

7. Make operational decisions in relation to employees in category C (for example, if the employee is in the lowest category for 4 months – recommendations for dismissal).

8. The best expert gets the right to work on the "a throne with a crown, to which is attached a set of several options during one month. The first – you can be late without sanctions. The second option is the right to choose customers within an hour from the beginning of the working day. The third option – coffee from the head.

9. Payment of expenses for travel home and work, payment for mobile communications (for example, for the category of payment 100%, category B – 50%, category C – 10%).

10. Partial payment of housing. There is a rating system for employees of the highest category of housing payment more than employees with the lowest category. (for example, the company pays for housing to its employees of category A – 40% of the cost of housing, category B – 30%, category C – 20%)

11. Introduction of payment for any innovation proposal. All offers are accepted and a small reward is paid immediately.

12. The ability to manage their working time (for example, category a staff can independently create their own work schedule for one month per year, category B – for 2 weeks, and category C does not have this opportunity, which encourages them to move to category B).

Conclusion. Successfully developed system of employee motivation can significantly improve the efficiency of the enterprise, improve competitiveness and further growth. The manager, in personnel management, must take into account the quality and type of employee motivation. Moreover, it is necessary to use not only material methods of motivation, but also non-material, and to improve the efficiency of the employee, it is important to pay attention to his personal interests.

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ANALYSIS OF FINANCIAL STABILITY OF THE ENTERPRISE AND WAYS TO ITS IMPROVE ON THE BASIS OF SELF-FINANCING AND ASSET MANAGEMENT

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Resume – Financial area of activity of the enterprise – one of the main criteria of its competitiveness. On a basis the financial evaluation turns out conclusions about investment attractiveness of some or other types of activity, and the conclusion about self-financing of the enterprise is drawn. Financial stability is an important source of stable activity of the enterprises on longer prospect, which is created by big percent of the capital in the total volume of the financial means applied by it. For the analysis of financial stability of the enterprise allocate some techniques of estimation of financial stability of the enterprise, which are based on use of various indicators, and it is concrete on self-financing of the enterprises.

Резюме – Финансовая область активности предприятия – один из главных критериев его конкурентоспособности. На основе финансовой оценке получают выводы об инвестиционной притягательности одних или других видов деятельности, и делается вывод об самофинансировании предприятия. Финансовая стабильность – это важный источник стабильной деятельности предприятий на более долгую перспективу, которая создается большим процентом капитала в суммарном объеме применяемых им финансовых средств. Для анализа финансовой стабильности предприятия выделяют некоторые методики оценивания финансовой стабильности предприятия, которые основаны на использовании различных показателей, а конкретно на самофинансировании предприятий.

Introduction. One of the important conditions for financial stability is the financial stability of the enterprise. It is also a significant difficulty, because financial stability is a guarantee of the enterprise survival. Financial sustainability is the long-term stability of this organization, which is provided by a high proportion of capital. There are some factors affecting financial stability: the position of the enterprise in the market; enterprise potential in business cooperation; degree of enterprise dependence on creditors and investors; performance effectiveness [1].

Main part. However, the important factor, which affects financial stability is a self-financing. Self-financing means financing at the expense of own means. However, the economic entity widely uses loan and borrowed funds as the element supplementing self-financing because cannot always provide itself with financial resources.

With an increase in income and no change in creditworthiness, the development of the enterprise is guaranteed. It means that financial stability is characterized by a significant increase in profits over expenses, and also does not interfere with the free disposal of capital and the constant production and sale of products at the expense of these funds. The main condition is that financial stability should be formed in the period of the entire activity of the enterprise.

Unsatisfactory financial stability can be characterized by the following reasons: the company does not earn the necessary amount of funds to be stable; the company is meaningless spending the money earned.

In order to assess financial stability correctly, it is not enough to say that the company manages its money incorrectly. It is necessary to assess the situation and suggest methods for correcting it. In order to improve the financial stability of the enterprise, it is necessary to take measures to increase the share of its own capital. For example, making a profit, obtaining financial support, conducting a revaluation, and issuing securities. Widespread mechanism of increasing equity capital, which is to make a profit. The company's profit is calculated as the difference between the proceeds from the sale of products and the costs associated with its release. It is necessary to reduce costs to increase revenue. In order to fulfill this condition it is necessary: to reduce the labor intensity, material consumption, energy intensity of a new product; improve the management structure. It is worth noting that the cheapest way to reduce costs is to minimize depreciation. Also to get profit you can sell securities and unnecessary means of production and materials. The fastest and surest way to increase profit is to help, regional and local authorities. Improving financial stability occurs at the expense of increasing the value of the property. Not more often than once a year, it is recommended to reassess fixed assets. One of the ways to improve financial stability, as well as the exit of the enterprise from the crisis, is the issue of securities (shares) among the number of existing shareholders. Next, we consider methods for reducing borrowed capital, which can also lead to an increase in the financial stability of an enterprise. By mobilizing cash flow, you can reduce the level of commitment. Accelerating collection of receivables is called cash flow mobilization, which is the most effective way. In order to increase the financial stability of the company, it is necessary to pay liabilities. But, in order to make it happen faster, it is advisable to tighten the terms of the policy on the control of receivables. When replacing cash payments with shares and replacing one obligation with another, there can be a decrease in liabilities through debt restructuring [2].

Conclusion. Of course, it is impossible to determine one really good way, because all enterprises differ from each other in their work, industry, direction and so on. Result: all methods of asset management and self-financing that have been considered may contribute to increasing the income of an enterprise or reducing borrowed capital, which, of course, will improve the indicators of financial stability of an enterprise.

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ATTRACTING CHINESE INVESTMENTS INTO ECONOMY OF THE REPUBLIC OF BELARUS

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Resume – The special features of development of the bilateral relations of the Republic of Belarus and the People's Republic of China in the investment and production sectors are considered. The directions of the Belarusian-Chinese cooperation, in particular, the implementation of investment projects with the participation of residents of the industrial park "Great Stone", are analyzed.

Резюме – В данной работе рассмотрены особенности развития двусторонних отношений Республики Беларусь и Китайской Народной Республики в инвестиционной и производственной сферах. Проанализированы направления белорусско-китайского сотрудничества, в частности, реализация инвестиционных проектов с участием резидентов индустриального парка «Великий камень».

Introduction. Development of relations with China is the strategic direction of foreign policy of the Republic of Belarus. China is one of the most important trade and economic partners. It takes the third place among the countries out of the CIS on commodity turnover volume, the eighth – on the volume of the Belarusian export, the second – on the volume of import to Belarus. In the Program of social and economic development of the Republic of Belarus expansion of trade and economic cooperation with China is considered as one of conditions of diversification of export of goods and services, and attraction of the Chinese investments – as an important