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УДК 338.2

THE STATE ROLE IN THE FIELD OF INNOVATION SUPPORT

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Резюме – в данной статье рассматривается роль и поддержка государства в сфере инноваций.

Resume – this article describes the role of the state in the field of innovation support.

Introduction. Almost any business gets the maximum profit if and only if this business is breakthrough and revolutionary. If a business does not realize in time the importance of being at the forefront of innovation, then competitors will quickly catch up with it, and it will have to quickly reduce the price of its goods or services to the market, and it will inevitably lose its previous positions.

Main part. The latest government documents on innovation policy, on putting the country on an innovative track, obviously prove that the intentions of civil servants are as serious and balanced as possible. However, the most important criterion is the least economic losses, and preferably the maximum profit – a debatable issue, since in order to achieve these goals, it is necessary to decide on specific areas and measures of public policy, calculated quantitative and qualitative indicators of innovation in detail, and clearly conveyed motivation for the innovation scenario. Based on the above, it can be stated with full confidence that at present the role of the state in the innovation sphere is becoming more significant than ever. The correct application of government decisions accelerates the development of industries, promotes cooperation and the spread of technologies, and eliminates both infrastructural and legislative obstacles to the development of innovations [1]. Next, the most applicable new ways of government support for innovation are proposed:

The first factor of successful innovation activity is the demand from the state for new technologies. The state order for innovation, along with direct support for productive forces, also stimulates the scientific and innovative activities of universities and research institutes. You don't need to go far for examples – GPS, touch screens and Internet connection were originally developed by order

of the US Department of Defense, solar panels with grant support from the US Department of Energy.

The second factor of successful innovation activity is state support in creating infrastructure for the development of innovations, this factor has been implemented in Belarus at a decent level (the State Committee for Science and Technology of the Republic of Belarus, the National Academy of Sciences of Belarus, the Higher Attestation Commission of the Republic of Belarus, 17 techno parks as of 2022). However, the least developed institutions in Belarus are those that develop cooperation between science and industry. At the moment, these functions are performed by dialogue and technology platforms, but industry leaders rarely participate in them, which is not enough for an effective dialogue.

The third factor of successful innovation activity is the competent financing of innovations. It is proposed to introduce a functioning institution of venture financing, as well as to change the attitude towards financing by increasing risk tolerance, since it is known that only a small part of even revolutionary innovative projects end in major success. In addition, it is necessary to move towards simplifying the process of attracting financing by reducing the level of bureaucratization.

The fourth factor of successful innovations is the creation of a flexible system of institutes for retraining and advanced training of personnel, since, according to forecasts of global analysts, by 2030, from 10 to 800 million jobs worldwide can be automated. Although the organization can and will train employees on the job, but the fundamental role in this process still belongs to the state.

Since we have touched upon the topic of personnel training, the development of new competencies, as well as the launch of a training and internship program for such specialists in advanced companies, can become new steps in this direction for Belarus. We need to approach solving problems comprehensively, if we develop production through innovation, then we need personnel [2].

The fifth factor of successful innovation activity is the influence of the state on the development of a culture of entrepreneurship and innovation through the implementation of various programs, mainly educational (support for a mentoring system, creation and assistance to development agencies and institutions). This point means that it is necessary to popularize entrepreneurship and innovation, for example, by increasing the number of business incubators.

Conclusion. Thus, in order to successfully build an innovative economy, locally, both the creation and application of innovations depend on the knowledge, skills and creative abilities of employees or private entrepreneurs or inventors, but globally this activity depends on the state, which must and plays a crucial role in creating the best competitive conditions, as well as in developing a set of areas necessary for a dynamic and innovative economy that will be founded based on knowledge, high scientific and technical standards, and an educational base.

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УДК 334

CREATION OF BILATERAL AND MULTILATERAL ALLIANCES OF ENTERPRISES IN THE CONDITIONS OF MODERN ECONOMY

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Резюме – в данной статье рассматриваются двусторонний и многосторонний альянсы, эффективность их применения для развития предприятий в условиях современной экономики.

Resume – this article considers bilateral and multilateral alliances, the effectiveness of their application for the development of enterprises in the modern economy.

Introduction. In current economy, a large number of businesses are facing a number of significant challenges. It is difficult for companies to develop and succeed in their activities due to the unstable economic situation in the world. Also, one of the important factors that have an impact on the development of an enterprise is the existence of competition in the market. It is quite difficult for companies to develop as the competition is growing rapidly. Due to current situation statistics show that about 45 % of firms leave the market after a year after its creation, about 60 % – after 3 years, only 5 % of companies manage to keep their place and hold out in conditions of the competition [1].

Main part. It can't be mentioned that in modern conditions companies and enterprises start cooperation, which helps both parties to benefit. One of the types of such cooperation is a strategic alliance – a cooperation of two or more companies that are independent of each other, created to achieve the goals and objectives of the parties. According to the number of participants, bilateral and multilateral alliances are distinguished [2]. Cooperation, in which two companies enter, allows to accelerate the development and economic growth of both partners. Thanks to it, the range of products is increased, existing products are upgraded to completely new ones, new joint production is created. Both companies increase their competitiveness and are able to enter new markets. Also, bilateral alliance promotes the formation of innovations, expansion of production and provision of new jobs. But it should be noted that when entering into a bilateral alliance, each party should realize that this cooperation will take a certain