable
3.2 Specific weight of shipped innovative products in total volume of shipped products	Increased in 2012 compared to 2010 by 3.3 percentage points	Favorable
3.3 Specific weight of shipped innovative products which are new for the world market in total volume of shipped products	Low level with unstable dynamics	Adverse
3.4 The effectiveness of the use of employed in knowledge-intensive activities	Lower than in developed countries	Adverse
3.5 The level and dynamics of the domestic expenses on research and development (% of GDP)	For the period 2005-2010 has not practically changed and now it is in 3-4 times lower than in developed countries	Adverse

Economics

Table Continuation

1	2	3
4. EDUCATION		
4.1 The structure of employed by level of education	Specific weight of employees with tertiary education in 2012 compared to 2005 increased by 4.6 percentage points	Favorable
4.2 The structure of unemployed by level of education	Specific weight of unemployed with higher education increased in 2012 compared to 2000, by 3.9 percentage points	Adverse
4.2 Expenses on education (% of GDP)		
4.2.1 Dynamics of the indicator in Belarus	Unsustainable growth	Rather favorable
4.2.2 Comparative evaluation with the developed countries	In 1,5-2 times lower than in developed countries	Adverse
5. RESOURCE COMPONENT OF LABOR POTENTIAL		
5.1 The structure of labor resources by source of forming	Reduction of specific weight of employable population in the working age in 2012 compared to 2000 by 1.6 percentage points	Adverse
5.2 The structure of the labor force by ways of use	The growth of the specific weight of the economically active population in 2012 compared to 2000 is 0.7 percentage points and the employed population – is 1.5 percentage points	Favorable
5.3 Dynamics of labor force in 2000-2012	Since 2006, there was a reduction of the labor force and employable population in the working age	Adverse
5.4 Dynamics of the level of economically active population	The growth of the specific weight in 2011 compared to 2000 by 3,1 percentage points	Favorable
5.5 Structure of employed by age in 2005-2012	The growth of the average age of employees in 2012 compared to 2005 by 1,1 years. The growth of the specific weight of persons aged 55 years and older during the same period by 4,4 percentage points	Adverse
5.6 Structure of unemployed by age	The growth of the average age of the unemployed in 2012 compared to 2000 by 5,2 years. Notes the increase of the specific weight of the unemployed in older age groups.	Ambiguous assessment of the phenomenon

Source: own development based on the sources [3–6].

After analysis, we can identify a number of problems in formation, development and use of labor potential in the Republic of Belarus, hindering the process of formation and development of the knowledge economy:

- presence of demographic threats causing the decline of labor resources and labor potential;
- relatively low effectiveness and efficiency of innovation activity;
- lag in the implementation of available inventions, patents;
- discrepancy of quality and structure of training specialists to demand on the labor market;
- increase in the workforce share of pensioners;
- insufficient funding of health care, education, expenses on research and development.

Conclusion. During the analysis of the labor potential in the Republic of Belarus we considered 5 components of the labor potential – health, morality, creativity and innovation, education and resource component. In the component «health» only two indicators out of five have a favorable assessment. In the component of «morality» one indicator out of three has a favorable evaluation. In the component «creativity and innovation» only two indicators out of five have a favorable assessment. In the component «education» favorable rating has one indicator out of four. In the component «resource component» two indicators out of six have favorable assessment. The results obtained by evaluating of the labor potential components in the Republic of Belarus show that none of the analyzed components cannot be considered fully supportive and providing appropriate support to the establishment and development of the knowledge economy in the country.

We believe that the results of the labor potential assessment in the Republic of Belarus should be used to develop areas that need strengthening and development.

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UDC 658.152

PURCHASES MANAGEMENT OF RAW MATERIALS AT INDUSTRIAL ENTERPRISES

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This article is devoted to investigation of the procurement role in ensuring the successful operation of the enterprise, The possible ways to improve the process are analyzed here The relevance of this topic is due to the increased interest in procurement management, The article focuses at the need of optimizing the business process .

Objectives of the work:

1. Identify the essence of the concept of "procurement".
2. Examine the business activities of enterprises logistics.
3. To analyze the process of providing materials on the example of the organization of an industrial enterprise.
4. Identify ways to improve the management process.

Information base of research included the works of domestic and foreign authors, electronic resources, materials, periodicals, as well as the laws and regulations of the Republic of Belarus, the report materials.

The relevance of this topic is due to the increased interest in procurement management, as well as the need to optimize the business process. The role of the procurement process in the modern company is very important. Since the timely and qualitative analysis and procurement of raw materials depends on the production process of the enterprise.

Procurement activity aims to ensure that the company receives the necessary quality and quantity of raw materials, goods and services at the right time in the right place, from a reliable supplier in a timely manner to meet its obligations, with good service and low price.

Strategic supply side – it's all the processes of procurement and supplier relationships, communication and cooperation with other departments of the company, the needs and demands of end users, as well as planning and development of new procurement schemes and methods [1].

The object of study – a procurement process in the industry.

Subject of research – the commission manage the procurement process in an industrial plant.

The activity of any enterprise, both public and private sector depends on the availability of raw materials, goods and services that it provides other companies. As a rule, no organization, enterprise, institution in this respect are not self-sufficient.

The role of the procurement process in the modern company is very important. Since the timely and qualitative analysis and procurement of raw materials depends on the production process of the enterprise.

Procurement logistics supply can be classified by type of needs: raw materials, special products, components, energy, auxiliary materials, tools, spare parts, packaging services:

- by frequency of purchases: one-time, occasional; Intended: reserve replacement, maintenance needs;
- by nature of material assets: physical, chemical;
- by mean of transportation: road transport, air transport, rail transport, maritime and river transport;
- by use of the product for internal consumption, the end-user.

In addition to this classification can be distinguished international and government procurement as a separate species [2].

So, purchase (supply) – one of the most important business processes that takes place at the businesses. Ensuring effective functioning of a modern enterprise is largely determined by the procurement processIt has a significant impact on the stability, efficiency and competitiveness of the enterprise. Compliance with such a concept as competitiveness significantly determined by the ability of the enterprise to meet the demands of