

ENERGY SAVING AND INTRODUCTION OF ENERGY MANAGEMENT AT THE ENTERPRISE

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Резюме – в научной работе описаны предложения по снижению энергетических затрат на производство продукции, которые, в свою очередь, увеличат конкурентоспособность фирмы на рынке.

Resume – the scientific paper describes proposals to reduce energy costs for production, which, in turn, will increase the competitiveness of the company in the market.

Introduction. If we talk about minimizing production costs, then what usually comes to mind is a reduction in the cost of materials and a deterioration in the quality of equipment. But that is not true at all. Any production enterprise is able to develop, only if the level of economic, technological and operational performance of its products can withstand competition with similar products on the market. The key cost element for production, which is at the same time the main factor of product competitiveness, is energy.

Main part. At present, in all production enterprises of our country great attention is paid to the electric power industry. Enterprises use the most advanced technologies, measurement and management tools, as well as the latest equipment. Taking into account the goals of social economic development of the Republic of Belarus, the Government of the country approved the State Program “Energy Saving” for 2021–2025, with the following objectives: reducing the dependence of the economy on hydrocarbons and improving energy efficiency; increasing the efficiency of the productive sector of the national economy and strengthening the energy security of the Republic of Belarus [1].

All this favors the operation of electric power systems, making them more reliable and economical. At the same time, it is also possible to achieve electric energy savings at the enterprise through the following measures: development and application of energy saving measures; monitoring of electrical loads of power systems during their maximum hours and development of measures to reduce them; identification of electrical energy losses in the elements of the electric power supply system and development of measures to reduce losses; search for energy-saving technologies and better equipment; improved machine and processes productivity [2]. Thus, any head of an industrial enterprise has two tasks: the first – to develop an energy saving strategy, the second – to implement an energy management system. Only by taking electricity consumption under constant control, it is possible to achieve worthy competition of products both on the domestic, and on foreign markets. Systematic control and analysis of processes at the enterprise allow us to achieve significant results. Effective energy management, business process optimization, reduction of production costs and

saving of energy resources contribute to improving the overall profitability of the company. In addition, it increases the image attractiveness of the enterprise and contributes to the improvement of the production cycle. At the same time, the implementation of the energy management system requires additional efforts from the enterprise management. At the level of local normative legal act, it is necessary to develop the enterprise's energy saving policy, to appoint people responsible for the implementation of internal control. The head of the enterprise should periodically check the energy management system, make adjustments based on the results of internal control and encourage new effective proposals. Of course, the developed policy of the enterprise will entail an increase in responsibility of employees (loss of bonuses, disciplinary responsibility). In this regard, it is advisable to develop a system of motivation in the form of material rewards.

Conclusion. Thus, each manager has to show initiative, develop strategy at the enterprise and implement energy management system to increase competitiveness of their products. Issues of energy saving and energy efficiency are relevant not only for a particular enterprise, but for the state as a whole.

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УДК 811.111

DIFFICULTIES OF STARTING AND DOING BUSINESS IN THE MODERN WORLD

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Резюме – данная научная статья рассматривает ведение бизнеса в современной мировой экономике. Рассматривает трудности возможности ведения бизнеса в современном мире.

Resume – this scientific work examines the conduct of business in the modern global economy. Show the difficulties of doing a business in the modern world.

Introduction. The current economic conditions perfectly express many of the problems of the current business. Each economic structure has the ability to demonstrate its effectiveness due to successful entrepreneurial activity. Without entrepreneurship and business building, the economy would not be able to work