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National Economy

*Skaromny A.,
Tsishkouskaya T.*

Assessment of the competitive position of the Republic of Belarus' economy in the global context 3

This article provides a comprehensive analysis of the competitive positions of the Republic of Belarus and the existing elements of its ideological positioning based on systemic, comparative, index, and SWOT analysis. The article identifies key challenges, including the dependence of exports on raw materials, the need for diversification and attracting foreign direct investment, and the fragmented nature of current communication efforts.

Key words: competitiveness; country branding; positioning; investment attractiveness; ideological marketing; the High-Tech Park.

Economy Digitalization

Shkabarina A.

Current trends and features of the platform and classical economic models 7

The article analyzes the main trends in the development of the platform economy and its impact on industry structures. A comparison is made of traditional and platform models of business organization.

Key words: platform economy; business models; network effects; digital infrastructure; algorithmic management; institutional transformation.

Management and Marketing

*Bahrantsva K.,
Baibardina T.,
Hurskaya S.,
Tselikava L.,
Nilova A.*

Current trends in consumer market development: marketing, digitalization and product quality 12

This article examines modern approaches to consumer goods expertise, the potential for applying digital economy technologies in commerce and logistics, and the specifics of marketing for non-profit organizations. Practical recommendations aimed at improving the efficiency of retail organizations and other market participants are presented.

Key words: commodity expertise; digital economy; marketing of non-profit organizations; consumer market; product quality; logistics; commerce.

*Karchevskaya E.,
Sidorkina V.*

**An algorithm for assessing competitors' marketing activities using
the "digital investigation" method 16**

The article presents the Digital Footprint Audit (DFA) methodology, designed to assess competitors' marketing activities using indirect and qualitative data from open sources. Based on the principles of analytical intelligence, it includes a thorough analysis of competitors' web resources, social media, advertising campaigns, and other online platforms. Unlike traditional approaches, DFA provides a comprehensive understanding of marketing strategies without access to internal data and can be used for strategic planning and timely response to market changes.

Key words: Digital Footprint Audit methodology; digital efficiency index; digital friction; competitive intelligence; visibility index; tech health; social authority; trust index.

Pomaz I.

Transformation of marketing research in digital economy 20

The article presents material reflecting the transformation of marketing research methods and tools from traditional forms to a digital environment. It provides a description of quantitative and qualitative research methods in the context of digitalization of the economy and substantiates the need to use specialized digital tools to solve research tasks in the marketing activities of an organization.

Key words: digital economy; digitalization; marketing research; transformation; methods; tools; data; quantitative and qualitative research.

Yatsevich N.

**Psychological characteristics of an entrepreneur's personality:
structural elements and content 26**

The article examines the structure and content of the psychological characteristics of an entrepreneur's personality, which include personal qualities, mindset and behavior of an entrepreneur. Entrepreneurial spirit, competence, creativity, and autonomy are highlighted among personal qualities. The distinctive features of entrepreneurial thinking include selfishness, rationality, information reflexivity, and proactivity. Among the characteristics of entrepreneurial behavior, the article examines activity, competitiveness, cooperation, alertness, risk-taking, implementation of changes, and rational choice of economic alternatives.

Key words: entrepreneur; entrepreneur's personality; psychological aspect of entrepreneur's personality; entrepreneur's personal qualities; entrepreneur's mindset; entrepreneur's behavior.

Accounting, Analysis and Audit

Tolkacheva E.

Integrated reporting as a result integrations of financial and non-financial information ... 34

The article examines the feasibility of developing and publishing integrated reporting containing relevant information on the most significant aspects of the organization's activities to achieve development goals based on the use of resources, technologies, environmental capabilities and interaction with stakeholders. Integrated reporting is the result of the development of corporate reporting, its implementation will increase the information transparency of the business, its investment attractiveness and competitiveness, and expand the geography of its presence.

Key words: reporting; corporate reporting; non-financial reporting; integrated reporting; capital; information.

Masansky S.

Intersectoral technological cycle as a conceptual basis for the methodology of forming a rational assortment of food products for school meals..... 40

The intersectoral technological cycle “Standard – Implementation – Training” (ITT) is substantiated using a systems and dialectical approach. It is shown that school meals represent an intersectoral controlled system, the effectiveness of which is determined by the coordination of nutritional requirements, technological implementation, pedagogical support for choice, and actual consumption. A three-level methodology for product range formation (conceptual, process, and instrumental levels) has been developed, including a system of target indicators for the ITC performance and an integral indicator R_t , calculated using a multiplicative model. Using the example of the culinary product “Grilita” (two patents of the Republic of Belarus), the model was verified: the product is in demand, the minimum level of waste is achieved, and the performance index is 77%. The ITC implements the transition from reactive control to proactive quality management based on feedback, which is in line with the development vector of ISO 9001:2026 and the principles of sustainable development.

Key words: school meals; assortment; intersectoral technological cycle; nutrition science; pedagogy; public catering; quality; ISO 9001; sustainable development.

History and Theory of Consumer Cooperatives

Potockaya N.

Institutional continuity and transformation of consumer cooperative principles: the experience of Belarus in the context of the classical Rochdale model..... 48

This article provides a comparative analysis of the classical Rochdale model and the modern Belkoopsoyuz system in order to identify the mechanism of adaptation of cooperative principles to the conditions of the post-industrial economy and the demographic challenges of rural areas of the Republic of Belarus. It is argued that the divergence between the imperative of profit and the social mission is a legitimate institutional transformation conditioned by historical continuity (including the traditions of “honey brotherhoods”) and the special status of the state. Applying neo-institutional methodology, the article demonstrates that the Belarusian model of consumer cooperation serves as a tool for aligning the interests of social macrogroups through the redistribution of financial flows between profitable and unprofitable segments. The financial mechanism of cross-subsidization is revealed as the main adaptation of the Belarusian model, and the symbolic role of the share fund is identified. The practical significance of the study lies in the substantiation of the author’s coefficients for the financial analysis of cooperative systems operating in the “welfare state” regime.

Key words: consumer cooperatives; Belkoopsoyuz; Rochdale principles; social mission; “honey brotherhoods”; institutional continuity; state-cooperative partnership; financial flows; cross-subsidization.

*Baibardina T.,
Avdashkova L.,
Romanyuk A.*

**Priorities for training new generation digital marketing specialists based
on labour market requirements 56**

This article presents the results of a survey of the demand for the digital marketing major among applicants and sponsoring employers at the Belarusian Trade and Economics University of Consumer Cooperatives. Potential sponsoring employers for digital marketing majors are identified. Priorities for training next-generation digital specialists are updated, taking into account the evolving digitalization of the economy.

Key words: higher education; higher education institutions; digital marketing; digitalization of the economy; applicant; sponsoring employers.

Shverda O.

**Business English and General English: differences, problems and practical examples
in the context of teaching at a trade and economic university 60**

This article examines the conceptual differences between Business English and General English in the context of training personnel for the Belarusian economy. Based on an analysis of teaching practices at the Gomel Trade and Economic University (an educational institution of Belkoopsoyuz), the main problems of transitioning from General to Business English are identified: lexical gap, lack of situational practice, limited cross-cultural competence. Practical examples of integrating Business English into curricula (work with contracts, business correspondence, negotiations, presentations) are provided. The necessity of integrating Business English into specialized economic disciplines to enhance the competitiveness of graduates in the international labor market is substantiated.

Key words: Business English; General English; English for Business; the teaching of the English language; University of Economics and Trade; intercultural communication; professional training; Belarus.