

официальной точкой зрения Минздрава, что «несовершенна организационная модель медицинской помощи, обусловленная действующей системой финансирования и управления» [4]. Несмотря на принятые меры по оптимизации институциональной структуры здравоохранения, она по-прежнему базируется на дорогостоящей стационарной помощи в ущерб более экономичной амбулаторной [4].

Проблемой развития системы здравоохранения страны является слабо конкурентный уровень развития медицинской промышленности. Высокие цены на фармацевтическую продукцию, несмотря на их регулирование законодательством, приводят к тому, что не все слои населения могут себе позволить нужные лекарства. Также еще одной немаловажной проблемой является дефицит медицинских кадров. При этом Республика Беларусь располагает квалифицированными медицинскими кадрами, из-за чего есть возможность попасть в международную систему разделения труда в сфере здравоохранения.

За прошедшие годы произошли значительные изменения в системе здравоохранения. Процессы изменения проходили в соответствии с общими принципами социально-политической модели общества, экономическими возможностями государства и населения, с учетом состояния здравоохранения на момент реформ, но их пока недостаточно для социальной мотивации персонала государственных и частных медицинских учреждений.

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THE FEATURES OF CONSULTING INDUSTRY UNDER CONTEMPORARY CONDITIONS

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The article presents some features of contemporary consulting industry. A special attention is paid to the challenges for the consulting business development. The activities of the consulting agencies on the consulting market under contemporary conditions are described.

Keywords: consulting agency; consulting business; consulting company; consulting industry; consulting market.

ОСОБЕННОСТИ КОНСАЛТИНГА В СОВРЕМЕННЫХ УСЛОВИЯХ

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В статье представлены некоторые особенности современной консалтинговой индустрии. Особое внимание уделено вызовам для развития консалтингового бизнеса. Описывается деятельность консалтинговых агентств на рынке консалтинга в современных условиях.

Ключевые слова: консалтинговое агентство; консалтинговый бизнес; консалтинговая компания; индустрия консалтинга; рынок консалтинга.

Nowadays, science and technology are highly developed, all kinds of information are spread quickly, and the requirements for independent innovation abilities are getting higher and higher. The challenges to adapt to changes and improve innovation capabilities have become the foundations for the success of an organization or enterprise. In the process of improving innovation ability, a large amount of information needs to be collected and efficient decision-making is to be implemented. Consulting agencies can provide customers with all kinds of useful information and decision-making assistance to help customers improve.

Among the features of contemporary consulting industry it is possible to distinguish the following aspects.

First, the policy support and guidance are combined with the auxiliary management of various professional associations. Many countries attach great importance to the guidance of the consulting industry, set up special management agencies for this, and formulate corresponding laws and regulations. The governments adopt the measures to establish a fair competition and standardized operation of the consulting market, which has extremely strict requirements on the qualifications and professional ethics of consultants. It has formulated consulting standards and has specific regulations on service rules, procedures and working methods. Consulting agencies must follow procedures in project bidding, operation and completion. In addition, there should be the consulting project team that does not have an interest relationship with the client, a relatively independent team with different opinions participates in reviewing the quality and progress of the work, and the research results are disclosed to the public as much as possible, which is conducive to improving the quality of the results and maintaining the research. The independence allows more people to share. Extensively establish professional consulting associations are to perform functions such as guidance and training. Moreover, complete legal management are to promote the healthy development of the consulting industry.

In order to accelerate the development of the consulting industry, many strong support policies have been adopted from developed to developing countries. Developing countries have also formulated effective measures to develop and protect the implementation of their own consulting industry. Sometimes there are measures aimed at prohibiting or restricting the participation of foreign consulting companies, but to provide domestic consulting. The company encourages its development with special preferential policies for registration, investment, and credit. Various professional consulting associations established by different countries have also played an important role in ensuring the coordination and orderly progress of the consulting industry. They have made clear provisions on the qualifications and professional ethics of consultants through the articles of association and other forms. Many associations also help some small and medium-sized consulting companies to obtain projects or open up overseas markets.

Second, the organizational way is flexible and personnel structure is reasonable. The advisory bodies generally have boards that are responsible for the business objectives of the organization and development directions. Researchers can choose their own topics, their commuting time has no hard provisions, the implementation of «project group responsibility system» and regular discussion of the work take place. Firstly, consulting institutions rely on the organizational own personnel; secondly, the organizational research staff and hired external scholars are to co-operate; thirdly, external experts also participate. The latter two ways have become the development trend of modern consulting industry. The personnel structure of consulting institutions is generally more reasonable. From the level, generally high and intermediate researchers account for a large proportion, whereas junior staff is less. In terms of professional structure, various advisory bodies, especially comprehensive advisory bodies, have all kinds of expertise. Companies have mathematicians, physicists, chemists, computer experts, medical experts, legal experts, political analysis experts, language experts, engineers and literature and art experts, and their proportions are justified. Concerning the age structure, the advisory institutions are to include 30 to 50 years old consultants that account for the vast majority, which is called «the best age range». In this way, it can not only give play to the advantages of all ages, but also enhance the vitality and overall capacity of the organization.

Third, the speed of development. The consultation content is wide. The consulting industry in personnel, institutional funds and other aspects of the rapid growth, and presents the rapid expansion from developed countries to developing countries.

Fourth, the independence of research work. Consulting agencies in developed countries advocate objectivity and impartiality, and encourage researchers to have independent opinions and innovation. Even if the research results are diametrically opposed to official intentions or authoritative opinions, they can be implemented. Contemporary consulting agencies usually provide clients with several alternatives, rather than supporting client opinions or government policies with incomplete information. Even for consulting institutions that are closely related to the government and their research work is also independent. For example, it is believed that its research work does not need the support of a particular policy and plan, and does not rely on the opinions of any unit or individual. Of course, it does not tend to influence policies, but only cares about whether the consequences of the decision are consistent with its own expectations. As a rule, consulting agencies also adhere to the principles neutrality and openness. They declare not to favor political parties, governments and enterprises, and win the support of citizens and associations without interference from governments and enterprises.

Fifth, the importance to foreign-related consulting. Foreign-related consulting directly related to national interests, and its development status affects the overall level of the consulting industry. Developed countries attach great importance to foreign-related consulting services, and generally provide information and subsidies for their own consulting industry to expand overseas markets. For example, many government departments in the United Kingdom have long assisted in opening up foreign consulting services, making this type of business spread to more than 130 countries and regions. Japan dispatches government investigation missions, often recruiting consultants to participate, and granting subsidies; it implements a preferential tax system for the income of domestic consulting agencies abroad. In order to expand the overseas consulting market, some countries have also set up poverty alleviation funds. In order to develop foreign consulting and enhance the competitiveness of domestic consulting institutions in the international market, various consulting associations manage and operate foreign consulting services in a unified manner. These oblique measures are effective. More than half of the business income of some large consulting companies comes from foreign countries.

At present, many consulting companies are not only comprehensive and capable of performing different activities, but also face greater challenges and risks. The consulting business is a highly specialized intellectual industry. Like other industries, it also has its own products,

which invisible and intangible. For any consulting company to win the competition it is necessary to understand the core business directions and products as well as main directions of consulting industry functioning.

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RESEARCH OF ECONOMIC AND TRADE COOPERATION BETWEEN CHINA AND BELARUS

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Currently, economic relations between China and the Republic of Belarus are actively developing, but there are also a number of problems. In the article the prospects for expanding cooperation between China and Belarus and the problems slowing down this process are researched.

Keywords: economic and trade cooperation; «Silk Road Economic Belt»; China-Belarus Industrial Park; perspectives; challenges.

ИССЛЕДОВАНИЕ ЭКОНОМИЧЕСКОГО И ТОРГОВОГО СОТРУДНИЧЕСТВА МЕЖДУ КИТАЕМ И БЕЛАРУСЬЮ

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В настоящее время экономические отношения между Китаем и Республикой Беларусь активно развиваются, но есть и ряд проблем. В статье исследуются перспективы расширения сотрудничества между Китаем и Беларусью и проблемы, замедляющие этот процесс.

Ключевые слова: торгово-экономическое сотрудничество; «Экономический пояс Шелкового пути»; Китайско-Белорусский индустриальный парк; перспективы; вызовы.

Since the establishment of diplomatic relations between China and Belarus, the economic and trade cooperation between our countries has continued to develop. The total volume of import and export trade between the two countries has increased significantly, the mutual investment between China and Belarus has increased significantly, and the number of Sino-Belarus joint ventures has continued to increase (table 1).

For China, deepening economic and trade cooperation with Belarus will help open up the European market, promote Chinese enterprises to «go global», and also contribute to the construction of the «Silk Road Economic Belt». For Belarus, Belarus hopes to attract foreign investment. At the same time, foreign markets for Belarusian companies will be expanded. However, China-Belarus economic and trade cooperation still faces some challenges, and the potential of bilateral economic and trade cooperation needs to be further tapped. The main challenges