

SUMMARY

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HISTORICAL-ETYMOLOGICAL AND THEORETICAL-METHODOLOGICAL FEATURES OF THE CATEGORY

«INVESTMENT»

The article considers the historical and etymological features of the category "investment". It is shown that the word "investment" is historically associated with an increase in wealth and an increase in well-being. The main characteristics of investment in the historical context and the role of investment in the socio-economic development of the state are revealed.

Keywords: investment, investment, investment policy, capital, welfare, history, etymology.

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DYNAMICS OF MUTUAL TRADE OF THE EAEU MEMBER STATES AS A CHARACTERISTIC OF THE EFFECTIVENESS OF INTEGRATION PROCESSES

The article examines and analyzes the dynamics of changes in the trade between member states of the Eurasian Economic Union, reflecting the effect of regional economic integration. The directions of trade cooperation within the framework of this integration association, contributing to its development, are systematized.

Keywords: mutual trade, member states, integration, international trade, export, import, foreign trade.

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ATTRACTING FOREIGN INVESTMENTS INTO THE ECONOMY OF THE REPUBLIC OF BELARUS

In the context of globalization and economic integration, the countries of the world are faced with the objective need to intensify investment activities for creating competitive economic systems, modernizing and reconstructing the existing structures, ensuring the diversification of capital for the purpose of socially oriented structural transformations. An important aspect in the strategy of investment is choosing where to direct the investment flows and the understanding to what extent the choice will meet the future national interests of a particular state. The level of investment attractiveness of Belarus is approximately 38% of the ideal, which is a fairly good result, implying a significant growth potential. It is very important that there is no factor that would cause investors to refuse to make a decision in favor of the Belarusian market.

Keywords: foreign direct investment, economic policy factors, forms of economic cooperation, capital overflow, modern technologies, national investment potential.

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THE CURRENT TRENDS IN THE DEVELOPMENT OF MARKETING IN THE REPUBLIC OF BELARUS

The article analyzes the main directions of marketing development in the Republic of Belarus. The data of a survey among employees of companies in various sectors on the development of marketing, branding, marketing technologies, the use of various marketing techniques and the solution of marketing problems are given.

Keywords: marketing, marketing tools, digital technologies, branding, marketing technologies, marketing tasks.

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ECONOMIC AND TRADE COOPERATION BETWEEN CHINA AND BELARUS IN THE CONTEXT OF THE “ONE BELT AND ONE ROAD” INITIATIVE

The article analyzes economic and trade opportunities and cooperation between China and Belarus in the context of the One Belt and One Road program. Both countries have great potential for economic and trade cooperation, and their industries largely complement each other. The Chinese-Belarusian Industrial Park, a key project of China-Belarusian cooperation, plays the role of an intergovernmental coordination mechanism. However, there are some that hamper cooperation between the two countries, such as the risk of inflation, unstable economic development and business conditions in Belarus.

Keywords : One Belt and One Road; Chinese-Belarusian Industrial Park; Trade and economic cooperation.

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SCIENTIFIC AND METHODOLOGICAL APPROACHES TO ASSESSING THE LEVEL OF SOCIAL SECURITY (USING THE EXAMPLE OF BELARUS)

The article is devoted to the development of scientific and methodological approaches to assessing the level of social security; both are being tested using the example of Belarus. The definition of the social security concept is clarified, and the existing approaches to assessing social security are analyzed. Risks and external threats to ensuring social security are identified. The indicators of social security for the Republic of Belarus are proposed.

Keywords: social security, scientific and methodological approaches, social security assessment, social security index, risks and threats.

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DEVELOPMENT OF THE LABOUR MARKET IN THE REPUBLIC OF BELARUS: CURRENT TRENDS AND PRIORITIES

The article focuses on the development of the labor market in the Republic of Belarus in the context of the digitalization of the economy. The authors have proved that in the context of digitalization, the labor market is shifting towards supply-side restrictions (demographic risks, increased labor force mobility, increased mismatch between the skills and qualifications of the employed population and the requirements of employers). The trends in the development of the labor market and its segments in the Republic of Belarus are identified, the influence of digitalization of the economy on the labor market is specified, and an analysis of platform employment is carried out. The elements, types and features of platform employment are highlighted. Taking into account the identified trends,

the need for adjusting the benchmarks of the employment policy in Belarus is substantiated.

Keywords: labor market, employment, unemployment, labor demand, labor supply, platform employment.

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AGRO-INDUSTRIAL COMPLEX AND AGRICULTURAL POLICY OF THE REPUBLIC BELARUS IN THE EAEU

The article examines the state, problems and prospects for the development of the agro-industrial complex and the agricultural policy of the Republic of Belarus in the context of integration into the Eurasian Economic Union. The factors of competitiveness of the Belarusian agro-industrial complex are assessed. The goals, objectives, directions of improvement of the agricultural policy are substantiated. The place of the national agro-industrial policy of Belarus within the framework of the general policy of the EAEU, and the connection between the national and supranational levels of this policy is shown.

Keywords: agriculture; food industry; agro-industrial complex; agro-industrial policy; Republic of Belarus; Eurasian Economic Union.

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DEVELOPING THE INNOVATIVE SYSTEM OF THE REPUBLIC OF BELARUS ON THE BASIS OF CLUSTERING IN THE CONTEXT OF THE DIGITAL ECONOMY

In the article an analysis of the national innovation system of the Republic of Belarus is carried out. The processes of clustering in the Republic of Belarus are revealed. Based on the authors' analysis, recommendations for improving clustering using digital technologies are substantiated: digitalization of

communications between clusterized entities; digitalization of business processes within clusters; digitalization of education in each cluster; digitalization of technology transfer.

Keywords: national innovation system, innovation activity, cluster, neoclustering, digital economy, digitalization.

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PROSPECTS FOR THE FORMATION OF A KNOWLEDGE-BASED MODEL OF ECONOMIC DEVELOPMENT IN THE CONTEXT OF THE PRIORITY DEVELOPMENT OF KNOWLEDGE-INTENSIVE SERVICES IN THE REPUBLIC OF BELARUS

The article presents the author's approach to the role and assessment of knowledge in modern economic realities, when key knowledge-intensive industries underlie the long-term economic development of the country. The author's concept of "knowledge accelerator generators" is proposed, when knowledge-intensive industries: science and education contribute to the innovative development of other industries through the manifestation of synergistic effects.

Keywords: knowledge, knowledge economy, advanced economic models, human capital, knowledge-intensive services, gross value added, synergy, synergistic intersectoral interactions.

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STAKEHOLDER MAPPING FOR SOCIAL ENTREPRENEURSHIP PROJECTS

The article discusses stakeholder theory and stakeholder definitions. The methods of stakeholder analysis known in the world practice are investigated: power-influence-interest grid, stakeholder cube, salience model. A step-by-step stakeholders mapping outline is given. The methodology for categorizing stakeholders has been developed by the author, based on a resource approach. Based on three types of resources (administrative, financial and informational), an integral indicator of the importance of stakeholders is calculated and mapped. The stakeholder mapping allows you to optimally allocate time and attention to stakeholders, as well as develop effective communication plans for the company and stakeholder engagement strategy.

Keywords: the stakeholder theory, social entrepreneurship, stakeholder mapping.

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DEVELOPING ASSISTANCE TO LOW-INCOME CITIZENS OF THE REPUBLIC OF BELARUS IN ENSURING FOOD SECURITY

The article describes the practical ways to support the living standards of Belarusians through the use of price regulation and social security standards: the subsistence minimum budget and the minimum consumer budget. The information about the Agreement concluded between large retailers and the Ministry of Antimonopoly Regulation and Trade of the Republic of Belarus is scrutinized. The essence of the agreement is to provide discounts on vital food products to the economically vulnerable groups of the population. The author gives her own vision of the mechanism for providing food aid to needy citizens.

Keywords: price regulation, subsistence minimum budget, minimum consumer budget, food aid, low-income population, food ration.