

4) increases the value of the company in the market – (Bendikov, Jamai, Kendyukhov, etc.) [5].

Thus, after analyzing the common concepts and approaches to the term “intellectual capital», we can propose the following formulation: the presence of an economic entity (firm, enterprise) of human capital (employees, customers, etc.), whose knowledge and skills help to find new creative ideas for its development, and intellectual property objects, which together increase its value and significance in the market.

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## **ANALYSIS OF SEASONAL FLUCTUATIONS OF LABOR SUPPLY IN THE LABOR MARKET OF THE REPUBLIC OF BELARUS**

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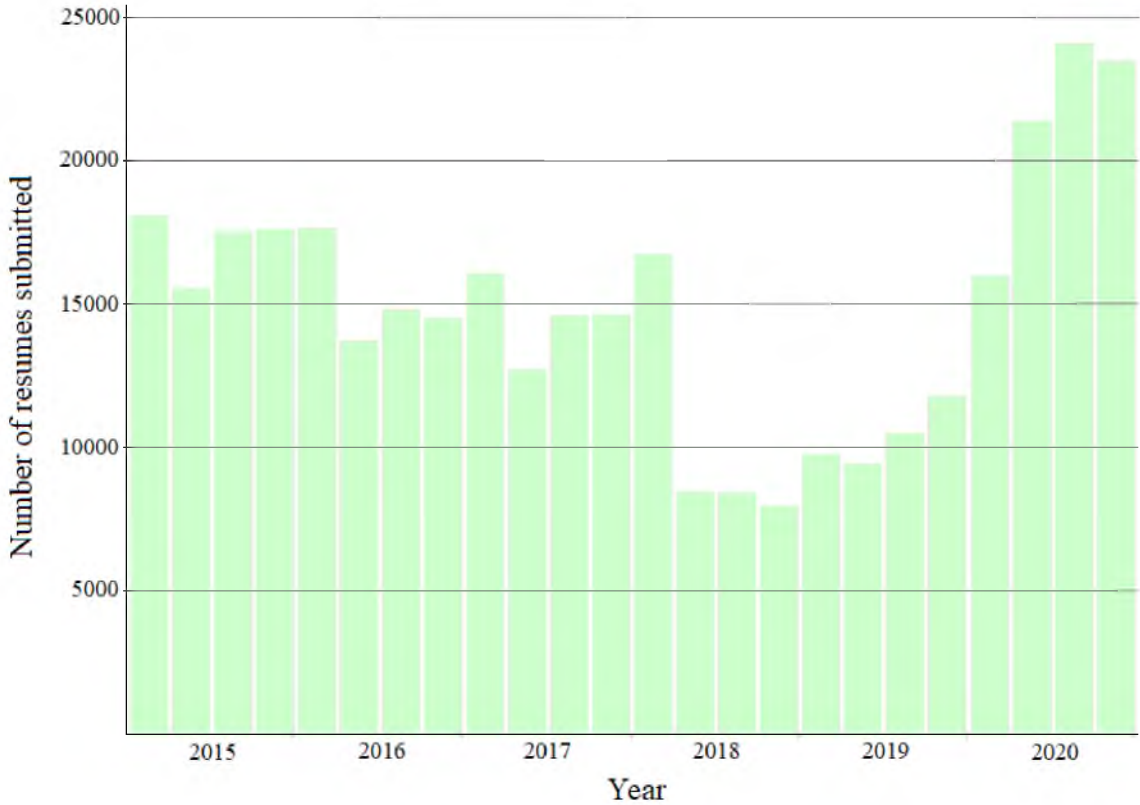
The purpose of the study was to forecast changes in the labor market of the Republic of Belarus, taking into account intra-annual seasonal fluctuations.

When performing the intra-annual analysis of labor supply dynamics in the labor market of the Republic of Belarus, it is advisable to take into account the periods of decline and growth in the activity of those wishing to find or change jobs, since the labor market, like most other social structures, is subject to seasonality.

**Material and methods.** At the first stage of the analysis of the republican labor market the process of scraping resumes from Belarusian job search websites was performed. The sites «Jobs.by» and «GSZ.gov.by» were chosen as data sources, as they contain the maximum number of resumes of job seekers [1].

The process of collecting, cleaning and analyzing information on job seekers in Belarus was carried out by the software product based on artificial intelligence, developed by the Department of Management of EE «Vitebsk State Technological University». This process was implemented by machine learning and included the following stages: extraction of information from web sources, data cleaning, deduplication, saving the collected data and their visualization in the «Superset» program (Figure 1) [1, 2, 3].

The analysis of seasonal market fluctuations is proposed to be based on empirical data without their alignment by mathematical tools. The W. Parsons method is chosen as a method of plotting seasonality and obtaining a trend equation, allowing to develop a forecast of the phenomenon with a projection into the future, the significant advantage of which is the complete absence of error in the resulting regression equation.



**Figure 1 - Statistical data on labor supply in the labor market of the Republic of Belarus**

**Findings and their discussion.** When constructing a seasonal wave by W. Parsons method, the chain relations of initial values of the number of summaries are calculated and the average median values of these chain relations are calculated. Statistical and computational material is presented in tables 1-2.

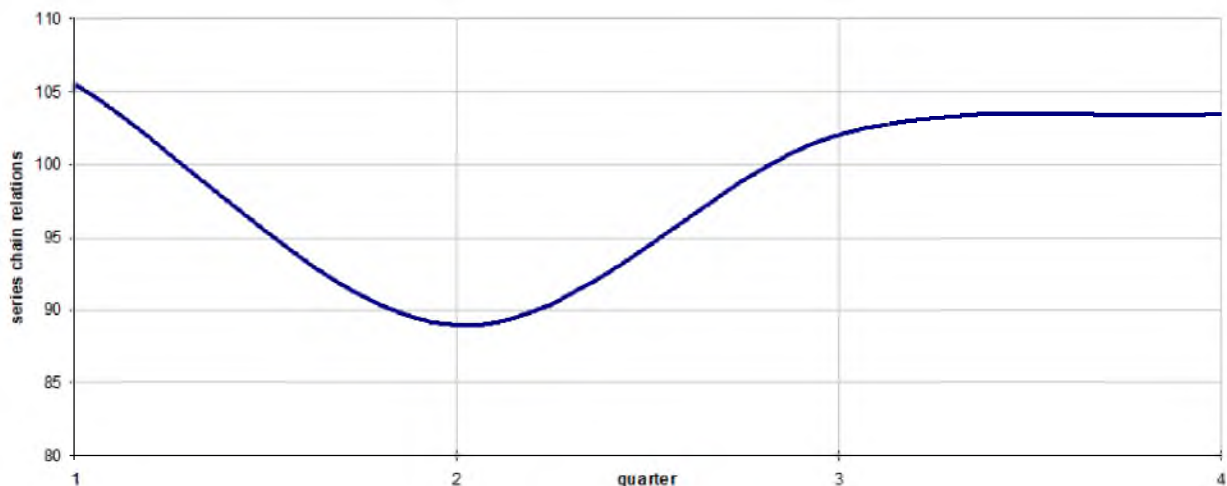
**Table 1 - Statistics on the number of resumes collected by scraping digital sources**

Year	Quarterly, thousands of resumes				Total for the year
	I	II	III	IV	
2015	18	15,5	17,5	17,6	68,60
2016	17,6	13,7	14,8	14,5	60,60
2017	16,1	12,7	14,6	14,6	58,0
2018	16,7	8,44	8,42	7,95	41,51
2019	9,74	9,42	10,5	11,8	41,46
2020	15,8	20,9	24,0	23,6	84,30

**Table 2 - Calculated values of indicators for the construction of the seasonal wave**

Indicator	Quarterly chain relations of row levels				Average of quarterly relations for the year
	I	II	III	IV	
Average quarterly relations from chain relations for 6 years	116,37	87,06	110,33	100,61	103,59
Median values from chain relations	114,38	82,50	112,18	99,17	102,06
Converted median average	100	82,49	92,55	91,78	91,71
Converted and corrected median average	100	84,29	96,65	98,02	94,74
Seasonal wave	105,55	88,97	102,02	103,46	100

Figure 2 shows the constructed seasonal wave of supply in the republican labor market.



**Figure 2 - Seasonal wave of labor supply in the labor market of the Republic of Belarus**

The trend line of the seasonal wave is represented by the polynomial of the third degree:  $Y = -6,8747x^3 + 56,068x^2 - 136,67x + 193,03$ .

**Conclusion.** The analysis of the seasonality graph reflected a decrease in the number of those wishing to change jobs from the beginning of the first quarter to the first half of the second quarter and a revival until the end of the third quarter. The decrease in job search activity can be explained by the fact that personnel who found jobs at the end of the year are on probation and in training. And the revival is associated with the search for seasonal work and the first job by graduates of educational institutions.

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## **METHODOLOGY OF TAX ANALYSIS OF THE ACTIVITY OF AN ECONOMIC ENTITY**

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The most important tool of the economic policy of the Republic of Belarus is the tax system. Taxes can be both a prerequisite and an obstacle to the effective development of a country. They are not only the main form of state revenue, but are also used by the authorities as one of the most important regulators in the economic, political and social sphere. However, the state can use such basic functions of taxes as fiscal and incentive only if the society has formed a tax culture.

The complexity of the tax system and the excessive tax burden is the subject of active discussion in the economic press. Many proposals are being made to simplify it. At the same time, it should be noted that various countries have attempted to reduce taxes to one single payment, but nowhere has this been successful. Only the combination of different taxes allows us to take into account the solvency of taxpayers and the variety of forms of their income, and to observe the principles of equality. Therefore, it is necessary to improve the tax system in the direction of strengthening the incentive function of taxes.

Thus, tax management is one of the most important aspects of financial management of the organization as a whole. This is due to the fact that there are many controversial issues in the Belarusian tax legislation, which organizations