

To conclude it should be noted that the Integrated Reporting aims to deliver to investors the comprehensive information about the company, which helps to meet their demands for better information from investee companies. On the basis of our research, we confirm that a better reporting on the key resources of a business, which Integrated Reporting can deliver, is important to investors' understanding of businesses and their allocation of capital. The higher level the corporate transparency on the basis of IR is, the higher is the level of companies' investment attractiveness.

References:

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ENTREPRENEURSHIP IN QUARANTINE

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Small businesses are unreasonably considered the most sensitive to crisis situations in the country. This applies not only to domestic entrepreneurs but also to businesses all over the world. The current pandemic coronavirus is therefore a confirmation.

The introduction of quarantine conditions and restrictions on activity in the country had the most negative impact on the activity of small and medium-sized businesses. A large proportion of business owners have ceased their operations, and their employees have lost their jobs and, accordingly, all have lost stable income. Restrictions are a disaster for the retail market. Shopping centers bear direct losses from non-payment of rent by entrepreneurs. Food establishments were also threatened. Of these, institutions that don't have food delivery services are the most affected, respectively, their losses can be almost 50% [1]. Instead, the question arises: what exactly is it like to abide by all the quarantine restrictions and keep your business and save jobs, workers and what, first and foremost, are the needs of Ukrainian entrepreneurs and, in particular, the most vulnerable of them are individual entrepreneurs?

Comprehensive and stable support from the state is an integral part of the survival of small business in today's crisis environment. Therefore, in the conditions of financial-coronary-turbulence, measures aimed at ensuring the survival of small business have become one of the first anti-crisis steps in many countries. It is usually about the well-being of hundreds of thousands to tens of millions of families – not just the businessmen themselves and the self-employed, but their employees.

One of the important steps taken by the Ukrainian state to meet entrepreneurs was to exempt individuals-entrepreneurs from paying a single social contribution for the quarantine period, and those who paid the contribution in advance will be automatically credited with the payment for subsequent periods. At the same time, the state was not concerned about the employees who are not covered by this norm and, accordingly, the owner of a small enterprise with five employees, and who, in quarantine, suspended its activity and has no income, is forced to pay these contributions every month, and more 5 000 UAH.

In addition, it was decided to suspend all business audits, to cancel fines for late or incomplete payment of a single social contribution, and late submission of appropriate reports. However, at the same time, these requirements do not apply to violations of value added tax, excise taxes and rent payments. That is, state tax support is selective, and small businesses will hardly experience any relief from the pandemic crisis.

Undoubtedly, along with government support in a pandemic crisis, business must adapt to change and shape its survival strategy for the future. In particular, an expert in the restaurant business, O Nasonova, noted that “catering establishments, such as bars and coffee shops that are focused on personal contact with the customer, will suffer the most. In general, online shopping services will be particularly active during quarantine” [1]. Restaurants and cafes are needed to be reorganized to deliver products, cookware kits and ready meals. In trade, the owners can involve their workers in the packaging, packaging and delivery of goods, which will save jobs, employees and continue the trading process. In addition, we can see how e-business is gaining in popularity, as quarantine has led most people to prefer e-commerce. An example of the effective development of such a business in a pandemic crisis can serve as domestic and global companies that have significantly increased their fortunes. In particular, this is Rozetka, an online provider that has increased its sales by 280%, with Steam, which sells computer games, increased its users by 2 million, and Zoom Video Communications has increased its number of users during the pandemic from 10 up to 200 million as Zoom is used by online classes for over 90,000 schools in 20 countries [2].

It should be noted that for small and medium-sized businesses in quarantine it is important to keep their business and minimize losses, and to do so should use all possible economic tools, including: minimize costs and plan

short-term activity; use state support for preferential tax treatment or for some type of financial support; review the development strategy, in particular, to seek new markets for products and services; repurpose your business or expand your business. Quarantine is not forever, and the development, repurposing and expansion of the range will allow to develop.

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THE INTERNATIONAL FOREIGN EXCHANGE MARKET

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The international foreign exchange market FOREX (foreign exchange market) is a set of transactions on the purchase and sale of foreign currency and the provision of funds on specific conditions (amount, exchange rate, interest rate) performed on a specific date. The main participants in the foreign exchange market are: commercial banks, currency exchanges, central banks, firms engaged in foreign trade operations, investment funds, brokerage companies; direct participation in foreign exchange transactions of individuals is constantly growing.

FOREX is the largest market in the world, it accounts for up to 90% of the total global capital market. Thousands of participants in this market – banks, brokerage firms, investment funds, financial and insurance companies – buy and sell currency within 24 hours a day, concluding transactions within a few seconds anywhere in the world. Combined into a single global network by satellite communication channels using the most advanced computer systems, they create a turnover of foreign currency funds, which in total over the year is an order of magnitude higher than the total annual gross national product of all the states of the world.

Why is it necessary to move such a huge amount of money through electronic channels? Foreign exchange operations provide economic ties between participants in various markets located on opposite sides of state borders: interstate settlements, settlements between firms from different