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THE ROLE OF TRANSPORT INFRASTRUCTURE DEVELOPMENT IN THE REPUBLIC OF BELARUS

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The actuality of this article presents the fact that economic growth, income level and overall development of society depends not only on the deepening division of labor and complexity of industrial and commercial relations, but also on the people's aspirations for closer interaction and cooperation, so the availability of adequate transport infrastructure is of paramount necessity. Considering the current state of the transport infrastructure in the Republic of Belarus, taking into account the geopolitical location of the country, we can conclude that nowadays the development of transport infrastructure in the Republic of Belarus does not correspond to its real possible level and require upgrading to more efficient use of the capacity of the country.

Transport infrastructure is a type of infrastructure, the aggregate of all transport industries and companies, which perform transportation, as well as provide its implementation and maintenance [1].

The object of the transport infrastructure is a technological complex, which includes rail, tram and inland waterways, contact lines, roads, tunnels, overpasses, bridges, railway stations and bus stations, subways, sea trade, fishing, specialized and river ports, port facilities, shipping waterworks, airfields, airports, communication systems, navigation and motion control of vehicles and other transport complexes of buildings, structures, devices, and equipment, which are necessary for transportation [2].

The world economic forum, in its report for the year of 2014, ranked the countries according to the level of development of transport infrastructure. Among the countries of the former USSR the best position has Estonia – 29 place. Azerbaijan – 38, Lithuania – 41, Latvia – 42, Kazakhstan – 50, Russia – 53, Georgia – 69. Ukraine has better position in comparison with Moldova (82) and Armenia (85), Tajikistan (91), Kyrgyzstan (108). The Republic of Belarus, Uzbekistan and Turkmenistan are not included in that list [3].

As a consequence, we should notice that for the Republic of Belarus it is necessary to take some measures to develop its transport infrastructure. At the moment, the first steps have been already made in this direction: operates resolution of the Council of Ministers of the Republic of Belarus dated April 6, 2006, № 468 "On approval of the Program "Roads of Belarus" for 2006-2015". Within the framework of this program the following activities have already been carried out: representing a complex of interrelated measures and mechanisms aimed at improving transport and operational condition of roads and the provision of national economy and population in the roads. Activities are provided by the scope of work of traffic activity on maintenance, repair, overhaul repair, construction and reconstruction of roads [4].

It is expected that as a result of the implementation of the strategy in 2015 the total amount of revenues from transit (excluding revenues from the transit of oil and the cost of services for the transit of natural gas through pipelines) will be \$2.4 billion, or 160.2 % compared to 2010, as well as to 2.6 % and 2.7 % in the gross domestic product.

The amount of revenue for the residents from the international road transit traffic through the territory of the country – \$392.2 million (160 %), from roadside services – \$1.2 billion (180,3 %).

Contributions to the budget from the residents of the international road transport transit through the Republic of Belarus in 2015 will be \$25.4 million, or 155 % compared to 2010. Tax deductions for transportation on public motor roads in 2015 will reach \$11.2 million (160 %), and the road tolls on the highway M-1/E30 – \$79 million (164.6 %) [5].

The Program of development of the logistics system of the Republic of Belarus for the period till 2015 is also carried out in the Republic of Belarus, approved by the resolution of the Council of Ministers of the Republic of Belarus dated August 29, 2008 No. 1249. The developers of this program calculated that with the development of logistics service in 2015, the Republic of Belarus will have an economic effect in the amount of \$ 5.7 billion.

The program of development of the logistics system of the Republic of Belarus for the period up to 2015 aims to elaborate the main directions of development, to create organizational charts of logistics centers and to create all necessary conditions for attracting investments in facilities and infrastructure of logistics system.

The dynamics of growth in the number of logistics centers in the Republic of Belarus is presented in the table 1.

Table 1 – The dynamics of growth in the number of logistics centers in the Republic of Belarus

	2012	2013	2014
Transport logistics centers, number of units	11	21	30

Source: [6].

Economics

According to this program it is proposed to build or create 6 regional and 12 territorial transport-logistics centers by means of upgrading the existing infrastructure. Considering the analysis of foreign trade and transit traffic, and also international transport corridors passing through the territory of the Republic of Belarus, transport and logistics centers are expected to be created in addition to the regional centers in Zhlobin, Rechitsa, Mozyr, Soligorsk, Pinsk, Baranovichi, Orsha, Vaukavysk, Lida, Borisov, Krichev and Bobruisk [6].

In addition to the foregoing, to improve the transport infrastructure of the Republic of Belarus, we propose the following activities:

1) In repairing the highways of Republican destination the complete renovations of the segment of the roadway should be used, but not the "point» repairing, what is used much more often. In the future all the roadway will be updated on a certain highway.

2) The major highways should be widened and multi-level interchanges applied in places of high traffic.

3) In the road construction it is necessary to take into account their high groovy eclipse. Insufficient groovy eclipse of the roadway can lead to rapid destruction, as a result travel speeds will decrease on these roads.

4) In the Republic of Belarus there is no well-developed roadside services. It is recommended to increase the number of roadside hotels and places of recreation and maintenance of vehicles mainly for drivers of international traffic.

The improvement of the transport infrastructure of the country is also possible with foreign investments. The favorable investment climate of the Republic of Belarus is determined by the following factors:

1. The strategically advantageous location

Accommodation business on the territory of Belarus allows companies to serve the most capacious and fast-growing markets: the European Union's (500 million consumers), Russia, Ukraine, Kazakhstan and other CIS countries (280 million consumers).

2. Direct access to the market of the Common Economic Space (CES):

– the common customs territory of the CES;

– the equal business conditions (including the cost of the key energy resources);

– the common rules of technical regulation, common sanitary, veterinary and phytosanitary norms;

– the free movement of goods, services, capital and labor.

3. Competitive investment and tax climate

In Belarus there are a number of preferential modes, which can be very useful for foreign companies, including position of their tax planning and optimization. According to the World Bank "Doing Business-2015" research, in comparison with 2013 Belarus improved in 2014, its position in the assessment of the quality of the business environment increased on 1 point. As a result, the business environment of Belarus was ranked 57th place out of 189 countries, far ahead of Russia and Ukraine that we can observe in the table 2.

Table 2 – The ranking of countries in terms of business conditions 2014

Country	Business conditions, place
Poland	32
The Republic of Belarus	57
Russia	62
Kazakhstan	77
Ukraine	96

Source: [7].

4. Advantageous geo-economic situation of the country

The Republic of Belarus is crossed by two pan-European transport corridors, according to the international classification № "II" ("West-East Berlin-Warsaw-Minsk-Moscow) and № "IX" ("North-South" - Russian border with Finland-Vyborg-St. Petersburg-Vitebsk-Gomel-Ukraine-Moldova-Bulgaria-Greece) with a branch "IXB" - Gomel-Minsk-Vilnius-Klaipeda-Kaliningrad.

5. Unique privatization opportunities

The Republic of Belarus offers foreign companies a unique opportunity for accelerated development of their business related to the intensification of the country's privatization process.

6. A skilled workforce

More than 90% of the population of the Republic of Belarus has higher, secondary or basic education [7].

Thus, from this article we can conclude that the development of transport infrastructure in the Republic of Belarus corresponds to the current level of economic development of the country. However, it requires the upgrading for more efficient use of the capacity of the country.

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COMPETITIVENESS OF THE COMPANY AND ITS DETERMINING FACTORS

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The article presents the concept of "competition", "competitive advantage," "competitiveness", it is analyzed the logical connection between them, it is identified the factors determining the competitiveness of an enterprise.

Competition in any society is a natural and necessary form of interaction between enterprises, companies and people. It is predetermined by their different positions in society, different objectives and interests [1].

Obviously, the competitive advantages are inextricably linked with the competition: they arise, where competition emerges and develops [1].

Competitive advantage is a system that possesses any exclusive value, giving it superiority over its competitors in the economic, technical and organizational field [2].

Different scientists define the relationship between the categories as follows: for example, G.L. Azoev defines them as follows: "Peculiarities of competitive advantages and the mechanism of their formation fundamental basis to ensure the competitiveness of the organization" [3].

In the economic literature competitive advantages are often identified with the possibilities of the company more effectively manage available resources that is its competitiveness. This analogy is well founded, as the sense of competitiveness often interpreted as the ability to stay ahead of rivals in achieving economic goals [1].

In other words, the competitiveness carries a competitive advantage initially. In today's market, the competitiveness of the organization is the only original element-the foundation of creating competitive advantages [1]:

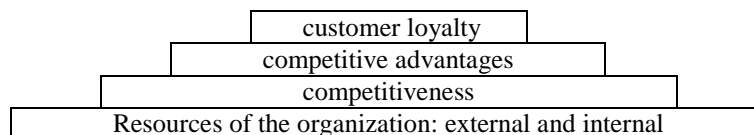


Fig. 1. A schematic representation of the relationship of concepts "competitiveness" and "competitive advantage."

Source: [1].

Competitiveness has a property of hierarchy. Therefore, assessment of the competitiveness of the enterprise should be based on considering and understanding that "Competitiveness is a system and determinants can be understood only in the exchange between the interconnected elements which are formed at different levels of the social system" [2]. Thus, the competitiveness of the organization is formed by the competitive