

The high cost of brands included in the rating is calculated on the market value of the brand, the company's performance, its position among competitors in the industry, the opportunities for further development and growth.

As a result of the research it can be concluded that branding is an important component of any enterprise, a symbol of commercial activity. The development of branding provides the company significant competitive advantages in the marketplace. The first step on the way of branding development is an implementation the brand book.

REFERENCES

1. Гринюк, Ж. Национальные бренды: пора инвестировать в будущее / Ж. Гринюк // Современные технологии управления персоналом. – 2003. – С. 28–32.
2. Шевчук, А. Что же такое «бренд», или попытка расставить точки над «i» / А. Шевчук // Маркетинг, реклама и сбыт. – 2002. – С. 29–43.
3. Щербич, Г.А. Маркетинговые коммуникации : учеб.- метод. пособие // Г.А. Щербич, Н.Н. Анохина. – Минск : БГЭУ, 2012. – 98 с.
4. Рудая, Е.А. Основы бренд-менеджмента: учеб. пособие для студентов вузов / Е.А. Рудая. – М. : аспект Пресс, 2006. – 256 с.
5. Брендинг и маркетинг Беларуси [Электронный ресурс]. – Режим доступа: <http://imagebelarus.by/node/1286>. – Дата доступа: 15.01.2015.
6. Необходимость брендбука [Электронный ресурс]. – Режим доступа: <http://print-reklama.by/pages/articles/brandbook.php>. – Дата доступа: 09.09.2014.
7. BelBrand 2014.Top 100 Belarusian Brands [Электронный ресурс]. – Режим доступа: <http://www.mppconsulting.com.ua/ukrbrand/belbrand2014.pdf>. – Дата доступа: 10.06.2014.

UDC 33.1.101.2(476)=111

ANALYSIS OF LABOR POTENTIAL IN BELARUS AT THE END OF 2014

LOLITA DAVIDOVICH, VITALIJ KOZLOVSKIJ
Polotsk State University, Belarus

This article presents analysis of the labor potential in the Republic of Belarus at the end of 2014. The general state of the labor market of the Republic of Belarus has been reviewed, negative phenomena have been marked. A number of measures that would help solve the problems in the labor market have been represented.

In the modern world a man, opportunity and ability of each employee, the individual groups and society as a whole play the primary role in manufacturing. Based on the data study of labor potential key indicators we can see the "weak" points in economy and social policies and, therefore, we can define new directions and priorities for work. According to the data received for several years we can follow the dynamics of the main indicators and find out what was the cause of the increase or decrease of labor potential, and to avoid mistakes in the future. In addition the impact of labor potential directly affects the economic potential of the state as a whole which means that the considered issue is actual [1, p. 309].

The phenomenon of migration directly influences the employment potential of the state. In the 50s – 60s of the XXth century there was an excess of labor in Belarus, which could not be fully used by the republic's economy which became the cause of people's migration to other regions of the former USSR. Besides Belarus lost its population because of the exchange with the Russian Federation, Ukraine and Kazakhstan, as well as with some Baltic republics. Radical change in the external migration reduction occurred in the 60s XX of the century. The smallest migration percentage of Belarusians took place in 2000, at the moment this figure is several times lower, it indicates the stability in the economy and better working conditions in general.

Nowadays the concepts "human development index" and "human capital" are used to characterize the labor potential of the XXth century [2]. HDI of the countries is published by the UNDP in the annual "Human Development Reports." Now the Human Development Index for Belarus is 0.786. Having this index our country still holds a firm place in the category of countries with high human development. The main components of the index have risen too.

Generally the Republic of Belarus occupies the 53rd place in the ranking of the Human Development Index in 2014.

Apart from the high rate of HDI, measures taken by the Belarusian Government to ensure the employment of the Republic of Belarus allowed to maintain stability in the social sector, to improve the situation at the labor market, to reduce unemployment; contributed to the reduction of tensions at the labor market.

Economics

Nowadays the overall labor market conditions of the Republic of Belarus are characterized by steady excess labor demand over supply [3]. The number of vacancies declared by employers to the Labor, Employment and Social Protection Committee of Minsk City Council, Labour, Employment and Social Protection Directorates (Departments) of City and District Councils, on December 1, 2013 amounted to 65 thousand (December 1, 2012 - 67.5 thousand vacancies).

At the same time organizations need more blue-collar professions, which make up about 80 percent of the total number of vacancies, about 11 per cent of the jobs are associated with unskilled labour.

In January-November 2013 242.9 thousand people applied for employment assistance to the bodies of Labour, Employment and Social Protection (88.5 per cent compared to the same period of 2012), 147.3 thousand of which were unemployed (87.6 per cent). 284 thousand of people needed to be employed (88.6 per cent), including citizens who were registered with labour, employment and social protection bodies, at the beginning of the year, 172.2 thousands of which were unemployed (87.7 per cent).

Tension at the country's labour market (the number of unemployed per vacancy) decreased from 0.4 on December, 1 2012 to 0.3 on December 1, 2013, in rural areas from 0.6 to 0.5. The registered unemployment rate was 0.5 percent of the economically active population while the forecast for the end of 2013 is up to 1.5 per cent.

Positive dynamics of the demand for labour has helped to reduce the average duration of unemployment to 3.4 months (at the same period of 2012 it was 3.7 months). The employment period of the unemployed was 1.4 months.

As part of the State program activities promoting Belarusian employment in 2013, approved by the Council of Ministers on December 27, 2012 № 1211 (National Legal Internet Portal of the Republic of Belarus, 17.01.2013, 5/36768) in January - November: assistance in employment for created and the existing working places was provided. 171.3 thousand of people, 112.7 thousands of them were unemployed (respectively 100.8 and 95.5 per cent of the expected result); assistance in organization of business, craft activities, as well as the rural tourism services was provided by supplying 2.3 thousands of unemployed (94.7 per cent) with subsidies; training of 9.6 thousand of people (76.7 per cent) was organized; 62.3 thousand of people (96.7 per cent) took part in paid public activities, including 31.9 thousand of unemployed (97.8 per cent); 288 families of the unemployed (114.3 per cent) were resettled to a new place of residence and work; 30.9 thousands of pupils and students were provided with temporary employment in their free time (129.8 per cent) [4].

Realizations of the state and regional programs had a positive impact on the labour market of small and medium-sized towns and districts with persistently high level of unemployment. Out of 117 districts and 12 towns of regional subordination only in 2 areas unemployment rate has exceeded 1 percent and amounted to 1.1 percent.

However, there are a number of negative effects at the labour market:

- reduction in labour supply,
- the development of regional and professionally qualified imbalance of supply and demand at the labor market amid the low level of labour mobility,
- a decrease of population of working age,
- reduction of the level of employment, which is accompanied by staff shortage, which formation is significantly affected by the labor market and educational services imbalance. Imbalance between demand and supply of labour force in professional, qualification structure, geographical location of vacancies and the unemployed has been preserved,
- the problem of employment of certain categories of young people without professional education, disabled people, citizens, released from correctional penitentiary institutions of the Ministry of Internal Affairs system, as well as citizens who have a long break from work and need social support (hereinafter called as the target groups).

Certain regional differences were made at the labour market of the Republic of Belarus, which appear to a greater extent not on the regional base but within regions. Despite the decrease of unemployment in regions, tight labour markets exist in a number of areas and small towns. One of the obstacles to their effective development is uneven territory distribution of the labour force and low labour mobility.

Besides, the brain drain outside the country has had a significant impact on the labour market, especially in the context of free movement across borders within the Common Economic Space. Against the background of the brain drain and workers outflow in connection with the retirement there has been a decrease in the prestige of blue-collar professions among young people.

To solve these problems it is advised:

- to modernize the labour market drawing on the experience of foreign countries,
- to attract skilled labour force from near and far abroad due to the current high unemployment among young and high-potential people specialists,
- to make more efficient use of labour potential due retraining, the creation of high-tech working places, the creation of conditions for high efficiency work,

- to achieve the interaction between enterprises (employers) and educational institutions in training of young specialists and its quality evaluation,
- to provide appropriate conditions and job and development prospects at the territory of the Republic of Belarus.

To solve the current situation there should be a step by step developed plan that will be corrected in the process of its implementation. One should begin with labor and production organization and with labour productivity workers' skill level development.

REFERENCES

1. Национальная экономика Беларуси: Потенциалы. Хозяйственные комплексы. Направления развития. Механизмы управления : учеб. пособие / В.М. Шимов [и др.] ; под общ. ред. В.М. Шимова. – Минск : БГЭУ, 2005. – 844 с.
2. Трудовой потенциал организации: понятие и структура [Электронный ресурс] // Ресурсный информационно-аналитический центр. – Режим доступа: <http://lib.vvsu.ru>. – Дата доступа: 05.09.2014.
3. Состояние рынка труда [Электронный ресурс] // Официальный сайт Министерства труда и социальной защиты Республики Беларусь. – Режим доступа: <http://mintrud.gov.by/ru/sostojanie>. – Дата доступа: 20.10.2014.
4. Об утверждении Государственной программы содействия занятости населения Республики Беларусь на 2014 год [Электронный ресурс] : постановление Совета Министров Республики Беларусь, 31 января 2014 г., № 93 // Официальный сайт Министерства труда и социальной защиты Республики Беларусь / Национальный правовой Интернет-портал Республики Беларусь – Минск, 2014.

UDC 346.26

FORMATION AND DEVELOPMENT OF ENTREPRENEURSHIP IN BELARUS

NADEJDA DUBKO, VLADIMIR BICHANIN

Polotsk State University, Belarus

In the article the importance of entrepreneurship for the economy, the formation of the definition of "business" are discussed. The definition of "enterprise" is given in accordance with the Civil Code of the Republic of Belarus, the stages of the development of small business in the economy of Belarus are identified. The formation of small business in 2012 is described.

Entrepreneurship is one of the most active forms of economic activity. The development of private business is usually associated with the formation and activities of small and medium-sized enterprises. The first postulates of the entrepreneur Adam Smith were formulated in the XVIII century. Such an individual is considered to have organized their own business, the profitability of which depended on the appropriate economic environment and began its implementation while it was being formed, which gave a certain degree of freedom and law: for choosing the type of economic activity, the acquisition and the use of resources, the order of the finished product, the profit and so on. [1, p. 147].

Over the time, this type of activity being modified, demanded a scientific explanation of emerging forms and subjects of business sectors. Because of the diversity of the objectives and priorities of economic schools and trends the identification of different concepts, borders has a conventionally accepted character. The history of economic development suggests that enterprise began with a small business, shopping and more precisely with usurious transactions. a number of key assumptions and factors contributing to the emergence of small businesses are highlighted. They are as follows [1, p. 340]:

- 1) the emergence of civil society and the rule of law;
- 2) the formation of the idea of personality, which is endowed from birth with a complex of inalienable rights, freedoms and interests which may come into conflict with the interests of society and the state;
- 3) the separation of property from the government and thus the economic power from the political one;
- 4) the formation and approval of ideas of an inalienable right for private property in the modern meaning associated with it ideas of economic freedom;
- 5) the separation of the economic, social and political spheres of life;
- 6) the emergence of market economy.

Summarizing the position of the theoretical concepts it can be pointed out that business occurs when there are two interrelated factors: economic freedom and a private initiative, combined with the ability to organize the process of economic activity. The main requirement here is to extend the freedom of man, which excludes their submission to the will of others and combined with the laws of society, as well as the autonomy of management decision-making in order to optimize and improve performance.