

Economics

nor decrease in class as in the North American NBA and NHL. England was the first European country to introduce the ceiling of wages (outside Europe it exists in Australia and the USA). However, in England it will be very soft.

The rule is following: the club which salary item for this year will exceed 52 million pounds, in the future be able to increase it only steadily – not more than 4 million pounds per year [1].

Next year English clubs will earn on television even more than before. The new TV contract amounting to 5,5 billion pounds will come into force. However, the clubs fear that the growing appetites of the players can eat up a large part of their television lot. Currently 13 of the 20 Premier League clubs have payrolls exceeding 52 million.

Clubs can spend any amount on the players' salary but the growth of payroll is limited. ManchesterCity does not have to sell out their leaders. Next year they will buy four players instead of eight. Or they can buy eight players and sell four instead [1].

In addition, clubs may increase the payroll at the expense of their fans, raising the cost of tickets for matches. This is an extremely sensitive issue for England – football there ceased to be affordable long ago. This measure, respectively, does not intensify competition in the League but forces the clubs to act more carefully in their transfer policy.

We cannot say that English clubs have started to care about the common good – everyone voted for the reforms because they saw some benefit for them. The reforms can be called liberal – none of the rich will have to tighten the belts. Nevertheless, thanks to these reforms English clubs will be more sustainable in financial terms. The risk of economic collapse for the Premier League clubs has noticeably decreased. In England clubs are obliged to publish their financial records. Due to this fact the fulfilment of these rules can be controlled.

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PREREQUISITES FOR THE FORMATION OF INTELLECTUAL POTENTIAL IN THE REPUBLIC OF BELARUS

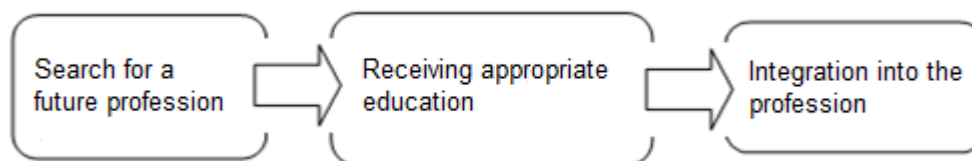
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Speaking about the practice of forming intellectual potential, we mean the process of integrating of a qualified technician into the profession. However, the integration of a specialist into the profession does not happen instantaneously. This process is carried out through a number of stages:

- to choose the future profession ;
- to receive appropriate education;
- to integrate into the profession.

We believe that all steps are equal but have their own characteristics. So when selecting the future profession applicant may not have sufficient information about the demand level for the profession at the moment and in the future, as well as about wages. One more important stage is choice of the educational institution, as it has different degrees of prestige and certain differences in the educational process. At the stage of integration into the profession young professional should choose an organization in which he will be demanded and receive all the necessary conditions for work.

Then imagine a flowchart illustrating the process of integration of young professionals in the profession:



Note that in the first and the third stage there is a number of similar features, the difference is determined by the time during which the applicant is educated. These features include:

- relevance of the profession;
- wages and working conditions;
- geographical location, distance;
- required level of education.

Thus, there are sometimes occasions when at the time of admission to the educational institution the chosen profession is in demand, and by the end of studies it loses its relevance. In this case, the young specialist may have problems with finding a job. At the same time things can go contrariwise. This is clearly seen in the construction services market (professionals in this field are sorely lacked), as well as in the economic services market (excess of certain specialists).

In this case, it is advisable to consider some practical recommendations or techniques for selecting and integrating into the profession for students and young professionals in terms of employability.

First step: to examine the situation on the labor market in order to determine the most and least popular specialty and identify trends for the next 5 years (estimated time for education and finding job).

Second step: to determine factors that cause the situation in the labor market. For example, what has caused the utter lack (or excess) of certain specialists: a) lack (excess) of graduates, b) difficult conditions and remoteness, geographical location (possibly in other place), d) the low prestige of the profession, low salary level.

At this stage, each entrant and a young person must define the field in which he wants to work, possibility to move to other city, and other necessary conditions. Salary is not a key factor at this stage, however it's rather important to take it into account.

We represent here practical application of this technique.

First step: to study Vitebsk region for potential jobs in the coming years. For this we consider a program of socio-economic development of the Vitebsk region for 2011 – 2015 years.

In Chapter 3 of this program local resources and socio-economic potential of the region indicate that the territory of Vitebsk region have two international transport corridors (Number 2 and number 9) that join Belarus with the Russian Federation and Europe. This may lead to the increasing demand for specialists in the field of logistics, as well as employees of the transport infrastructure (construction workers, drivers, service fueling, tire changers and other stations).

In Chapter 4 it is noted, that production of industrial enterprises of Vitebsk area should be about 21% of the national index. Therefore, they will actively involve industrial organizations, factories. So, let's assume that the engineering and technical professions will be in demand on the labor market for about 5 future years.

Thus, this article presents the author's technique to explore the labor market for required specialties with the aim of employment. The technique is theoretical and may vary in each case under consideration.

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