

POLOTSKSTATEUNIVERSITY
ПОЛОЦКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ

Sarvari R. D. Cooperation of the business community and customs

The research advisor: Zenkova I. V., PhD in Economics, Associate Professor

The Republic of Belarus is located in the heart of Europe. This geographical position is an advantage for a country with an economy in transition, since it allows you to benefit from both a political and an economic direction. To intensify the process of international integration and provide barrier-free cooperation between countries, the Belarusian government extends the boundaries of partnerships, which is facilitated by the strategically important territorial location of the state. Expansion to the foreign market is always a difficult decision, which requires a deep knowledge of the business environment of the country. In our opinion, it is important for the Republic of Belarus to understand that its business climate and rules continue to develop in a number of directions. Managers at macro and micro levels should respond in a timely manner to the changing conditions of interaction between countries. These changes entail a number of changes in the training of international specialists. Such specialists can be classified as employees in the field of foreign economic activity (FEA).

Foreign economic activity is understood as an export-oriented direction, and at the same time, the concept is much broader. It reveals the organization of monetary, financial and credit relations with partner countries, the implementation of scientific and technical cooperation and technological exchange, socio-political cooperation between states, etc. Obviously that for a profitable implementation of competences in the sphere of international exchange, a specialist should have a multi-directional vision of the situation, which is facilitated by the development of several specializations. Such areas of professional potential expansion include: legal regulation in the field of foreign economic activity; knowledge in the field of directions and prospects of technical, economic and social development of the industry; acquisition of a practical approach in the field of financial and economic analysis of projects; basics of ethics and psychology and much more. In connection with this fact, the need for specialists in the field of foreign economic relations is increasing throughout the world, particularly in the Republic of Belarus. At present higher education institutions of the Republic of Belarus train and transfer specialists in the field of foreign economic relations and activities, but the level of this training is insufficient to fully

implement the functional obligations of specialists. Analysis of the situation in the field of staffing of business entities, in particular small and medium-sized businesses in Belarus, shows that specialists in the field of foreign economic activity acquire their knowledge not at the stage of theoretical training, but in a practical approach, namely at the stage of implementing professional competencies at the place of employment. This fact reduces the effectiveness of the use of human capital within the organization. The introduction of clear professional standards in the direction of the foreign economic activity will allow optimizing the work of Belarusian enterprises in a prospective manner taking into account the specifics of the activity.

For today in the Republic of Belarus there are methodical recommendations for the development of professional standards, approved by the Ministry of Labor and Social Protection No. 37. They outline aspects of the improvement of qualification requirements for specialists of different profiles. The key element of the document is a professional standard layout, according to which 7 stages are implemented in the process of determining the necessary parameters. This method, in our opinion, should be used in determining the professional standards of a specialist in foreign economic activity. In addition, for effective development of qualification requirements, it is necessary to take into account the production and organizational need for the labor market, taking into account the international experience requirements for specialists of this profile. According to the needs of the Belarusian labor market, the list of requirements for foreign trade specialists includes: working out applications for cooperation in the field of activity, analyzing the existing economic and competitive markets, negotiating and concluding foreign economic contracts, forming packages of export-import documents and many other requirements. The international market requires knowledge of a foreign language (in some cases, several, depending on the partner countries of production). Thus, the multidirectionality of specialization in a certain degree complicates the process of developing a plan for the implementation of professional competencies, since it requires increased attention to detail, namely, the specifics of the activities of Belarusian and international companies.

Thus, developing and improving professional standards in the field of foreign economic activity, it is necessary to take into account the multifaceted specialization and requirements in the realities of the national and international economic and political market. It is necessary to emphasize the creation of a theoretical basis for training specialists with a complex profile of the skills of conducting effective negotiations that allow them to enter

international markets to implement the state's export program. In professional standards, the addition of knowledge of foreign languages, in particular English, Polish, and Chinese, is an additional advantage, as at the given stage these linguistic directions are a priority due to the conclusion of cooperation agreements with partner countries.

Сарвари Р. Д. Сотрудничество бизнес-сообщества и таможи
Научный руководитель: Зенькова И. В., канд. экон. наук, доц.

Республика Беларусь расположена в самом центре Европы. Данное географическое положение является преимуществом для страны с переходной экономикой, так как позволяет извлекать выгоду как политического, так и экономического направления. Чтобы активизировать процесс международной интеграции и обеспечить безбарьерное сотрудничество между странами, белорусское правительство расширяет границы партнерских отношений, чему способствует стратегически важное территориальное расположение государства. Расширение на внешний рынок всегда является трудным решением, которое требует глубокого знания бизнес-среды страны. По нашему мнению, для Республики Беларусь важно понимать, что ее бизнес-климат и правила продолжают развиваться по целому ряду направлений. В связи с данным фактом как на макро-, так и на микроуровнях руководителям стоит своевременно реагировать на изменяющиеся условия взаимодействия между странами. В свою очередь, данные изменения влекут за собой ряд преобразований при подготовке специалистов международного уровня. К таким специалистам могут быть отнесены сотрудники в сфере внешнеэкономической деятельности.

Как правило, под внешнеэкономической деятельностью понимают экспортоориентированную направленность, и вместе с тем, понятие гораздо шире. Оно раскрывает организацию валютно-финансово-кредитных отношений со странами - партнерами, реализацию научно-технического сотрудничества и технологического обмена, социально-политическую кооперацию между государствами и т.д. Становится очевидным, что для рентабельной реализации компетенций в сфере международного обмена, специалисту стоит владеть многонаправленным видением ситуации, чему способствует развитие сразу по нескольким специализациям. К таким направлениям расширения профессионального потенциала можно отнести: правовое регулирование в сфере ВЭД; знания в сфере направлений и перспектив технического, экономического и