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INNOVATIVE ACTIVITY OF SMALL AND MEDIUM BUSINESSES IN THE REPUBLIC OF BELARUS

ИННОВАЦИОННАЯ ДЕЯТЕЛЬНОСТЬ СУБЪЕКТОВ МАЛОГО И СРЕДНЕГО БИЗНЕСА В РЕСПУБЛИКЕ БЕЛАРУСЬ

The economic development of the national economy, increase of the level of competitiveness of small and medium businesses in the domestic and foreign markets of goods and services are closely related to innovation. State interest in enhancing the innovation activities of small and medium-sized businesses is reflected in a number of regulatory and legal acts. The purpose of the research is to assess the effectiveness of the innovation activities of businesses and the possibility for its development.

Successful entrepreneurial activity is possible in the synthesis of creative and search activity, which, according to J. Schumpeter, reforms and revolutionizes production. It is difficult to create competitive products without using innovations [1]. The share of high-tech (including medium-tech (high level)) and knowledge-intensive industries in the GDP of the Republic of Belarus in 2017 increased by 0.9 points compared to 2016 and amounted to 36.6% [2].

In 2017, at the stage of development of the innovation sector of the economy, the share of small and medium-sized business structures was 24.7%, which is 1.1% higher than in 2016. A positive balance of 0.2% in 2016 in comparison with 2015 indicates the dynamics growth of the use of innovative ideas in the activities of Belarusian enterprises.

The investment attractiveness of the Republic of Belarus has improved over the last five years, which is confirmed not only by an increase in the number of foreign companies in the country, but also by the total amount of foreign investment. During the first half of 2018 5.499,272.9 thousand dollars were received, while the volume of investments directed from the Republic of Belarus amounted to

3.229,234.2 thousand dollars. The positive balance between imported and exported investments is the reason for the development of measures to create its own funds for the development and implementation of investments. An analysis of the areas of investment leads to the conclusion about the most attractive sectors of the economy: industry (27.3% of the total foreign investment), wholesale and retail trade (39.6% of the total foreign investment) and transport activities, warehousing, postal and courier activities (17.7% of total foreign investment).

The results of the research allow us to consider innovation as an effective tool of competition, which helps to get the target market segment and become a leader in the industry through the development of new production technology or approaches. The research revealed the existing development potential of the innovation sector in the Republic of Belarus. It is recommended to develop measures to encourage the attraction of domestic investment in innovation.

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THE SYSTEM OF DISCOUNTS IN TRADE BUSINESS

СИСТЕМА СКИДОК В ТОРГОВОМ БИЗНЕСЕ

Each manufacturer asks the question: “What would interest a client?” An offer is a peculiar form of response to this question. An offer is a supply. The oldest kind of offer is a discount which should have the sense and ever better the uniqueness. A discount as a tool of price modification is used in order to react to lower prices of competitors, to liquidate too large stocks of goods, to attract the greater number of customers or to stimulate consumption.

Today any organization which is successfully operating in the market cannot do without the use of various discounts since it is the system of discounts that allows