

UDC 658

**ETYMOLOGICAL ANALYSIS TO DETERMINE
THE ESSENCE OF THE CONCEPT
“SUSTAINABLE DEVELOPMENT”**

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The National Strategy of Sustainable Development for the period by 2020 (NSSD-2020) was developed in the Republic of Belarus according to the Law “On State Forecasting and Programs of Social and Economic Development of the Republic of Belarus.”

The Republic of Belarus was the first country among the CIS members to develop NSSD by the year of 2010, which was approved by the Government in 1997 and highly appraised at the UN Regional Conference on Sustainable Development of Countries with economies in transition held in Minsk in April, 1997. The Strategy appeared to be an important methodological and ideological document for development and implementation of state forecasts and programs which enabled to make reliable conditions for the country’s transition to sustainable development.

Issues of sustainable development and regulation of its processes are in the scope of consistent consideration of scholars in the country and overseas. The essence of sustainable development as the concept and various interpretations of this issue are found in the works of T.A. Akimova, B.E. Bolshakova, V.P. Bransky, A.B. Weber, N.P. Vashchekin, E.V. Girusov, V.G. Gorshkov, V.I. Danilov-Danilyan, M.Ch. Zalikhanov, K.Y. Kondratyev, V.A. Koptuyug, O.L. Kuznetsov, P.G. Kuznetsov, L. Laroush, V.K. Levashov, K.S. Losev, V.A. Los, N.N. Moiseev, M.A. Muntyan, Y. Odum, G. Odum, A.E. Petrov, A.D. Ursul, V.V. Haskin, A.N. Chumakov, D. Shlessar, A.S. Shcheulin, R.G. Yanovsky, F.T. Yanshina et al.

So far, there is no a single opinion on the term “sustainable development”. In Russian “sustainable” means ‘устойчивый’ (stable), or ‘сбалансированный’ (well-balanced), or ‘равновесный’ (equilibrium).

Despite general confidence in the lack of alternative for the model of sustainable development, there is a variety of interpretation of the term *sustainable development* as well as its essence, its issues and proposed models of its implementation in scientific papers. The table below shows variants of translation of the term *sustainable development* into some world languages:

World Languages	Official translation	Literal translation from a world language into Russian
French	Developpment durable	Долговременное развитие
Italian	Svilupposostenibile	Заслуживающее поддержки развитие
German	Nachhaltige Entwicklung	Продолжительное развитие
Swedish	Enstadigutveckling	Устойчивое развитие
Norwegian	Enholdbarutvickling	Прочное развитие
Japanese	Jizoki-tekinakaihatsu	Продолжительное развитие

Compiled by the author

Recently a wide range of interpretation of the concept ‘sustainable development’ has been proposed (researchers say about 100 competitive options of definition of the term *sustainable development*) which specify its initial variant. Typically these definitions differ only by the focus on certain issues, the key elements of the definition suggested by the G. H. Brundtland Commission being the same (equal distribution of the world resources for living generation and future ones without usage over the ecosystem’s capacity).

The table below presents some of the proposed definitions of *sustainable development*:

Author	Definition
IUCN, UNEP, WWF, 1991	Sustainable development is improvement of the quality of human life while living within the carrying capacity of supporting eco-systems
TheUN, Human Development Report, 1994 .	Sustainable development is development that not only generates economic growth but distributes its benefits equitably; that regenerates the environment rather than destroying it; that empowers people rather than marginalizing them.
Russian Federation Presidential Edict № 440, 01.04.1996 .	Sustainable development is a stable socioeconomic development, which does not destroy its natural basis.
Secretary-General of the UN, 1999.	Sustainable development as a whole is a steady growth of useful energy.
WCED, G. H. Brundtland	Sustainable development is a process in which the exploitation of resources, the direction of investments, the orientation of technological development and institutional change are all in harmony and enhance both current and future potentials to meet human needs and aspirations.
S.I. Ozhegov’s Dictionary	The term <i>sustainable development</i> is defined as a fluctuation resistant, steady process of transition from one state of being to another, more advanced one, from old quantitative state of being to a new one, from simple to a complex one, from lower to the highest one.
O.S. Shimova	Sustainable development is development which meets the needs of the present without compromising the ability of future generations to meet their own needs.
A.D. Ursul, A.L. Romanovich	Sustainable development is manageable, well-balanced social development which doesn’t destroy natural basis and ensures continuous civilizational progress. The new strategy of development gradually combines economic, environmental, and social activities into a single self-organized system.
M.G. Kireenko	Sustainable development - is development that is capable of providing a balanced solution of socio-economic challenges of preservation of favorable environment, natural resource potential in order to meet the needs of present and future generations.
V.N. Shimov, A.V. Bogdanovich, S.P. Tkachov	Sustainable development - is global strategy, and it can not be successfully implemented in a particular country, and the world at large.
ECI Council (San José, Costa Rica)	Sustainability is a simple concept: live reasonably within the bounds of environmental capacity.

Compiled by the author

The term *sustainable development* is conceptualized by various social groups with politicians, philosophers, economists, lawyers, ecologists, sociologists, biologists, physicists, etc. discussing it. Each of their definitions reflects views of various social groups such as scientific, business, political, etc. Each science (economics, sociology, environmental science, philosophy, etc.) looks at the problem of sustainable development through the lens of its indicators and concepts.

Thus, we consider *sustainable development* to be a complex and complicated category of the contemporary science.

UDC 338.24.01

TASKS OF STRATEGIC MANAGEMENT OF LIGHT INDUSTRY ENTERPRISES UNDER CRISIS CONDITIONS

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Strategic approach to enterprise management is caused basically by instability, dynamic nature of environmental conditions and aggressive competition. Keen interest to strategic management can be explained by its direct relation to the enterprise competitiveness level and desire of the administration to timely respond to ever changing environmental conditions. Strategic management is a continuous process.

The main tasks of the strategic management are as follows:

Determination of the type of commercial activity and formation of strategic trends of its development, i.e. definition of objectives and long-term prospects of development.

Transformation of general objectives into concrete directions of activity.

Skilful implementation of the selected plan until achievement of a desired result.

Effective implementation of the selected strategy.

Assessment of the work done, analysis of the market situation, introduction of corrections into basic long-term directions of activity.

Objectives and strategy into ways of implementation of the latter on the basis of accumulated experience, changed conditions, new ideas or possibilities.

Development of the company proper, determination of objectives, formation of strategy, realization of strategic plan jointly with activity analysis constitute the essence of strategic management.

Each of five strategic management tasks should be constantly monitored and decision should be taken as to continuation of the work in the selected direction or introduction of some corrections or alterations. The worked-out strategy is subject to changes in the strategic management process depending on variations of environmental conditions or appearance of new possibilities capable to improve the