

Таким образом, транспортно-логистические услуги представляют особую важность для Республики Беларусь, что обусловлено ее выгодным экономико-географическим положением. За последние годы наблюдается устойчивый рост белорусского экспорта транспортно-логистических услуг, преимущественно в страны-члены ЕС. Состояние и динамика развития рассматриваемого рынка обусловлена различными факторами внутренней и внешней среды, основными из которых являются кризисные явления, экономическая и политическая ситуация в стране и мире, изменение структуры и факторов производства, изменение структуры потребления.

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### POVERTY AS ONE OF THE MOST ACTUAL PROBLEMS OF ECONOMIC AND SOCIAL DEVELOPMENT

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**Summary.** *Poverty is the state of not having enough material possessions or income for a person's basic needs. Poverty influences all the spheres of life.*

Nowadays one of the most actual problems of economic and social development is poverty. There are two types of poverty: absolute and relative. Absolute poverty is lack of income for provision of primary human needs. Primary human needs include food, accommodation, medicaments, clothing. The main functions of these things are maintaining human health and ensuring normal and safe lifestyle. These things make up minimal consumer basket which depends from climate, government, culture, the life level in the country. In some countries of the world, including Russia, the national poverty line is understood as income below the subsistence level, i.e. not allowing to cover the most of the consumer basket. The value of the subsistence minimum for different social group in Russia are showed in table 1.

Table 1 – The value of the subsistence minimum for different social group in Russia

Period	The value of the subsistence minimum for different social groups in Russia, (in rubles)			
	per person	for the able-bodied population	for retirees	for children
From 01.01.2021 to 31.12.2021	11653	12702	10022	11303

The second type of poverty is relative poverty. The concept of relative poverty takes into account the satisfaction of both physical and social needs. Human beings are often provided with necessary things and services, but cannot have a life which is considered worthy in their society. On the other hand, income is not a determining indicator in those countries where the government pursues policies aimed at improving the well-being of the poor through not only cash benefits, but also a wide variety of benefits (use of public transport without payment, comfortable housing, education at the expense of the state). The emphasis on quality and living conditions allows people to determine the gap between the social position of an individual and his habitual way of life. It means the condition when a person or family can't support the life standard accepted in society. Previously, many people considered themselves poor because they saw how well their neighbors or acquaintances lived. But nowadays a person spends a lot of time on social networks, where he can observe many people who live much better than him. Moreover, this can manifest itself not only in the level of income, but also in the measure of happiness. Beautiful and expensive photos of some random bloggers or celebrities not always have the right effect on a person in the form of motivation or struggle with his own fears. Most often, this negatively affects a person's morale and can lead to serious problems with his health, which will affect his financial situation.

Relative poverty is measured by comparison with the average disposable income (after taxes) in a given country. In the United States relative poverty line corresponds to 40 % of the median per capita income, in most European countries – 50 %, in Scandinavia – 60 %. According to European programs to help the poor, the poor are those whose disposable income is 50 % or less of average per capita income in the European Union.

Social inequality exists in many countries. This is quite understandable because people are different in their abilities, hobbies, marital status, origin. Any society can't exist without the poor and the rich, the educated and the uneducated, the powerful and the powerless. The issue of social inequality, attitudes towards it and ways to exclude it have always stimulated involvement among thinkers, psychologists and politicians. The attitudes of famous thinkers to social inequality are showed in table 2.

Table 2 – The attitudes of famous thinkers to social inequality

Thinker	Position	Attitude
Talcott Parsons	American sociologist	He explained the existence of social inequality in every society by the presence of a hierarchical system of values. For example, in American society, success in business and career is considered the main social value, therefore, scientists of technological specialties, plant directors have a higher status and income, while in Europe the dominant value is "preservation of cultural samples", in connection with what society gives special prestige to humanities intellectuals, clergymen, university professors
Karl Marx	German economist	He believed that the main causes of social inequality were the emergence of private property and the tension between different classes and social classes
Ralf Dahrendorf	German sociologist	He considered that economic and status inequality, which generates the incessant disagreement between groups and classes and the struggle for the redistribution of power and statuses, arises as a result of the action of the market mechanism for regulating supply and demand

Poverty affects all sphere of human activity: health, education, interests, friends. Low-income people are more prone to contact bad companies, cheat, steal in order to feed themselves and their families. Poor children have few opportunities to get a good education. Children from poor families can't constantly visit good doctors and monitor their health, which can affect negatively their well-being in the future. However, despite all these problems, poor children are more motivated to study well and work hard in order to get an opportunity to get out of this circle of failure and poverty.

The work to eradicate extreme poverty is far from complete and many challenges remain. It is becoming increasingly difficult to reach the extremely poor, who often live in politically unstable regions and remote areas. Access to good schools, health care, electricity, safe water and other essential services continues to be difficult for many people, often driven by social status, gender, ethnicity and geography. Moreover, for people who have escaped poverty, progress is often temporary: economic shocks, food insecurity and climate change threaten to rob them of hard-won gains and push them back into poverty.

Poverty is a complex and multifaceted problem with both national and international origins. There is no one-size-fits-all solution to this problem that can be applied globally. To solve the problem country-specific poverty alleviation programs and international efforts to support national action are essential. Eradicating poverty and hunger, achieving a more equitable distribution of income and developing human resources continue to be major challenges across the board. All countries have a shared responsibility to take action to combat poverty.

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## **ФОРМЫ ТЕХНОЛОГИЧЕСКОГО ПРЕДПРИНИМАТЕЛЬСТВА НА СОВРЕМЕННОМ ЭТАПЕ**

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**Summary.** *The digital revolution has changed the meaning and forms of entrepreneurship globally. In such conditions, technological entrepreneurship, characterized by a traditional organization of functioning, does not always have time to adjust to the pace set by digital realities. On the basis of this, its adaptation takes place and new forms of functioning of technological entrepreneurship are formed, both organizational structure (methods of commercialization, methods of management) and ideological (motive, goals).*

Современные реалии развития экономики трактуют новые методы коммуникации и ведения производства, опосредованные цифровизацией. Необходимость соответствия всемирным цифровым тенденциям погружают промышленные предприятия в динамичные и сверхконкурентные условия, при которых становится очевидным необходимость менять подходы повышения конкурентных преимуществ. Такие реалии изменили не только характер взаимоотношений производителя и потребителя, но и формы технологического предпринимательства. Так, Ф. Гионес [F. Giones] и А. Брем [A. Brem] предлагают выделить 3 формы:

1. Технологическое предпринимательство («Новый продукт, основанный на прорывной технологии в научном исследовании, созданный с помощью специализированных факторов» [1, с. 45]).

2. Технологическое цифровое предпринимательство («новый продукт, основанный на ИКТ-технологиях и Интернете вещей» [1, с. 45]).

3. Цифровое предпринимательство («Новый продукт, основанный исключительно на Интернет-технологиях: Big Data, искусственный интеллект и т. п.» [1, с. 45]).