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## **Demography of small and medium enterprises in Belarus**

*People, products, markets, and even societies have their own life cycles – birth, growth, maturity, old age, and death. At each stage of the life cycle, a typical pattern of behavior arises.*

I. Adizes (Adizes, 2014)

### **INTRODUCTION**

Finding ways to develop entrepreneurship can lead to the creation of new ways of doing business, which depend on the prevailing social and cultural norms in society, and their influence on the formation of enterprises. In studying the problem of increasing the level of employment, creating new jobs and adapting to changing market conditions, special attention should be paid to the issues of business demography which studies the creation and development of an enterprise.

The object of the study is a statistical study of the demography of enterprises in the small and medium-sized enterprise (SME) sector. It includes a study of the dynamics of the development of small businesses and the characteristics of indicators related to the demography of organisations.

The main goal of the study is to analyse the dynamics and regional characteristics of the demography indicators of organisations and to identify their impact on employment as an important factor in economic growth and as competitiveness indicators of the economy.

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## THEORETICAL AND METHODOLOGICAL APPROACHES TO RESEARCH

The study of business demography is an insufficiently developed research direction in economics, and therefore this problem is rather sparingly presented in statistical studies. One of the reasons for its incomplete development is that the concepts underlying the definition of business demographics were formed heterogeneously in most countries, which complicates cross-country comparisons, except for the EU countries (*Business Registers...*, 2010; Eurostat-OECD..., 2007; *Business demography – Eurostat...*, [http://](#)).

Business demography is one of the main priorities in an economic growth strategy because in the development of entrepreneurship, the “birth rate” and “survival rate” of enterprises are becoming important factors in increasing employment worldwide, as well as here in Belarus.

Extensive studies related to the study of business demography are devoted to the life cycle of organisations as a set of stages of development that a business goes through during its existence (emergence and liquidation, renewal, merger and separation, the selection of various forms of subsidiaries, etc.). Many researchers have reflected on this in their works: Yitzhak Adizes (2014); Larry E. Greiner (1972); Penrose E.T. (1959) and others.

There are many approaches to studying the process of organisational development. The classical view considers such an organisation as a money-making machine. However, this approach is too narrow, especially in the context of the problem of business demography.

Another direction is more appropriate, which involves treating the organisation as a living organism. This makes it possible to apply to the demography of organisations the methods of analysis that are characteristic of demographic statistics used in studies of the natural movements of populations (i.e., the population of living beings). This is reflected in the works of Ari de Gius (2004), Christopher Meyer and Stan Davis (2007), etc. This approach allows the contradictions to be smoothed out between the short-term economic goals of a business, aimed at obtaining maximum results from minimum costs, and the long-term goals, aimed at longevity and the development of their own potential over a long period.

In this study, the most interesting is the analysis of the dynamic development of entrepreneurial entities, based on indicators of business demography. The study includes assumptions about the causes and consequences of changes in employment and changes in business demographics. In this regard, the influence of the factor of the birth rate of organisations on the average employment of the population was studied as a factor of influence on the labour market.

To achieve the goals set in the study, a number of general scientific methods were used: synthesis, analysis, deduction, systems approach, analysis of the structure of the population, study of the series of dynamics, analysis of the influence of factors on the result using the index method, and correlation-regression analysis.

The regression equation was checked for statistical significance using the Fisher test which shows whether the coefficients of the regression equation are significant. The autocorrelation of the residuals was checked using the Durbin-Watson test. As autocorrelation was not found, the quality of the model could be considered satisfactory.

All calculations were carried out in a Microsoft Excel spreadsheet and the STATISTICA program.

## CONTRIBUTION OF THE SME SECTOR TO THE ECONOMY OF BELARUS

According to Belstat's methodology, business demography is a branch of statistics the object of which is to analyse the demographic processes that affect legal entities that are commercial organisations. Thus, the objects of business demography in the Republic of Belarus include such objects of entrepreneurial activity as microorganisations, small organisations, and medium-sized organisations (*Methodology..., 2019; Support of small and medium enterprises..., 2010; State program..., http*).

The study of the dynamics and contributions of the small and medium-sized enterprise sector for the period 2015–2018 demonstrated a growth trend in the number of micro-, small and medium-sized organisations, mainly due to microorganisations. The number of small and medium-sized organisations fluctuated downward. As a result, in the SME sector the share of microenterprises increased over the 2015–2019 period from 86.27% to 87.37%, the share of small enterprises decreased from 11.5% to 10.6%, and the share of medium-sized enterprises changed insignificantly (*Small and medium..., 2020*).

The average number of employees in the SME sector increased by 5%, from 1,237,900 people in 2015 to 1,192,900 people in 2019, but did not reach the 2013 level (96.4%). At the same time, the number of individual entrepreneurs in 2013–2019 increased by 3.4%, from 248,550 to 257,000. In 2013–2019, the average number of SME employees per organisation increased from 32.5 to 35 people, including: microorganisations – 3.5 people; small organisations – 38 people; and medium organisations – 164 people. Thus, each organisation in 87.4% of the SME sector provided jobs to an average of 3.5 people, while 10.6% (small enterprises) provided jobs to 38 people.

The growth in the number of people employed in the field of individual entrepreneurship over the 2013–2019 period was 3.4%, from 248,550 to 257,000 people, both in the country as a whole and in the regions. The number of individuals attracted by individual entrepreneurs increased by 72%, from 40,700 to 69,900 people. In 2019, the number of self-employed people engaged in craft activities increased significantly, by 17.8%, or 6,500. The number of individual entrepreneurs per 1,000 people employed in the economy amounted to 59.3 units

(in accordance with the State program for the development of small and medium-sized enterprises in the Republic of Belarus, the plan was exceeded by 4.9 units (*State program of support..., http*)).

The economy of Belarus is characterised by an uneven distribution of SMEs across the country: more than half of small and medium-sized businesses and almost half of individual entrepreneurs are located in the capital and the Minsk region. At the same time, each of the remaining five oblasts accounted for up to 10% of the SMEs and 8–15% of individual entrepreneurs.

The study of the contribution of small and medium-sized businesses to the macroeconomic indicators (Table 1) showed that their contribution to the GDP for 2013–2019 exceeded a quarter of the total level and increased to 26.1%, while the share in GVA increased from 28.6% to 30%, not reaching the planned program level of 34.9% (*Small and medium..., 2020*).

**Table 1. Contribution of SMEs to the main macroeconomic indicators of Belarus, %**

Contribution of the SME sector to macroeconomic indicators	Years			
	2013	2015	2017	2019
GDP	25.1	23.4	24.6	26.1
Gross Value Added	28.6	27.0	28.4	30.0
Average number of employees in organisations; number of individual entrepreneurs and hired persons attracted by them	32.5	31.9	33.5	35.0
Sales of products, goods, works, services	39.3	39.6	42.8	43.2
Industrial production	15.6	15.7	17.8	18.4
Retail trade turnover of trade organisations	36.1	31.7	35.5	33.1
Public catering turnover	37.5	42.2	45.6	48.1
Wholesale turnover of wholesale trade organisations	81.6	83.2	83.8	81.7

Source: own development based on (*Small and medium..., 2020*).

At the same time, in terms of the average number of employees for organisations and individual entrepreneurs, the share of SMEs increased from 32.5% to 35%. This indicates a lower level of GVA per employee of small businesses. However, the share of these enterprises in the sales of products increased from 39.3% to 43.2% (almost the planned level – 43.3%), which indicates a higher level of sales per worker in the SME sector, compared to the economy as a whole.

The contribution of SMEs to the wholesale turnover of wholesale trade organisations was significant and amounted to more than 80% of the indicator for the economy. The contribution to retail turnover of trade organizations reached one third of the turnover at the macro level. The share of SMEs in the turnover of public catering was close to a half (48.1%) of this value in the economy. The growth of the indicator was in line with similar trends in the global economy. The contribution of SMEs to the volume of industrial production, despite its growth, has so far reached 18.4%. A number of positive changes are taking place in the

development of the small and medium-sized business sector in Belarus, including at the legislative level. These are aimed at developing the sector, improving its sectoral and territorial structure, simplifying the procedure for registering and liquidating business entities, replacing planned checks with selective ones, eliminating administrative barriers, etc. It is necessary to further develop the sphere of small and medium-sized businesses as one of the factors in increasing employment and economic growth in the country.

The modern economy has acquired the additional definition of “coronary crisis”, which is its susceptibility to the consequences of the impact of COVID-19 on the life of society in all its manifestations.

The most competitive, innovative and open-minded organisations survive in a crisis. The “entrepreneurship quality effect” works. More efficient, profitable enterprises remain functioning in the market, while less efficient, unprofitable ones cease to function during the crisis. This frees up market niches to allow startups, with new business models and new business approaches, to enter the market.

In Belarus, as elsewhere in the world, the SME sector has been hit hardest by the economic impact of the pandemic. Small and medium-sized businesses in Belarus, according to the BEROC study (Khushenov, 2020), have experienced significant difficulties, including: decreased demand in the domestic and foreign markets, growth in accounts receivable, instability of the national currency, logistical problems, etc.

In this regard, the SME sector needs to provide an enabling environment for operations, including support in access to finance, information and markets, for the sector to continue to play an important role in creating productive jobs, alleviating poverty and developing the economy.

## DYNAMICS OF DEMOGRAPHIC EVENTS IN SMEs IN BELARUS AND THE EU

In the modern world, which is characterised by rapidly changing circumstances in the economic situation, business demography becomes one of the most important indicators of socio-economic development for any economic territory. In recent years, the statistical services of many countries have increased their statistical analyses in this direction (*Business Registers..., 2010; Eurostat-OECD Manual..., 2007*).

Business demographic statistics include activity, birth, survival, death and growth rates. This information forms an important characteristic of entrepreneurial activity. The activity of an enterprise is determined by the number of employees and/or turnover (in the form of sales of products, goods, works, services) exceeding zero (*Business demography in the..., 2019*).

Over the 2010 to 2018 period, the number of active enterprises in Belarus increased by 35% (Table 1). The yearly average growth was about 3.8%. For

comparison, according to the latest data from Eurostat (*Business demography – Eurostat...*, http), the number of new enterprises in the EU increased by 3.5% between 2015 and 2016. Thus, the average rates in Belarus are comparable to those in Europe. However, the upward trend in Belarus has slowed somewhat, with the growth of 1.74% over the past year (2020–2021).

The dynamics noted in Belarus shows significant regional differences: the highest growth rate of active enterprises was observed in the region of the capital and the city of Minsk, while the growth of the indicator in other regions is much lower than the national average. This is due to the fact that the concentration of active enterprises in the capital region is much higher than in other areas. Their share over the 9 years increased from 53% to 57.6%, with 39.2% of active organisations concentrated in Minsk in 2018, and 18.4% in the region. This direction of business development is due to the fact that the capital has a developed infrastructure, significant production capacities and qualified personnel.

The number of active enterprises-employers, i.e., enterprises that have at least one employee, increased by 29% over the analysed period (from 73,501 to 94,750), but their share in the number of active enterprises decreased from 93.7 to 89.5% (Table 2).

**Table 2. Dynamics of demographic indicators of enterprises in Belarus (year end), %**

Years	Number of active businesses	Birth rate of enterprises	Birth rate of employer enterprises	Rate of economic “births” of enterprises	Enterprise death rate	Death rate of employers	Rate of economic “death” of enterprises	Survival rate of enterprises born in 2013
2010	78 461	...	...	...	8.6	11.5	11.4	...
2011	81 901	...	...	...	8.7	9.5	10.5	...
2012	86 585	14.1	13.3	12.0	7.4	7.7	9.0	...
2013	95 051	16.9	16.5	14.9	6.2	6.4	9.3	...
2014	104 718	14.1	19.4	17.2	8.3	9.3	12.5	90.7
2015	104 141	8.5	9.3	10.8	8.4	9.0	13.3	80.7
2016	104 330	8.8	9.4	9.4	7.9	9.3	10.4	72.3
2017	103 994	8.4	7.1	9.8	6.9	...	...	65.2
2018	105 822	8.7	8.9	11.1	...	...	...	59.2

Source: own work based on (*Business demography in the...*, 2019; *Statistical Yearbook...*, 2019).

The number of economically active enterprises that have at least two employees increased by only 8.7% (from 62,610 to 68,071). Their share in the number of active enterprises decreased by 15.5 percentage points (from 79.8% to

64.3%), and their share in the number of active enterprises-employers decreased by 13.4 percentage points (85.2 to 71.8%).

According to Eurostat (*Business demography – Eurostat...*, [http://](#)), 4 million jobs and 2.6 million new businesses were created in the EU in 2016. Thus, the average number of employees was 1.54 people per new enterprise. Similar indicators are observed in Belarus: over the past 7 years, the average number of employees per enterprise “born” was 1.9 people with a downward trend to 1.43 people in 2018 (*Business demography – Eurostat...*, [http://](#)).

A study was carried out in 2018 of the structure of active Belarusian organisations by considering the type of economic activity. The largest share in the total number of active enterprises, at 35.1%, was for wholesale and retail trade, car and motorcycle repair; industry in second place at 14.5%; transport activities, warehousing, postal and courier activities at 10.4%, construction at 7.6%; professional, scientific and technical activities at 5.4%; agriculture, forestry and fisheries at 4.4%, information and communications at 3.6%, etc. (*Business demography in the...*, 2019).

In examining the structure of the population of enterprises according to EU-2016 data, it can be seen that three quarters (75.9%) of all enterprises operating in the economy were in the service sector. They provided jobs for about two thirds of the total employed. The service sector accounted for 64.5% of all businesses in the Czech Republic and 85.6% in Luxembourg. Among the countries with the smallest share of organisations in the service sector were Slovakia, Slovenia, Poland, and Lithuania, while with the largest share were Greece, Portugal and Bulgaria (*Business demography – Eurostat...*, [http://](#)).

The birth of entrepreneurial structures is one of the important factors in creating new jobs and economic growth. The emergence of new organisations stimulates the growth of the competitiveness of the economy, stimulates an increase in efficiency in the direction of competition, promotes the development of innovations of various types (technological, product, organisational), all of which generally leads to the development of high-technology industries and an increase in labour productivity.

The statistical indicators of the “births” of enterprises include: the number of births of enterprises and the birth rate of enterprises. The birth of an enterprise means the appearance, in the studied year, of a number of employees and/or turnover exceeding zero. This process does not include the creation of an enterprise as a result of reorganisation, or the resumption of the activity of a dormant enterprise within two years. The birth rate is the proportion of enterprises born in the total number of active enterprises. At the same time, they share: birth of an employer enterprise with one or more employees as well as the economic birthrate of an enterprise with two or more employees, or the achievement by these organisations of the established threshold value or number (*Methodology...*, 2019).

The birth rate of Belarusian enterprises during the analysed period decreased from 14.1% in 2012 to 8.8% in 2016 and 8.7% in 2018 (Table 2), with the indicator stable at this level for the last 4 years. In the regional context, the highest level in the country during the entire period was observed in the capital, where it also decreased over seven years from 15.4% to 11.3%. In other regions, approximately the same indicator level was observed in the range 6.1% to 7.4% in 2018. The birth rate of Belarusian enterprises-employers for 2012–2018 decreased in Belarus from 13.3% to 8.9%. The rate of economic births of enterprises also decreased over this period, from 12% to 11.1% (*Business demography in the..., 2019*).

In comparing the birth rate of enterprises in Belarus and European countries, the Belarusian indicator (8.8% in 2016) was slightly lower than the average European level (for 28 EU member states in 2016 it was 9.8%), although it exceeded the birth rate in a number of countries: Greece, Belgium, Austria, Germany, Finland, Sweden, Italy, the Czech Republic, etc. The highest birth rates were noted in such post-Soviet states as Lithuania (18.8%) and Latvia (16.2%), as well as in Portugal (15.6%), Great Britain (15%) and Poland (12.5%) (*Business demography – Eurostat..., http*).

The “death” of an enterprise means a decrease in the number of employees and turnover in the next year to zero. Furthermore, enterprises that have ceased to be active in the following year are checked for their activity for two years, since they may have been “sleeping”, so that if they resumed activities during this period then their death in the current year is not taken into account. The death of an enterprise is not considered the termination of its activities as a result of a takeover, division or merger (*Methodology..., 2019*).

The death rate of enterprises, i.e. the percentage of the number of deaths of organisations to the number of active enterprises in Belarus in 2010–2017 decreased from 8.6% to 6.9%, and a uniform decrease in death was observed in all regions of the country, including the capital.

The death rate of Belarusian enterprises-employers between 2010 and 2016 decreased in Belarus from 11.5% to 9.3%. The rate of economic deaths of enterprises decreased in the 2010–2016 period from 11.4% to 10.4% (Table 2).

When studying the birth rate of Belarusian organisations by type of activity, it can be seen that in 2018 the largest share of births of enterprises, at 36.1%, fell for wholesale and retail trade, repair of cars and motorcycles; industry was in second place at 13.1%; transport activities, warehousing, postal and courier activities at 7.6%, construction at 6.5%; professional, scientific and technical activities at 5.8% (*Business demography in the..., 2019*).

Analysis of the death of Belarusian organisations by type of activity showed a similar picture: the largest share of deaths of enterprises (44.7%) fell for wholesale and retail trade, car and motorcycle repairs; second place was occupied by industry at 11.7%; construction at 10.7%; transport activities, warehousing, postal and courier activities at 7.7%; professional, and scientific and technical activities at 5.1%.

It can be assumed that the natural increase rate in the number of enterprises can be calculated by analogy with the indicators of demography of the population as the difference between the levels of fertility and mortality. In Belarus, there was a positive increase in the number of organisations in the study period. However, there was a gradual decrease in the natural growth rate from 6.7% in 2012 to 1.5% in 2017. A study of this indicator was carried out in the regions of the republic. The highest natural growth rate of organisations in 2017 was noted in Minsk (3.1%), a positive growth was observed in the Brest and Vitebsk regions, while in other regions it was negative or zero.

The value of the natural increase rate in the number of organisations in Belarus differed by type of economic activity: the highest level was noted in the supply of electricity, gas, steam, hot water and conditioned air at 11.3%; water supply at 10.4%; education at 8.3%; in organisations related to creativity, sports, entertainment and recreation at 8%; information and communications at 6.7%; mining industry at 4.8%; agriculture, forestry and fisheries at 3%; manufacturing industry at only 0.9%; while some spheres recorded a negative growth, such as construction with a decline of 3.6% and transport activities, warehousing with a decline of 1% (*Business demography in the..., 2019*).

The life cycle process of newborn organisations and their ability to survive for five years after their establishment was investigated in a study of enterprise survival. In this case, the level of “survival” of enterprises is understood as the percentage ratio of the number of “born” and “survivors” in all subsequent years of enterprises to the number of “born” enterprises. A “survivor” is an enterprise that is active in the year of birth and subsequent years (*Methodology..., 2019; Business demography in the..., 2019*).

According to Eurostat (*Business demography – Eurostat..., http*), the average annual survival rate of enterprises born in 2011 across the 28 EU member states was about 81%. The highest annual survival rate was recorded in Sweden (96.7%), while rates above 90% were recorded in the Netherlands, Belgium and Greece. Most countries, including Poland, had an indicator level exceeding 80%. The lowest level was registered in Lithuania (63.4%). Indicator levels with longer survival times decline gradually. In 2016, a similar trend was observed, when the share of surviving organisations (at over 60%) was noted in only two countries – Belgium and Sweden. In most countries, however, less than half of businesses survived a five-year period. In Poland, the five-year survival rate was below 40%, while the highest probability of not surviving to the age of five was noted in Portugal (less than 30%).

The annual survival rate for Belarusian enterprises born in 2013 was quite high and amounted to 90.7% (Table 2). The annual survival rate of enterprises in subsequent years decreased slightly and ranged from 82.3% in 2014 to 86.4% in 2017. Moreover, the lowest value of the indicator in Belarus was noted in Minsk, which may have been associated with organisations which include a large

share of “fly-by-night enterprises”. The three-year survival period for Belarusian enterprises born in 2013 was 73.2%, and the five-year period was 59.2%. The capital had the highest share of non-viable enterprises in the country.

A study of enterprises in the EU member states was carried out according to the criterion of “rapid growth”. The category of fast-growing enterprises included enterprises with a threshold annual growth of 10% or more. In 2016, the share of such enterprises was 10.7% of all operating enterprises with at least ten employees in the EU-28 business economy. There were significant differences in the distribution of fast-growing enterprises in the EU: their share ranged from 16% in Ireland to 2.5% and 2.6% in Cyprus and Romania respectively. The share of such organisations in Poland was about 12% (*Business demography – Eurostat...*, 2020).

Fast growing businesses also operated in all sectors of the economy in the EU. However, their share in the service sector was higher in most member countries: the share of the information and communications sector was 16.5%; activities in administrative and support services at 14.8%; transportation and storage at 13%; and professional, scientific and technical activities at 12%.

In the course of the study, it was suggested that there might be a causal relationship between the increase in employment and the change in business demographics. In this regard, the influence of the factor of the birth rate of organisations on the average employed population for the period was studied.

During the correlation and regression analysis, an equation was constructed to characterise the relationship between the size of the employed population and the birth rate of Belarusian enterprises for 2010–2018:

$$Y_t = 4165,18 + 0,02749X + u_t,$$

where:

$Y_t$  – is the number of the employed population;

$X$  – is the “birth” rate of enterprises;

$u_t$  – remainders.

Based on this equation, we can conclude that with an increase in the birth rate of enterprises by 1%, the size of the employed population increases on average by 2.75%. The coefficient of determination, at 58.3%, suggests that the variation in the effective indicator (the number of the employed population) is 58.3% explained by the variation in the birth rate of organisations, and depends in 41.7% on factors not taken into account. The correlation coefficient, at 76.4%, indicates a close relationship between employment and birth rates.

Thus, we can state that there exists a relationship and an interdependence between the indicators of business demography and the indicators of the labour market in Belarus.

## CONCLUSIONS

Business demography is one of the main priorities of an economic growth strategy, as entrepreneurship development, “fertility” and “survival” of enterprises are becoming important factors in increasing employment throughout the world as well as in EU countries and Belarus.

The level of the regional indicators of demography of enterprises in Belarus, increasing the efficiency of their functioning, largely depends on such factors as the availability of labour, the level of employment and the incomes of the population, the availability of developed infrastructure to support entrepreneurship, a favorable geographical location, etc. The analysis showed that the SME sector has a fairly high potential for further development. To unleash this potential, it is necessary to form appropriate organisational, legal and economic conditions in order to increase the adaptability and competitiveness of the domestic economy to achieve the country's SDGs.

The paper analyses the dynamics and regional characteristics of indicators of business demography, and their impact on the factors of growth and increasing the entrepreneurial potential of the population.

Using correlation and regression analysis, a strong influence of the factor of births of organisations was found on the average number of the employed population. The study suggested a causal relationship between changes in business demographics and labour market indicators as factors of economic growth and job creation in the country.

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### *Summary*

Business demography is an important information basis for making strategic decisions in the business area. This allows institutional bodies to optimally adjust their policies regarding the development of entrepreneurship nationally in such areas as regional development, employment, unemployment, education, sources of financing for small and medium-sized businesses, innovation policy, simplification of bureaucratic procedures, etc.

Business demographic indicators characterise the dynamics of economic development through the adaptation of economic structures to changing market conditions. In addition, they assess the potential contribution that new start-ups can make to the important employment problem through job creation. At the same time, the organisation is primarily seen as a community of people, and capital optimisation is presented as an addition to the optimisation of people.

In the study, in addition to analysing the classic indicators of business demography such as the activity population of enterprises, “birth”, “survival” (up to five years after birth), “death”, etc., a new indicator was proposed for implementation: the natural increase rate in the number of organisations in Belarus calculated both for the economy and for the types of economic activity.

The study will help to develop recommendations for developing measures in the field of entrepreneurship development using a regression model that identifies the relationship between changes in business demographics and employment. A set of measures to support entrepreneurship are becoming an integral part of national economic policy, a powerful factor in increasing the level of “survival” of enterprises and increasing the share of “fast-growing” organisations. This contributes to the achievement of sustainable development goals.

Stimulating development and support for small business, with the ability to quickly respond to changes in market conditions, will help provide the “coronavirus” economy with the necessary flexibility, an especially important factor in the context of COVID-19.

*Keywords:* business demography, active population of enterprises, birth; death; survival.

## **Demografia małych i średnich przedsiębiorstw na Białorusi**

### *Streszczenie*

Demografia biznesu to ważna podstawa informacyjna do podejmowania strategicznych decyzji biznesowych. Pozwala organom instytucjonalnym na optymalne dostosowanie polityki w zakresie rozwoju przedsiębiorczości w gospodarce narodowej w takich obszarach jak rozwój regionalny, zatrudnienie, bezrobocie, edukacja, źródła finansowania małych i średnich przedsiębiorstw, polityka innowacyjna, uproszczenie procedur biurokratycznych, itp.

Wskaźniki demografii przedsiębiorstw, odzwierciedlając dostosowywanie struktur gospodarczych do zmieniających się warunków rynkowych, charakteryzują dynamikę rozwoju gospodarczego. Ponadto pozwalają ocenić możliwy wkład, jaki mogą wnieść nowo utworzone przedsiębiorstwa w rozwiązanie problemu bezrobocia poprzez tworzenie nowych miejsc pracy. Jednocześnie organizacja jest postrzegana przede wszystkim jako wspólnota ludzi, a optymalizacja kapitału jest prezentowana jako element uzupełniający do optymalizacji zatrudnienia.

W opracowaniu oprócz analizy klasycznych wskaźników demografii biznesu, takich jak aktywność przedsiębiorstw, „narodziny”, „śmierć”, „przetrwanie”, zaproponowano nowy wskaźnik: naturalny wzrost liczby organizacji na Białorusi, liczony zarówno ogółem, jak i według rodzaju działalności gospodarczej. Wykorzystano model regresji, który ujawnił zależność między zmianami demografii biznesu a zatrudnieniem.

Badanie pozwala na wypracowanie rekomendacji dla działań w zakresie rozwoju przedsiębiorczości. Zestaw działań wspierających przedsiębiorczość staje się integralną częścią polityki gospodarczej kraju, ważnym czynnikiem zwiększającym poziom „przetrwania” przedsiębiorstw i zwiększającym udział organizacji „szybko rozwijających się”. Przyczynia się to do osiągnięcia celów zrównoważonego rozwoju. Stymulowanie rozwoju i wspieranie małego biznesu, który potrafi szybko reagować na zmiany warunków rynkowych, pomoże zapewnić gospodarce „koronawirusowej” niezbędną elastyczność, co jest szczególnie ważne w kontekście COVID-19.

*Słowa kluczowe:* demografia biznesu, aktywność przedsiębiorstw, narodziny, śmierć, przetrwanie.

JEL: M13, M21, M29, L26.