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Entrepreneurs make up a fairly significant part of society. Every year this type of activity is gaining momentum. Now we will look at the example of women's entrepreneurship in Belarus, about the barriers and problems that hinder the development of this area, as well as about the measures taken to stimulate women's activity.

The Ministry of Economy, as well as independent institutes, conducted studies to assess the extent of women's involvement in entrepreneurship, as well as to identify social, economic and cultural barriers that affect women's economic behavior and career choice. Based on the results obtained, decisions will be made on whether this category of business needs additional support or any special preferential treatment.

Several groups of factors have been identified that can be called conditional obstacles to women's entry into business. These barriers include social pressure and family responsibilities that women bear. There is also a certain lack of managerial experience, strategic orientation, dependence on the opinion of society and general challenges of the business environment, which are characteristic of all categories of business entities. The social role of a woman forces her to take care of the family and care for children. At that time, according to research, only 9% of male entrepreneurs are ready to share this responsibility [1].

Another barrier that has been identified is behavioral. In particular, the degree of internal readiness of women themselves to start entrepreneurial activities. The main factor here that can be an obstacle is internal lack of self-confidence and self-confidence. This is due to cultural traditions, the opinion of society, since women, due to psychological characteristics, are more inclined to look at the opinions and judgments of others about themselves. And when habitual social roles shift, the choice is often made in favor of traditions. This behavior is also due to the desire to avoid high risks, a greater tendency to analyze the consequences of decisions made

Women are more likely to refuse to borrow money.

Another challenge is general macroeconomic issues. The surveys that we conducted among men and women show that both categories equally note obstacles in starting and developing a business related to

regulatory regulation of entrepreneurial activities. There are no differences identified here; when we talk about stimulating a business initiative, we focus on creating common and comfortable conditions for business development without reference to gender issues. We focus on making the business climate in our country attractive, stimulating business initiatives and developing our business.

It has become traditional to hold a business and career week for women. Within the framework of this week, as in the previous two years, a series of various educational, motivational, and discussion events will be organized. We also once again plan to support the global initiative, which is being held under the auspices of the United Nations - World Women's Entrepreneurship Day. 144 countries of the world, including Belarus, are participants in this initiative.

As for measures to develop traditional ways of support, which include a system of benefits, preferences, tax and administrative breaks, this issue is on the agenda. We are currently undergoing a large-scale restructuring of the system of state support for small and medium-sized businesses in general, therefore, as part of this work, we, of course, pay attention to such a moment as the possibility of allocating women's business to a separate category to provide assistance [2, p. 30].

In Belarus there is no such separate legal category as women's business. Consequently, the issue of providing special state support from the republican and local budgets to women entrepreneurs (in particular, providing some special benefits, preferences and other incentives) has not been regulated by law. Thus, women who today want to open their own business in the form of individual entrepreneurship or a commercial organization act on a general basis and enjoy the preferences that are provided for the corresponding category of small and medium-sized businesses.

## References

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