

Table 3 – Assessment of population ageing in the Republic of Belarus on the United Nations scale

Years	Total population, mil. people	Proportion of 65 years people and older, %	The level of population ageing
1970	8,99	9,0	Old population
1979	9,53	10,8	Old population
1989	10,15	10,4	Old population
1999	10,04	13,3	Old population
2009	9,51	14,3	Old population
2010	9,50	14,1	Old population
2011	9,48	13,8	Old population
2012	9,47	13,7	Old population
2013	9,46	13,8	Old population

Source: elaboration of the author based on [1].

As a result, the development of the silver economy can give a powerful impetus to the development of society and increase its prosperity, ensuring a comfortable life for both young and old people. The experience of European countries in the development of the silver economy is useful for the Republic of Belarus. A lot of attention should be directed at increasing of the employment of pensioners, promotion of their work, education "through all life", and the introduction of geront-technology and development of geront-marketing focused on older age groups. However, in the Republic of Belarus, like in other transition economies, it can be done only when other more pressing problems are solved, in particular the problems of providing effective employment, wages, social security, raising the level of innovativeness of the economy, the effective development of industry and agriculture.

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#### INNOVATION AS THE OBJECT OF ACCOUNTING

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In recent years innovation is more and more often discussed in various spheres of life. However it should be noted there is no precise definition of the term. This is primarily related to the fact that "innovations" affect all the fields of human activities. They reveal the concept of the term in their own way. All this discovers the actuality of the subject 'innovation'.

Misunderstanding of the term also makes fast development of the innovations difficult. This is the result of people being incompetent which causes negative results of their activities. This situation is a problem of the present reality.

## Economics

Innovations as a science originated not long ago. It studies innovations and their manifestations. At present the term "innovation" has no clear definition. This fact allows us to provide a new concept of "innovation" by means of the sources analysis, which will contribute to the further development. Presentation of the new understanding, the definition of the new term "innovation" is the purpose of my scientific work.

In this report the author used the following methods: system approach method, analysis and synthesis, the unity of the historical and logical approaches, comparison, and reasoning by analogy.

#### 1. The essence of the concept of "innovation"

In this report the author considers approaches to defining the essence of the concept "Innovation", analyzing the sources: normative documents of the Republic of Belarus, dictionaries and encyclopedias and other literature.

Our research showed that the opinions of the authors of the economic literature are slightly different, which makes a different approach to the definition of innovation. In this respect we can classify the concept of innovation into twelve major groups, such as:

- *New or improved products;*
- *products introduced into civil turnover;*
- *new organizational and technical decisions of the administrative, commercial or otherwise;*
- *new or improved technologies;*
- *new or improved services;*
- *solution can promote technologies, products and services in the market;*
- *result of activity on realization a new product on the market;*
- *practically used the results of activity ;*
- *commercial application of innovation;*
- *the result of innovation activities;*
- *result to achieving STP;*
- *new way of creating added value.*

The analysis of the concept "Innovation" shows that 15.6 % of the authors define it as new or improved products; 13.3 % believe it is the new organizational and technical decisions of the administrative, commercial or other character, new or improved technology, new or improved services; 11.1 % define innovation as practically used results of the activities; 8.9 % of the authors define the concept of innovation as products introduced into civil turnover, result of activity in realization of a new product on the market; 6.7 % believe that innovation is the solution that can promote technologies, products and services on the market, the commercial application of innovation; the smallest number of authors – 2.2 % define the concept of innovation as follows: the result of innovation activities.

The study allowed to unite the groups of the "innovation" concept into common approaches, such as law and economics. Based on the sources analysis we have distributed approaches to the essence of the concept of "Innovation".

Table 1 – Approaches to the essence of the concept of "Innovation"

Approaches	The essence of the approach	Authors, sources
Law	New or improved products, technologies, services, and new organizational and technical decisions of the administrative, commercial or otherwise	Law of the Republic of Belarus № 425-3 [1], I. V. Voitov, A. L. Topoltsev, A. P. Chechko, M. A. Bondarenko[2, c. 36], M. I. Krutalevich, E. V. Vashekevich, L. Y. Kunitskayah[3]
Economic	New or improved products	T.Y. Goraeva, S.A. Krechko [4, c. 4], M. N. Chechurina[5, c.8], I.V. Voitov, V. M.Anishchik, A.P. Grishanovich, N.K. Talochka. [6, c. 7], I.V. Voitov, F.N. Hadorkin, J. F.Solonovich [7, c.256], I.A. Kostevich, V.A. Bogush, I.S. Kangro [8, c.54]
Account		

Source: own development based on the study of the special economic literature.

The author has determined the legal approach to the essence of the term "innovation" as new or improved products, technologies, services, new organizational and technical decisions of the administrative, commercial or other character.

Economic approach which defines the term as new or improved products was also determined.

Having studied the economic essence of the concept "innovation" in the economic literature and regulatory legal framework, we can conclude that the approach to defining the essence of this concept in various sources is ambiguous.

As a result of the study we derived two approaches which share a common attribute: new or improved products. Based on this comparison we can give a definition of the term 'Innovation' as new or improved products.

#### 2. Classification of "innovation".

Economic literature presents a variety of approaches to the classification of innovation. The author has considered the approaches of the following Russian scientists: P.N. Zavlina and A.V. Vasilyev, V.V. Gorshkov and E.A. Kretova, E.A. Utkin, G.I. Morozova and N.I. Morozova, I.T. Balabanov, A.I. Prigogine.

Having analyzed the proposals of classification "innovation" we have come to the following conclusion: the views of some scientists on the term 'innovation' are similar (scope, structure and targeted innovation changes as the scale of the intensity and effectiveness of innovation). Conclusion: these signs are essential for determining the classification of innovation.

As a result of this study the following definition of the term "innovation" was given - new or improved products. The following attributes are defined: classification, the field of application, the structure of innovation and change targets, the scale of the intensity and effectiveness of innovation that contributes to a better perception of the term, and therefore a better understanding of what we achieved exploring the concept. Thus the author has achieved the goal of the research: the definition of the new term "innovation".

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#### ANALYSIS OF TRANSPORT AND LOGISTICS INFRASTRUCTURE OF VITEBSK REGION

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*This article analyzes the transport and logistics market in Vitebsk region of Belarus. The main factors hampering the development of logistics and transit potential of the region are identified. The methods solving this problem are developed.*

Creating conditions for development in the regions of the integrated economy based on the development and competitiveness of freight and goods movement system, an extensive network of distribution and warehousing, realization of innovation, financial and human capacities of Belarus, is one of the main conditions for increasing political, economic role of the country in the world economic space. The strategic objectives of development of the regions of Belarus are overcoming the gap of transport infrastructure development and forming the elements that make up the national and international transport corridors passing through the territory of the Republic, based on the formation of self-sufficient regional economy.