

WOMEN IN BUSINESS

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Резюме – женский бизнес в наши дни. Перспективы, сложности и факторы.

Resume – women's business today. Prospects, challenges and factors.

Introduction. Women entrepreneurs constitute a fairly significant segment of society. Every year this type of activity is gaining momentum. Now we will find out how things are with women's entrepreneurship in Belarus, about the barriers and problems that hinder the development of this area, as well as about the measures taken to stimulate women's activity.

The Ministry of Economy, as well as independent institutes, conducted studies to assess the extent of women's involvement in entrepreneurship, as well as to identify social, economic and cultural barriers that affect women's economic behavior and career choice. Based on the results obtained, decisions will be made on whether this category of business needs additional support or any special preferential treatment.

Main part. Several groups of factors have been identified that can be called conditional obstacles to women's entry into business. These barriers include social pressure and family responsibilities that women bear. There is also a certain lack of managerial experience, strategic orientation, dependence on the opinion of society and general challenges of the business environment, which are characteristic of all categories of business entities. The social role of a woman forces her to take care of the family and care for children. At that time, according to research, only 9 % of male entrepreneurs are ready to share this responsibility. Another barrier that has been identified is behavioral. In particular, the degree of internal readiness of women themselves to start entrepreneurial activities. The main factor here that can be an obstacle is internal lack of self-confidence and self-confidence. This is due to cultural traditions, the opinion of society, since women, due to psychological characteristics, are more inclined to look at the opinions and judgments of others about themselves. And when habitual social roles shift, the choice is often made in favor of traditions. This behavior is also due to the desire to avoid high risks, a greater tendency to analyze the consequences of decisions made. Women are more likely to refuse to borrow money. Another challenge is general macroeconomic issues. The surveys that we conducted among men and women show that both categories equally note obstacles in starting and developing a business related to regulatory regulation of entrepreneurial activities. There are no differences identified here; when we talk about stimulating a business initiative, we focus on creating common and comfortable conditions for business development without reference to gender

issues. We focus on making the business climate in our country attractive, stimulating business initiatives and developing our business.

Conclusion. In Belarus there is no such separate legal category as women's business. Consequently, the issue of providing special state support from the republican and local budgets to women entrepreneurs (in particular, providing some special benefits, preferences and other incentives) has not been regulated by law. Thus, women who today want to open their own business in the form of individual entrepreneurship or a commercial organization act on a general basis and enjoy the preferences that are provided for the corresponding category of small and medium-sized businesses.

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УДК 614.7

IMPACT OF COMPANY'S ACTIVITIES ON THE ENVIRONMENT

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Резюме – в научной работе рассматриваются важные критерии в ведении бизнеса в современной мировой экономике, подробнее показано воздействие компании, которое может оказывать отрицательное и положительное влияние на окружающую среду.

Summary – the scientific paper deals with important criteria for doing business in the modern global economy, and shows the negative and positive impact of the company's activities on the environment in more detail.

Introduction. Doing business in the modern global economy requires entrepreneurs to adapt, be flexible and constantly develop. Today, it is important to take into account a large number of factors, such as the rapid development of technology, changes in consumer preferences, the globalization of markets and competition. Nowadays, consumers are increasingly paying attention not only to the quality of goods and services, but also to how goods are produced, whether the company's activities affect the environment and whether social standards are met. The goal of the scientific paper is to examine the negative and positive impact of the company's activities on the environment.