It is very difficult to work with X-ray scanning complexes, as the operators experience mental and physical stress. It is associated with the responsibility for detecting violations and with a heavy strain during prolonged use of the computer and the monotony of actions.

Customs officials were tested, according to the results of which, after six hours of work, 85% of the respondents had dry eyes, 23% had headaches, and 80% had attention disorders.

Consequently, by the end of the working shift, the employee's attentiveness decreases due to tiredness, as a result of which, customs search will become ineffective and can lead to the passage of violators through the customs border.

Thus, the problems of human capacity are related to the human factor and the level of specialists' qualification in the application of X-ray scanning complexes. To solve this problem, it is necessary to conduct advanced training courses for employees working with the X-ray scanning complexes. Within this field, it is important to research software, train employees in innovations, and inform them about new ways to hide goods in such courses.

The above problems are not the only ones. There are issues that affect the subjects of foreign economic activity. The effectiveness of customs search for foreign trade participants consists in the minimum terms of carrying out this form of customs control and the lowest costs.

Nowadays, not all checkpoints across the customs border of the Republic of Belarus are equipped with X-ray scanning complexes. Therefore, the following situations are possible:

1. A foreign trade entity crosses a checkpoint equipped with X-ray scanning complex and bears the costs of conducting a non-intrusive customs search;

2. A foreign trade entity crosses a checkpoint that is not equipped with X-ray scanning complex and bears the costs of conducting an intrusive customs search with an increase in the time spent at the customs border.

Thus, the subjects of foreign economic activity will bear the financial costs in both situations, when conducting intrusive or non-intrusive customs search. However, the use of X-ray scanning complexes will reduce the time costs.

It is necessary to conclude that the problems related to the application of X-ray scanning complexes require solutions, such as the use of legal, organizational and educational measures. The resolution of these issues will improve the efficiency of X-ray scanning complexes, reduce the number of intrusive customs searches, as well as reduce the burden on the participants of foreign economic activity and customs officials.

Zhevlakova Anastasia Yuryevna

Belarusian National Technical University, The Republic of Belarus

« On the issue of assessing the competitiveness of products in the EAEU»

Reseach Field:
A secure business environment for economic development

The concept of efficiency is a widespread term and it is used in almost all branches of science. At the same time, it acquires a special meaning depending on the peculiarities of the functioning of a particular sphere.

From an economic point of view, efficiency is understood as the ratio of the result to the resources. It should be noted that this concept is often combined with the effectiveness of activities, which reflects the degree of achievement of the set goals.

There are various criteria and approaches to assessing the effectiveness of economic processes, and there is also such a type of activity as performance management. Performance management should be understood as activities aimed at achieving the set goals. The process of performance management itself includes such processes as the search for indicators to assess the results of activities, the study of expended resources and their comparison with the results obtained in order to identify feedbacks between them.

One of the most important criteria for evaluating the effectiveness of a product, enterprise or industry is its competitiveness. Competitiveness is the ability to be better than others due to the available advantages in achieving specific goals.

According to R.A. Fatkhutdinova, competitiveness means «the ability of an object to withstand competition in comparison with similar objects in this market»[1].

Just like efficiency, competitiveness has several levels. The basic level is the competitiveness of the product or service that is of greatest interest.

Competitiveness of a product is the ability of a product to make it more attractive to buyers in comparison with similar products due to better quality or cost characteristics. This definition reflects two types of competitive struggle - leadership in terms of price and leadership in terms of success factors.

Today, there is a wide variety of approaches to assessing the competitiveness of goods, and various groups of indicators used for such an assessment have been formed.

In general, the process of assessing the competitiveness of a product includes three stages:

selection of indicators used to assess competitiveness;

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[1] Fatkhutdinov, R.A. The essence of competitiveness / R.A. Fatkhutdinov // Modern competition. – 2009. – №. 3. – P. 99–129. (in Russian)

calculation of the values of indicators for the selected product and similar products in this industry (competing products);

comparison of the results obtained and the final assessment of the level of competitiveness of the product in question[1].

To obtain a correct assessment result, it is necessary to rely on the following principles:

using in the assessment of criteria that can fully reflect the characteristics of the product in question and competing products;

evaluation of the goods both in terms of their ability to meet the needs of buyers and in terms of the costs of their production;

studying of the needs of buyers of goods, taking into account its specifics.

It is also necessary to apply the criteria that the consumer also uses when choosing goods, as this can ensure the objectivity of the analysis.

All criteria used in assessing the competitiveness of a product can be divided into direct and indirect.

The main direct criterion is the level of satisfaction of the goods with the needs of buyers. Indirect criteria are divided into two groups: quality criteria and economic criteria.

The quality of a product characterizes the ability of a product to meet current and future needs when used for its intended purpose.

Quality indicators are used to quantitatively assess the quality of products.

Methods for determining quantitative values of quality indicators include the following:

experimental, based on the results of research (the most objective);

organoleptic, based on the senses when assessing products according to a given scale;

sociological, reflecting the results of consumer surveys and their analysis;

expert assessments, allowing you to analyze the properties of products according to the assessments of various specialists[2].

At the same time, the main indicators for various types of products are reflected in the relevant regulatory documents.

It should also be noted that the assessment of product properties can be carried out using single, complex and integral indicators.

Unit indicators reflect the values of any one specific property or product parameter in comparison with the selected reference value (formula 1):

[1] Kartakaev, E.A. Competition: its types and economic role / E.A. Kartakaev // National economic systems in the context of the formation of the global economic space. – 2019. – № 1. – P. 42–45. (in Russian)

2 Goncharov, P.P. Product quality assessment system / P.P. Goncharov, Z.Kh. Salikhova // Bulletin of the Udmurt University. – 2006. – № 2. – 52-57. (in Russian)

$$K = \frac{Z}{z_\text{э}} * 100\%,$$

(1)

where K – the calculated indicator of competitiveness;

Z – the value of the parameter of the product under study;

$Z_\text{э}$ – the reference value of the parameter that fully satisfies the needs of consumers.

This method is convenient for determining the competitiveness of a particular product in comparison with similar products of competitors, but it does not take into account the degree of influence of a particular parameter on the choice of consumers.

To find the degree of compliance of products with the level of demand for certain parameters, a group indicator is used (formula 2):

$$K_\text{г} = \sum_{i=1}^{n} z_i * K,$$

(2)

where $K_\text{г}$ – the calculated group competitiveness indicator;

n – the number of parameters;

Z_i – the weight of the i-th parameter in the total number of parameters;

K – a single indicator for the i-th parameter.

Sometimes the level of competitiveness is determined using group indicators for a separate group of parameters. In this case, the ratio of the group indicators of the product under consideration and a similar competitor product is found.

On the basis of group indicators, an integral indicator is found (formula 3):

$$K_\text{и} = \frac{K_\text{т}}{K_\text{э}},$$

(3)

where $K_\text{и}$ – the calculated integral indicator of competitiveness;

$K_\text{т}$ – the group indicator of competitiveness by technical parameters;

$K_\text{э}$ – the group indicator of competitiveness by economic parameters.

The integral indicator of competitiveness demonstrates how attractive the product in question is for the consumer[1].

Thus, in order to increase the competitiveness of products, it seems expedient to introduce new technologies into the production of products and, accordingly, to increase their innovativeness, and then to constantly improve the products manufactured and their

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[1] Nuretdinova, Yu.V. Product quality as the basis of enterprise competitiveness / Yu.V. Nuretdinova, V.A. Stepanova, A.A. Boyarkina // International Journal of Humanities and Natural Sciences. – 2018. – №. 5. – 174–178. (in Russian)

differentiation, taking into account the changing preferences of buyers in the field of product quality and characteristics. The competitiveness assessment should also take into account product attributes such as brand awareness in the market, the availability of different buying methods, and the location of stores and the benefits of shipping. These characteristics are not included in the group of technological or economic and are not calculated during the analysis, but today they play an important role in the choice of certain goods by consumers. Therefore, it is necessary to develop a comprehensive indicator of competitiveness, which should be based on taking into account all groups of product properties.

Zaitseva Victoria Dmitrievna
Belarussian State University, Republic of Belarus
The academic advisor: Tararyshkina L.I., PHD in Economics, Associate Professor

«Aspects of the development of intellectual property in the context of the Eurasian integration»

Research area:
Intellectual property as an object of international trade

The problems of intellectual property from year to year are becoming more and more urgent all over the world, including the member states of the Eurasian Economic Union (hereinafter - the EAEU, the Union). The Eurasian area has a great potential for the transition to a digital economy, conducting joint research and development, taking into account the specifics of the development of the association. The creation of the digital economy will contribute to the improvement of the state of existing and the formation of new industries and their effective interaction, deepening of integration, and increasing the competitiveness of goods and services. Only by creating coordinated actions of the EAEU member states for the effective use and increase of intellectual, scientific, technical and production resources is it possible to ensure the dynamic development of the association. Strategic directions for the development of Eurasian economic integration until 2025 envisage stimulation of scientific and technical production as one of the goals[1].

To achieve this goal, the formation of 12 Eurasian Technology Platforms (ETP) has begun. They should carry out comprehensive activities to "accumulate advanced national and world achievements of scientific and technological development, mobilize the scientific potential

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[1] Strategic directions for the development of Eurasian economic integration until 2025 [Electronic resource]. – Mode of access: http://www.eurasiancommission.org/ru/act/integr_i_makroec/dep_razv_integr/Pages/0.aspx. – Date of access: 02.05.2021.