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A COMPANY ANALYSIS ON GEELY

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This paper explores the company's profile, the company's internal and external industry environment and competitive landscape, its internal management and operational mechanisms, as well as risks and challenges. By systematically studying and analyzing Geely, it reveals the various problems and opportunities that the company is facing in the process of development. While reflecting Geely's competitive advantages in the market, it also reflects that Geely has certain deficiencies that need to be further improved and enhanced, and that the company needs to strengthen its innovation ability and risk response ability in the face of fierce industry competition and risk challenges. This paper provides a comprehensive analysis of Geely, which holds important theoretical and practical implications for enhancing the company's competitiveness and elucidating its development strategy.

We have provided analyses of Geely and are discussing the issues Geely is facing under the transformationalised of automotive energy and data, as well as the internal and external industry environment of Geely Automobile, and the risks facing the automotive industry today. It reflects Geely's continued investment in technology and new energy and the profound impact it has had in the wake of the COVID-19 epidemic. Looking back at the present, Geely is still relying on its strong brand influence and strength to gradually recover from the epidemic and return to the normal path. Looking to the future, Geely continues to adopt ESG, a blueprint for advancing sustainable development with ESG, and integrates environmental, social and governance (ESG) principles into the corporate governance structure and business operations management of the entire Group. By establishing and improving the ESG governance structure, the long-term resilience of business development is guaranteed. At the same time, we focus on globalization, technological innovation and social responsibility at the strategic level. Together, these factors have shaped Geely's image as a leading automotive company, but they also require the company to remain flexible and constantly adapt its strategy to changes in the industry.

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HUAWEI'S COMPETITIVE PERFORMANCE

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The world is facing a slowdown in economic growth with the deceleration of global economic globalization, the accumulation of trade barriers across countries and the lack of domestic demand. In particular, the slower industrial recovery after the epidemic and the shift in the international investment boom have further tested the ability of companies and their supply chains to adapt to this complex market environment. Through a comprehensive analysis of

Huawei, a leading Chinese high-tech company in the post-sanctions era, this paper provides new ideas for Chinese companies' development strategies to ensure their survival and sustainable development. This paper analyzes the four dimensions (policy, economy, technology, and society environment). It summarizes Huawei's competitive performance in these four dimensions to get some suggestions for the development strategy of modern enterprises, which are to pay attention to technological development, keep up with the pace of policies, and manage and control risks.

By analyzing the current environment in China and the world in the four dimensions of politics, economy, technology, and society, we can know that although the general theme of the world today is still peace and development, there are also opportunities and challenges of varying degrees. The expansion of the use of renminbi in the basket of currencies or the shake of the status of the world's factory. In these four dimensions, Huawei also has a corresponding competitive performance. These competitiveness performances once again emphasize the importance of technological innovation and development in the sustainable development of enterprises, corporate culture and image shaping has a strong influence on user and customer stickiness, awareness of urgency helps reduce operational risks and risk control of enterprises, and policy responsiveness brings auxiliary effects on the optimization and expansion of enterprise supply chains. These performances reflect the four factors affecting the survival and development of enterprises and can give some suggestions and inspirations for modern enterprises in survival and development strategies. It will help them to stand firm in this turbulent tide of the times. The research object of this paper is the leading enterprise in the field of high-tech in China, which has a large volume, standardized and mature management system and has certain government support and public foundation. Therefore, the applicable objects of the research results have certain limitations and cannot be widely used in all modern enterprises. The research method of this paper is single, and the data are mostly second-hand data, so the timeliness cannot be fully guaranteed, and the reliability of the data cannot be fully verified.

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ОЦЕНКА КЛЮЧЕВЫХ СПОСОБНОСТЕЙ ДЛЯ РАБОТЫ В ЭКОНОМИЧЕСКОЙ СФЕРЕ ПРИ ПРОФОРИЕНТАЦИИ АБИТУРИЕНТОВ

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Современная экономика предъявляет к специалистам все более комплексные требования. Успех в этой сфере определяется не только уровнем знаний, но и набором способностей, позволяющих эффективно действовать в условиях высокой конкуренции, цифровизации и глобализации. При этом спектр данных способностей, влияющих на профессиональную успешность, чрезвычайно широк – от технических навыков до эмоционального интеллекта.

В рамках профориентации школьников, планирующих обучение и карьеру в экономической сфере, важно выделить именно те способности, которые являются