

Economics

Former President of NFL B. Kerry characterizes the role of football and the super bowl in the U.S. economy as the grid of pulsing and covering the whole country, and the agent is connected to this network and receives income. He uses the popularity of the game for the sale of their products. Peak business – carrying out of the super bowl. Win the super bowl is not only the prestige of the team, but real wealth for players [1, p. 132].

The budget of the clubs in the League on salaries to the players is placed at the beginning of each season and the same for all clubs. For the 2013 season he is 2,95 million dollars for each club, with a maximum salary in 368,75 thousand dollars, and the minimum 46,5 thousand dollars. Each team sets the salaries of the players thus, to keep within the budget. Under the budget fall salary twenty major players in the team. The purpose of a fixed budget to protect the League of imbalance, in which the individual clubs with a large capital dominate the competition, and prevent uncontrolled spending, leading to financial ruin clubs and, respectively, to the degradation of the League [4].

In addition, rule Designated Player allows clubs to have up to three players, wages which may exceed the stipulated maximum. This additional compensation club pays the player directly, and it is in the budget is not taken into account.

Analysis of the Economics of the NFL shows that the level of organization of the income distribution in the NFL is the highest among all game kinds of professional sports. So, after deduction of the costs directly associated with the holding of the next game of the season, the NFL divides the box office receipts from the sale of tickets for every game on the principle of 60:40, i.e. 60% of income – command, host and 40% – the visiting team. League clubs evenly share revenues from the sale of rights for TV coverage of all the games. Thus, each club NFL is economically dependent on the successful conduct of the Affairs of the League.

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IMPROVING THE QUALITY OF LIFE IN THE REPUBLIC OF BELARUS

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The article discusses ways of accelerating economic growth in the Republic of Belarus. Denotes the growth of potential quality of life of residents of the country.

World practice has accumulated considerable experience in the field of enhancing the prestige and quality of life. Throughout the long period of time the new methods of stimulation are approved at many enterprises, motivating employees to work more effectively. That is one of the most important factors of creating favorable conditions for improvement of quality of employees' life and of using for this purpose methods of close and distant motivation.

Achievement of high level of population's state of health depends on the solution of many problems which are beyond the bounds of medicine and medicine establishments. The personal behavior, economic and social status, the level of education, the housing and other factors have essential impact on the state of health.

Policy in the field of education is the most important component of the state policy, the instrument of ensuring the fundamental human rights and individual freedom. It's also the instrument of increasing the rates of social and economic, scientific and technical development, the humanization of society, the growth of culture,

the level and the quality of life of the population. The educational policy establishes the radical purposes and problems of the development of education on the basis of a social consensus, guarantees their realization by coordinated actions of the state and the national doctrine of education in Belarus.

The main difference between the human capital and physical or financial is that knowledge, abilities, health are inseparable from the person. In the last decade Belarus was the donor of some types of the scarce and expensive human capital (staff of engineers, scientists, programmers). Existence of the sphere of research and development becomes a necessary condition for economic growth as there is an intensive accumulation of the human capital. The formation of its elements takes place within a difficult complex of the interconnected industrial, research and educational structures. For the reproduction of the human capital that includes the staff of engineers, scientists, highly qualified specialists, besides material resources the debugged technologies of transferring of the accumulated experience of intensive exchange of received information and the technologies of the interaction organization in the performance of complex multilevel challenges are required

For the creation of worthy living conditions the state must work time in several directions at the same, that defines a trajectory of the transformation of living standards and the quality of the life of the society, such as: increase of the real income of the population, social payments, the quality of education and medicine, affordable housing, ecological and food safety.

The ways of economic growth acceleration in Belarus can be:

1 The rise in the efficiency. Existing natural resources must be used more effectively. It leads not only to overcoming the unemployment, but also to more effective distribution of resources.

2 The rise in the productive resources. Stocks of productive resources must be increased. The expanding of stocks of raw materials and capital goods leads to more effective usage of labor and technologies, as a result any economic system can displace the production-possibility curve to the right.

Improving the quality of life in Belarus should be based on a specially developed for these purposes the state programs, systems, models, which include a wide range of issues:

- selection and approbation of new forms of organization and motivation of labor;
- improvement of planning of individual and collective activity;
- work rotation;
- participation of the workers in profit distribution;
- creation of "quality circles";
- delegation of powers in decision-making;
- creation of the collective bodies of production management;
- usage of methods of improving the quality of labor life (safety and healthy working conditions, development of abilities, justice, development of labor democracy, professional growth, satisfaction of needs in self-expression, security of the worker).

Models of motivation of improvement of the quality of life and labor activity of workers in Belarus as well as in other countries are constructed in such way as to encourage an individual or a staff for action to achieve personal and collective goals.

In Belarusian economy the prerequisites for improvement of the quality of life in near-term outlook has not created yet. The reasons for this are:

- firstly, in Belarus at present there is no control mechanism of motivation of labor activity, and, consequently, of improving the quality of workers' life;
- secondly, one of the quality of labor life indicators is the level of workers' salary and its trade-wise differentiation. However the destruction of the previously existing mechanism of the remuneration of labor and refusal to the state regulation of a salary did not lead to positive results. Moreover, it has led to the declining in living standards
- thirdly, the quality of life is influenced largely by conditions and surroundings in which work process is carried out. The main task here is the adaptation functioning at the enterprise or employee's workplace, leading to the enrichment of the process of work and the reduction of monotony. Unfortunately, it is necessary to state that these factors in labor activity at the enterprises of Belarus practically are not considered;
- fourthly, in recent years the level of accidents at work and professional illness have increased greatly, which is the consequence of the reduction of the relevant services at enterprises, which oversees the safety of work. This led to decrease in the quality of life;
- fifthly, the conditions, the creation of which promotes worker's personality development, the growth of his qualification, self-expression, independence in decision-making and professional career, contribute to the improvement of the quality of life;
- sixthly, democratization of society assumes both democratization in management and labor organization of workers that presumes the development of new collective forms of the organization of work instead of individual labor organization. World experience showed that development of collective forms of labor

Economics

organization promotes development of democratization in management process, planning, the distributive relation and eligibility of managers.

Paying attention to the necessity of the development of systems of motivation, which has the specific procedures and rules helping to achieve the ultimate goal of motivational system - raising the living standards of workers, it cannot be denied that the effectiveness of motivation appears on each separate enterprise or firm, taking into account their specific features, typical only for the given enterprise. The efficiency appears from the methods of motivation mentioned above and many others. Particularly, the experience of many firms in the most economically developed countries tells about this.

As opposed to other countries, in Belarus the level of living of the population is measured by the social and economic indicators:

- cash receipts and expenditures, their structure and usage;
- the dynamics of the real income of the population;
- the indicators of income differentiation (distribution of the population by income level, concentration of the income, Jeanie's index);
- the poverty level;
- the consumption of food;
- the purchase power of cash income of the population;
- the level of the consumer good basket (subsistence).

Cash income of the population includes payment for work of all categories of the population, premiums, constant extra charges to salary and funds for travel expenses, pensions, grants and scholarships, incomes from a financial system and others.

Cash expenditures include expenses on goods and services, compulsory payments and various fees, increase in savings deposits and securities.

The average monthly wage in the field of economy is determined by dividing the calculated wage fund by the average annual number of employees. Aids received from the operating funds of social security, wage fund and average wages are not included.

For providing a worthy level of living in the Republic of Belarus for all segments of the population it is also necessary to:

- create the conditions for the general growth of the cash income of the population, for increasing of their real contents;
- stage-by-stage approximate the state minimum social and labor guarantees to the budget of a subsistence minimum, and in the long term to the minimum consumer budget;
- improve the structure of the income of the population, increase a role of compensation as the most important incentive of labor activity of workers and main source of the cash income of the population;
- improve the distribution of income through the tax system, social security;
- reduce poverty;
- raise the level of social protection of disabled citizens

Further transformations in the system of social protection of the population are required: its adaptation to modern conditions, its approach to ideals and the purposes, proclaimed in the international declarations and norms. Poverty as the social and economic phenomenon is inherent in any society and represents a many-sided problem. For the stable development the reduction of poverty has primary importance.

So, the state policy, directed at improving of the level and the quality of life of the population, should eventually ensure the availability of income of all members of society, which should be enough to meet basic needs primarily through their labor with creating equal opportunities for the application of forces of each person in any field of activity. In case of absence of such possibility it should be done at the expense of the state social support, focusing social assistance to those who are in unfavorable conditions and need it most of all. This should be socially and economically reasonable redistribution of responsibility for personal well-being, moving it from the state to a person and his family.

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