La baja calificación de los empresarios en términos de organización y gestión empresarial también es un tema importante. Muchos empresarios fracasan debido a la falta de conocimientos básicos y habilidades para organizar y administrar el negocio.

Infraestructura para apoyar y desarrollar pequeñas empresas.

El estado ha intentado crear una infraestructura de apoyo, pero no es suficientemente efectivo. La infraestructura de apoyo profesional al emprendimiento no se ha creado ni es efectiva. El sistema de readiestramiento profesional de los empresarios no se ha establecido, se llevan a cabo eventos separados, pero no de manera regular.

Falta de información.

A pesar de la existencia de muchos programas de asistencia, el contenido de estos programas sigue siendo desconocido para la mayoría de las empresas. Prácticamente en ninguna región de Bielorrusia los empresarios tienen acceso gratuito a información de referencia y estadística que es estratégicamente importante para el desarrollo.

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IDEA FACTORY

Are you creative? It's a question many of us have heard. Beyond the definition of creativity is the very important question of whether creativity is innate, meaning present from birth, or whether it can be taught. Creativity is a perception influenced by personal actions and environments and it is a skill that can be developed.

They say that creative people are always willing to try again and are not discouraged if something does not work out right away. Creative people must have respect for other people's opinions and are always open and curious about the world.

Everyone's life circumstances surrounding creativity and self-perception of creative ability are unique. Some people have the advantage of environments and relationships that nurture creative thinking. Others may have shed the inherent skills of creative thinking for more traditional and structured social behaviors due to circumstances that did not support or value creativity. The good news is that not being born into an environment that hones creative thinking skills does not automatically make one a less effective creative thinker. It just means that the skill may be less natural or

intuitive, buried under layers of inhibited self-perception and social and environmental habits [1].

To better understand why individuals may not have enough confidence in their own creative thinking skills, it helps to look back into the childhood years. As a person matures and becomes more socially conscious, one adopts behaviors that feel appropriate for one's environment and will be accepted by peers. For example, if you ask a kindergarten class how many of them are artists, they will all raise their hands. Ask a group of high school seniors and only a few will admit to it.

What happens to people as they grow up? They become more self-conscious and develop social awareness of others, key factors that inhibit creativity. Rather than express curiosity, they censor their questions. They learn to fear criticism and tend to keep ideas and creativity to themselves. While some creative habits may still be explored, they are usually personal and not shared. For instance, many people keep journals for writing or sketching, but they never share them with others.

The mind is a powerful tool, but it is also a tool that needs training. By giving yourself the freedom and opportunity to create, one becomes creative.

Like it does for many other disciplines, developing good technique will help you become a better creative thinker over time. Eventually you will be able to use any thinking technique more effectively and efficiently.

Well-known techniques include brainstorming, lateral thinking, random input, morphological analysis [2].

Brainstorming is one of the most widely used thinking techniques by which a group attempts to find a solution for a specific problem by amassing all ideas. As the process is designed to obtain the maximum number of ideas related to a specific topic or area, one of its main goals is to suspend judgment and to allow participants to add any ideas that come to mind.

For example, brainstorming helps people improve their ideas. Take, for example, the festival "Burning man". One person thinks of the desert, and the other thinks of freedom. The third person offers to combine their ideas.

Lateral thinking allows a person to manipulate and direct his or her thinking into a very specific direction. For example, based on upbringing, many have learned over a long period of time that a door is a door, which is essentially a movable structure that separates rooms from one another, allowing movement from one room into the other. Opening or closing a door allows entry or exit from a room or building. Because such thinking has

been so ingrained, in order to truly think creatively, we have to open our minds to look at the world a little bit differently. Lateral thinking can be used as a powerful tool to change your concepts and perceptions, and also to generate new ideas. Lateral thinking allows you to deliberately forget what you have learned and know about a door. It gives you permission to unthink what you know and to take your thoughts into unknown and undefined territory.

With the technique of *random input*, you can use random words, pictures to help you think of new connections. Some of the new thoughts might not directly solve the problem but rather allow the mind to venture in new directions.

For example, you can use random input to design a poster for a cafe. First of all, any cafe is associated with coffee. Then we take the first word that comes to our mind. It's a squirrel. Suppose that the squirrel is coffee-addicted. We improve the details and get a creative poster.

Morphological analysis helps to create new ideas by combining different attributes. With this method, for example, you would make a list of the characteristics that can be used to make the project and then make different combinations of those elements in order to come up with the best possible solution. Morphological analysis is often used in combination with the so-called morphological box, a tool that allows you to collect and analyze multidimensional aspect such as attributes, lists, options, variations and items in a visual matrix, chart or table.

Evaluation of ideas. When ideas are ready answer the following questions to find the best one. Is the idea attractive? Do you want to spend time with the idea? Is the idea worth sharing? Does it have a right in society?

First of all, an idea *needs to stand out*. People are constantly bombarded with messages and advertisements, so it is crucial to get the attention of your audience. You may have a truly brilliant and original idea, but if this does not come through in the messaging, it will be unnoticed. The idea not only must hold the attention of the viewer, but also *encourage the viewer to act*; otherwise the viewers will find something else that captures their eye.

Another element of the evaluation process is to consider an idea's or solution's *trade-offs*. It is important to establish which of the trade-offs are acceptable and which are not. Failure to consider these negative side effects and trade-offs is often a major weakness of problem solving [2].

Keep it simple. Know your audience and help connect the idea to their preferences.

Processing or reading images involves impressions and feelings in combination with information. This is what allows visuals influence us emotionally, on a deeper level than words.

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MOLECULAR GASTRONOMY

Molecular gastronomy is the scientific discipline concerned with the physical and chemical transformations that occur during cooking. The name is sometimes mistakenly given to the application of scientific knowledge to the creation of new dishes and culinary techniques.

The scientific discipline was introduced under the name molecular and physical gastronomy and later shortened to molecular gastronomy. It was established in 1988 by Hervé This, a physical chemist, and Nicholas Kurti, a former professor of physics at the University of Oxford, who were interested in the science behind the phenomena occured during culinary processes [1].

Apart from this, molecular gastronomy also incorporates the social and artistic components. It is distinct from the traditional food science, which is focused on food production on an industrial scale, nutrition and food safety. Until the establishment of molecular gastronomy, there was also no scientific discipline studying the chemical processes of cooking at home or in the restaurants – as opposed to food preparation for the mass market.

Today the term is very often connected with chefs wielding liquid nitrogen, pipettes, edible gels, blowtorches and other equipment usually used in a laboratory. Molecular gastronomy also studies heat conduction, convection and transfer, physical aspects of food/liquid interaction, stability of flavor, solubility problems, dispersion, and texture/flavor relationship. Understanding the science of cooking can lead to seemingly bizarre dishes that are unexpectedly delicious. Very often it is all about integrating what is already known into something totally new. Some examples of molecular gastronomy foods are a miniature apple that is made to taste like meat, cocktails in ice