

strengths, weaknesses of economic agents [2].

Ultimately, the modern international economy is based on the production of recognition-intensive products and highly intelligent services. Today, the most valued intangible assets are: the collection, analysis and processing of information, entrepreneurial skills on which the market develops. Information technology is the backbone of new production and goods and service to a sustainable rural environment. Fundamentally different from what before, the management system, the infrastructure networks of the economy, foreign financial flows. Economics has paid great attention to understanding competitiveness and has defined the concept more generally.

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CONCEPT OF SUSTAINABLE DEVELOPMENT OF RURAL AREAS

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The socio-economic development of global rural society in recent decades has been largely focused on rapid economic growth, which clearly depletes natural resources and harms the environment. Many countries have experienced a high level of consumption growth that cannot be achieved without the use of natural resources. The depletion and mismanagement of natural resources are the real causes of the planet's natural disasters. On August 22, the date was when "humanity consumed all the resources that ecosystems can produce in one year, three weeks later than in 2019." The search for explanations on this environmental problem, will allow scientists, an efficient management of the current situation of the universe. The proposed solutions will allow a gradual regression of this 'historic' environmental reversal and ensure an improvement in the quality of life of people in an environment of economic capacity for life.

Global changes related to economic, environmental, and social processes. High growth and development indices. Technological and industrial

progress requires new approaches to local socio-economic development.

The high rate of manufacturing has a negative impact on the environment, which poses a threat to the health of the nation, and subsequently declines in fertility and high mortality rates.

The transition in most developed countries is on the road to sustainable development. The importance of environmental conservation is not only for present generations, but also for the future generation. "Sustainable development actors" should take into account the apparent role of regions in developing the development of a sustainable economy throughout the country [1].

Maintaining environmental security with the socio-economic development capacity of the regions is determined by the new terrain to facilitate the transition to sustainable development. This is confirmed by the decline in the share of anthropogenic impact on the environment in developed countries, where sustainable development is based. According to World Bank data for 2013, the level of deforestation (deforestation, and the decline of wildlife) in countries with high GDP between 2000 and 2010 remains unchanged, while in developing countries, this figure increased by 0.6 % [2], over the same period. It is also noted that the economic aspect of sustainable development, both nationally and at regional levels, is linked to the transition of the current natural resource economy" the use of the economy of their systemic reproduction (reproduction of labour, capital and natural resources). We are now faced with the first type of economy, which in practice means the predominance of short-term motives.

For a more complete essential feature of the notion of considering the development of a conservative, evolutionary and systemic approaches. The conservative approach to development sustainability focuses primarily on the preservation of resources and transmitting them to future generations, while at the same time the main objective of the system is to reproduce and renew the natural resources already used.

The evolutionary approach; considers a development from the perspective that global changes are occurring in the environment. It consists of making adjustments, which in turn will allow the evolution of the trajectory of society as a whole.

Conservation and reproduction functions, which warrants careful treatment of available natural resources. The aim is to reproduce, enhance and transfer these to the future generation [2].

In conclusion, sustainable economic development is the support of the territories to the expansion of production, from the development of diversified agricultural and non-agricultural activities to small and medium-sized enterprises through the development of agricultural consumer cooperatives to improve the quality of life of the rural population, which unlike poor

countries do not exist. The vision is to effectively use the territory's existing potential in all areas of rural economic development, and to expand the list of factors influencing the socio-economic development of poor areas, which include the socio-economic development of the environment, hence the development of tourism, which include the socio-economic evolution of rural areas, and economic, social and environmental factors.

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ASSESSMENT OF THE COMPETITIVENESS OF THE ORGANIZATION ON THE EXAMPLE OF OJSC «POULTRY FARM VELYATICH»

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At present, it is not enough for any organization to have only the high quality of the product supplied to the market in order to be competitive in the market. Along with high quality for consumers, other factors play a significant role too: the high technical level of production and management, the image, the marketing capabilities of the enterprise, etc.

Thus, the competition encourages the activity of independent units. In the competition organizations attract customers by advertising, reducing prices and production costs, improving the quality of products or services, providing pre-sales and after-sales services, meeting the needs of individual consumer groups.

The competitiveness of an organization is an integral characteristic that evaluates the results of its activities achieved by an enterprise (organization) during a certain period. This is a fairly dynamic, interconnected system of elements, each of which is designed to reflect the assessment of a certain