

In order to develop entrepreneurship, regulate the market of goods and services, exercise state control over the quality of products, attract investment, develop industry and international relations on the territory of the Republic of Belarus, a number of regulatory legal acts were subsequently adopted that regulate registration and liquidation of business entities, licensing, certification.

Conclusion. Belarusian society faces challenges of increasing the efficiency and social prestige of doing business and entrepreneurship, on the one hand, and the revival of public confidence in honest and responsible business, on the other. It is necessary to strengthen the control of state bodies and civil society over the quality of products and services provided by public and private individuals. It is also necessary to create the same conditions for public and private enterprises in the field of investment and taxation.

In accordance with Article 13 of the Constitution of the Republic of Belarus, the state provides and guarantees equal opportunities for entrepreneurial and other economic activities not prohibited by law [1, p. 6]. Public and private (entrepreneurial) innovations are the main driver, the technological foundation for the development and improvement of the economy and the state as a whole. Highly educated, motivated, enterprising people are required for the Republic of Belarus to succeed in the international technology race. The task of a socio-moral state is to combine breakthrough technologies with human capital within the framework of a consolidated state-civil society. [2, p. 3-10].

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THE INNOVATIVE CLIMATE OF THE COMPANY AS ONE OF THE HYGIENE FACTORS OF THE FORMATION OF HUMAN CAPITAL

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It is common knowledge that the term "human capital" first appeared in the works of Nobel laureate in economics Theodor Schultz, who stated that improving the well-being of poor people does not depend on land, technology or their efforts, but rather on knowledge. In the 60s of the 20th century, an explosive growth of research on the human factor and human capital began. Economists have drawn attention to the fact that the main source of well-being for a modern person is knowledge, and knowledge capital is more efficient than traditional

economic capital, which includes such resources as labor, land, capital, entrepreneurship. [2, 74].

Human capital is a form of expression of productive forces (qualities, properties, abilities, functions, roles) of a person included in the system of a socially oriented market economy as a leading element of social production, which contributes to the growth of labor productivity.

In modern conditions, it is important and relevant to define the factors that determine the formation of human capital. We believe that the effective formation of human capital is most important for the development of an innovative economy. Human capital is formed effectively in the conditions of a developed innovative climate of the company.

The purpose of the study is to describe the significance and functions of the innovation climate as an important hygienic factor in the formation of human capital.

Material and methods. The material for this work was research on the importance of human capital [1; 2], as well as the two-factor theory of motivation by Frederick Herzberg. General scientific research methods (analysis, synthesis, generalization, description) were used.

Results and their discussion. When human capital is forming, there is a two-way multiplier effect that ensures higher incomes in the future, which stimulate a person to accumulate a new stock of skills, knowledge and motivation in order to use it more effectively. At the same time, motivation, being the most important element of human capital, should help to ensure that the process of reproduction (formation, accumulation, use, replenishment, investment) of human capital is fully completed.

In the conditions of modern innovative economy, the formation of human capital is associated with two groups of factors, which we, following F. Herzberg, will call hygiene and motivational [2]. Hygiene issues, according to Herzberg, are related to the environment in which the work is carried out, and motivators are related to the nature of the work. Besides physical conditions, Herzberg identified the following hygiene issues: work schedule, relationship with management and organization policy. We believe that one of the important aspects of the organization policy is innovation activity, and an important aspect of innovation activity is the innovation climate.

On the basis of the individual innovative consciousness of employees is formed a collective innovative consciousness, which is the innovative climate of the enterprise. It represents the traditions, norms and stereotypes of behavior established in the organization, which individual employees reflect in their behavior. The innovation climate performs the following functions: 1) *reflection* - the innovation climate should provide a quick response to emergencies and problems in the work of the team, identifying the need for innovations. To do this it is necessary that employees are focused on their own independence and not on the help and responsibility of higher managers; 2) *regulation* - a favorable innovation climate forms the active participation of employees in innova-

tions as a social norm, i.e. there is a stable tradition of constant innovation. The existence of such tradition makes it easier for an employee to make a decision - to participate or not, but in order to strengthen traditions, participation in innovations should be rewarded (either financially or morally), and non-participation, as a violation of social norms, should be condemned; 3) *transmission* - the innovation climate involves training, instilling in a new member of the team existing in it (the team) value systems: attitudes to actively participate in innovations; 4) *selection* - this function of the innovation climate consists in the selection of those people whose value system corresponds to the collective.

Thus, "a favorable innovation climate" implies a rapid response to the needs of the enterprise for innovations, the formation of a social norm of active participation in innovations, the transmission of this norm to newly incoming employees, the selection of active innovators. A favorable innovation climate does not help to get rid of all of the difficulties, but it helps to cope with them, to activate workers.

Conclusion. The world is changing. At the same time, the dynamics of those changes are different, depending on geography, economic well-being, the law system, public relations, climate and a host of other variables that do or do not depend on people. An important factor determining the state and level of national development is its economic potential, which is based on human capital, which largely forms the ability of the state to operate in the global economic system [1, 12]

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«ИНОСТРАННОЕ ПРАВО» КАК ОБЪЕКТ ИССЛЕДОВАНИЯ МЕЖДУНАРОДНОГО ЧАСТНОГО ПРАВА

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Целью настоящей работы является определение понятия иностранного права в целях правоприменительной практики, осложненной иностранным элементом, а также предложение методики установления содержания иностранного права с учетом сложившейся мировой практики. Анализируются основные статьи Гражданского кодекса Республики Беларусь (далее – ГК), направленные на регулирование данного рода отношений.

Результаты и их обсуждение. Упоминание об иностранном праве как о применяемом регуляторе общественных отношений в иных социальных