

grant system; to stimulate the use of modern technology. One of the mandatory requirements for applicants to receive any state financial support for agricultural producers should be providing at least simple reproduction of soil fertility. The results indicated, that The Global Innovation Index in Ukraine somewhat improved, but remains low. Therefore, in order to increase the competitiveness of the agricultural sector of Ukraine, it is necessary to introduce innovative, in particular digital technologies, and also should export not only agricultural raw materials, but also products with added value.

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CORPORATE EVENTS

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Today, organization of corporate events has become an integral part of internal policy of companies. A corporate event is “a part of the overall corporate communications strategy” [3, p. 8]. Moreover, it is organized “to reinforce the philosophy through ... activities” [3, p. 3]. One of its outstanding features is that internal employees are mostly included as attendees of an event of this type. Depending on the objective of an event, customers and representatives of the media can be present as external audience, too [2].

Companies hold corporate events to create team spirit, bring people together to develop interpersonal relationships and strengthen business ties. In addition to it, they aim at training coworkers, offering inducement and marking a crucial step [3]. Even taking into account the fact that organizing corporate events requires big investments, they are considered to be an efficient way “to deliver a message” [2, p. 3].

Organizing a corporate event cannot be improvised because a company presents itself, its goals to employees, customers and introduces its prospects, too. As a result, it affects an image of a company.

Corporate events are traditionally divided into three categories:

1. Corporate-events (HR-events) which are arranged mainly for a company's employees. Their goal is to unite a team and celebrate an event.
2. Trade-events that are organized for a company's customers, as well as for distributors, dealers, partners. The purpose is to present goods or services, find new partners, share experiences.
3. Special-events that are arranged to attract and increase interest in a company. The goal is to arouse interest in a company's brand and introduce new products [1].

Corporate holidays or parties, team-building activities, business trips, anniversaries, conferences, seminars etc. are corporate events that are differentiated by organization technologies. For instance, corporate parties provide informal atmosphere for interaction giving team members a chance to get to know one another outside of their office. Due to this fact a better working environment is created. Team building events include activities that improve collaboration skills and communication between coworkers [1]. Training seminars provide education for staff members to develop their competencies while trade shows offer an opportunity to promote the latest products of a company to public [2].

Typical venues for corporate events are restaurants, hotels, meeting rooms, convention centres, ballrooms. However, to impress and inspire their audiences companies can organize an affair in a garden, a castle, a museum, on a field.

To sum up, corporate events are an effective way for companies to engage with customers or employees. Any business that wants to build lasting relationships holds affairs of this kind. Hosting a corporate affair allows to enhance bonds with current clients and partners, and attract future ones.

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VARIANCE OF ECONOMIC DEVELOPMENT OF COUNTRIES AS A GLOBAL PROBLEM

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The economic development is the main objective of the nation and variation of which due to shock or innovation in different economic variables throws insight vision to the policy makers and economists. But there is a big variance of economic development between different countries that is the most discussed issue of economic development in the world. In modern scientific thought, global inequality is the main reason for increasing attention to globalization [1].

Economic development of different countries reaches different levels, but every year the gap between the most and least developed countries is growing.

History has seen several significant impetus to economic development, through which some countries have gained or strengthened their leading positions. One of them is the first wave of the Industrial Revolution, which was a ponderable impulse to accelerating the economic and social development of Western Europe and North America; however the spread of scientific and technological progress in the world was uneven. As a result, along with other factors, there was an increase in the difference between the level and pace of economic development of these countries and the rest of the world [2].

Another important impetus for the development of the world's economies was marked by the world wars, in particular World War II. The processes of globalization blurred national borders and, as a result, state structures, politics, economics, social and cultural practices, as well as norms and traditions became more universal. The most developed national economies have determined the nature, forms and mechanisms of international relations, imposing ways of economic communication