

the use of marketing strategies and their tools will adapt to specific market conditions and the specifics of private domestic enterprises.

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ANALYSIS OF AMERICAN EXPERIENCE IN BUILDING OF ENTREPRENEURIAL ECOSYSTEM ON EXAMPLE OF NORTH CAROLINA

АНАЛИЗ АМЕРИКАНСКОГО ОПЫТА ПОСТРОЕНИЯ ПРЕДПРИНИМАТЕЛЬСКОЙ ЭКОСИСТЕМЫ НА ПРИМЕРЕ ШТАТА СЕВЕРНАЯ КАРОЛИНА

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Abstract. The article examines US experience of developing an entrepreneurial ecosystem in the United States based on the example of North Carolina, main differences with the Belarusian experience. On the basis of revealed differences, the ways of development of the entrepreneurial ecosystem in Belarus are suggested.

Аннотация. В статье рассмотрен американский опыт развития предпринимательской экосистемы в США на примере штата Северная Каролина, основные различия с белорусским опытом. На основе выявленных различий предложены пути развития предпринимательской экосистемы в Беларуси.

Similar conditions for doing business in the State of North Carolina with Belarus are noted: a comparable territory, a population of about 10 million people, a high level of education and a lack of minerals.

State of North Carolina began its transition to an innovative economy more than 40 years ago. And today it is not an agrarian state, as it was, but the fastest growing state in the US, which successfully competes with Silicon Valley.

There are about 800 thousands businesses in North Carolina now. Most of them are high-tech. More than 70% of jobs are created by small and medium-sized businesses [2].

Belarus has already taken steps, like the creation of HTP, for the transition to an innovative economy. However, this is only the first step. The creation of an ecosystem linking entrepreneurs, investors, universities, consultants will be the next step that will allow us to feel improvements in the economy in the coming years. North Carolina can be an excellent example of what and how to do.

The Raleigh region (the capital of North Carolina), Durham, Chapel Hill (Raleigh satellite cities) are the largest venture capital centers on the East Coast of the United States along with Boston and New York.

This part of North Carolina is called Research Triangle or Triangle (Research Triangle or simply Triangle - since there are 3 cities in the region). Infrastructure for the business community in Research Triangle began to develop when traditional industries for the region - the textile industry, tobacco production - went on a decline. More than 50 years ago, a research center, Research Triangle Park, was established here, which in the 21st century became the largest technology park in America, the starting point for innovations in biomedical sciences and technology [1].

Ecosystem Triangle is the complex system of organizations, people, initiatives, thanks to a large number of internal connections reminiscent of the web (Figure 1).

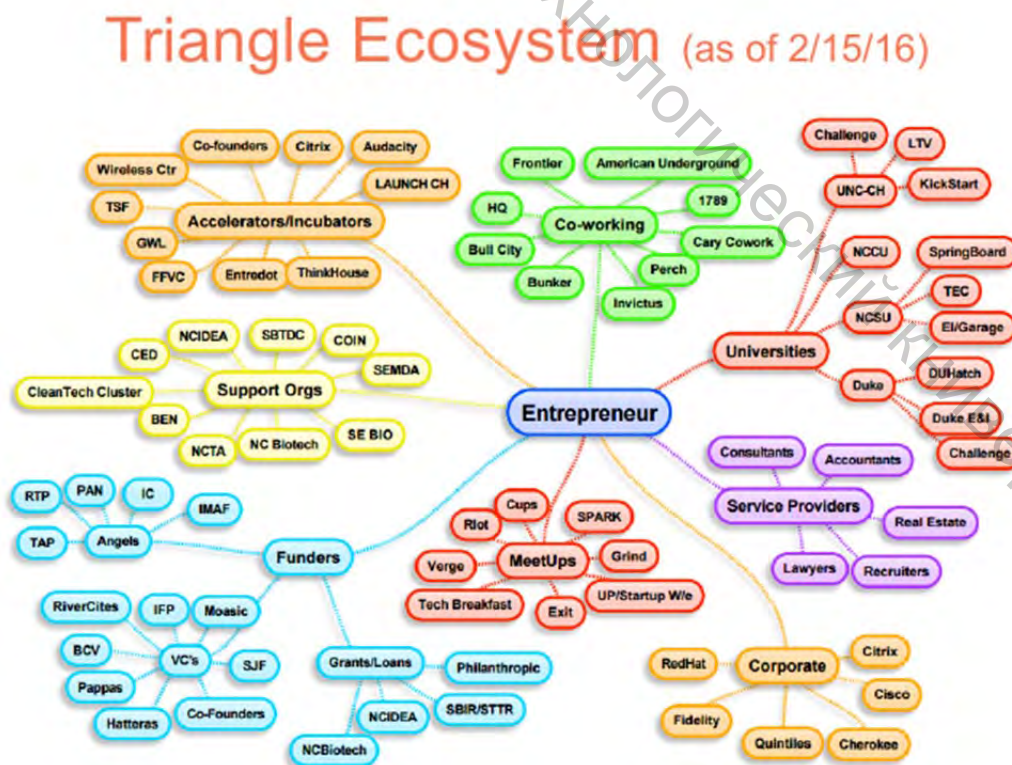


Figure 1 – Ecosystem Triangle as of February 15, 2016 [1]

The ecosystem is developed to create effective conditions for the development of entrepreneurship and the observance of the interests of all players in the market: investors, universities, large corporations, service providers, non-profit organizations supporting entrepreneurship [1].

The role of universities. A lot of technological projects start in the walls of alma mater. The three main universities in the region (UNC, NC State and Duke) attract talented researchers and generate intellectual property. It feeds the system of start-ups.

Often inside the university there are own accelerators and even venture funds. Universities actively cooperate with funds, investors and business angels, attracting them to mentor student projects. Their graduates participate in the life of universities very actively, including financially.

The goal of the university is not simply to leave the project at the level of a patent or an article about it, but to capitalize an invention created within the walls of an R&D laboratory. For this, start-ups are helped to receive grants. There are entrepreneurship training programs.

In Figure 1 we see that such an organization as SBTDC belongs to supporting organizations. But the North Carolina Small Business and Technology Development Center (SBTDC) is a statewide program supported by the University, the U.S. Small Business Administration and others. It provides individualized management counseling to over 4,000 businesses each year. The counseling is designed to help businesses achieve their goals and gain a competitive advantage. Their professional staff are highly educated and experienced – most with prior business ownership or executive experience [2].

Their services primarily revolve around key issues critical to growing businesses such as 1) identifying funding options & securing financing, 2) managing essential operational issues, 3) planning for the future and 4) assessing & improving strategic performance. Since 1984, the SBTDC has helped over 130,000 North Carolina business owners and prospective entrepreneurs make better decisions – often leading to increased revenue and employment. The SBTDC is a sponsor of the annual University of North Carolina Social Entrepreneurship competition where over 500 participants from all 16 campuses develop business plans for a social enterprise and then pitch their idea to a panel of judges [2].

Thus, the experience of the entrepreneurial ecosystem of the United States was studied using the example of the state of North Carolina. We can note the following points of ecosystem development in Belarus, starting with universities:

An important role in Belarus belongs to private initiatives aimed at supporting and developing entrepreneurship.

It is necessary to introduce a large number of programs for training entrepreneurship in senior classes, universities and business support centers.

It is essential to establish a deep connection between the local community, universities and business;

It requires an increase in the number of business incubators and accelerators and an improvement in the quality of the assistance provided to them;

A legal basis is needed to the possibility of investing the university in a student start-up and also for the possibility of independent development of a start-up; possibility of co-investment.

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BRANDING OF TERRITORIES AS AN ELEMENT OF REGIONAL MARKETING

БРЕНДИНГ ТЕРРИТОРИЙ КАК ЭЛЕМЕНТ РЕГИОНАЛЬНОГО МАРКЕТИНГА

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Ключевые слова: региональный маркетинг, брендинг территорий, брендование, маркетинг, позиционирование.

Abstract. In the article the problems of regional marketing and branding are considered. In this connection, in the modern world any country competes with another country for attracting the population, tourists, investors, etc. In the context of globalization, this led to the fact that the development of marketing territory, the brand of the state itself comes to the fore along with many important goals and tasks of the state. The purpose of the article is to reveal the notion of territory branding. Problems of branding of territories in the Republic of Belarus. Topicality is expressed in the fact that more countries and cities around the world are purposefully engaged in marketing their territories and regions, forming their own brands that determine the investment and tourist attraction for the area. Therefore, the development of branding of territories is very important.

Аннотация. В статье рассмотрена проблематика регионального маркетинга и брендинга. В этой связи в современном мире любая страна конкурирует с другой страной за привлечение населения, туристов, инвесторов и т.п. В условиях глобализации это привело к тому, что развитие маркетинга территории, бренда самого государства выходит на первый план