

Metaverse could be the next best thing to a working teleportation device which Facebook is trying to develop.

Even if the idea of Metaverse sounds unreal, all of us still have a number of questions about this whole system. But at the same time, it is obvious, that this will be a new state-of-the-art way to communicate, to travel, to run business, we will might need some time to get used to it. Augmented reality is really about closing the gap between the Internet and the world around us by overlaying digital content and information onto our physical world, worlds will ultimately come together as the Metaverse where users can freely and instantaneously hop between worlds, including our own.

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GROWTH STRATEGY OF AGRICULTURAL SECTOR OF ECONOMY OF UKRAINE

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Since independence in 1991, Ukraine has pursued successive reforms to transform itself into an efficient market economy. International funds have supported a competitive Ukrainian economy in which small and medium-sized businesses are free to realize their potential. With the support of the Ukrainian government, several important results have been achieved recently, including the introduction of an electronic disclosure and reporting system for publicly listed companies, the creation of institutions that promote transparent and efficient asset trading, and the development of a bond market.

Producer support in Ukraine has been volatile over the past three decades, mostly due to fluctuations in market price support (MPS).¹ Since 1992, MPS has been negative in most years, reflecting average producer prices below international reference levels, but with significant variation across commodities and time. Protected by import tariffs, prices for several meat products and sugar have been above international price levels. Those for several grains, sunflower seeds and milk have generally been somewhat below reference prices. The impact on prices of the state-owned Agrarian fund and the State Fund and Grain Corporation activities, and the annual on grain exports, is likely to be limited, and more recently the total MPS for the sector has been slightly positive.

Budgetary support in the form of tax benefits and input support continues to be relatively small, but has contributed to the positive overall producer support in the last two years.

Ukraine instated new support for small and medium sized producers. The area payments are higher for newly established farms during the first three years of their creation than for longer existing farms and require that the eligible land is used for farming purposes. Another new measure

provides partial reimbursement of up to 30% of the investment for construction or reconstruction of grain storage and grain processing capacities.

Producer prices in several of Ukraine's export oriented sectors, notably for sunflower seed and milk, remain below world price levels. Export duties applied to some of the products, the market activities (though limited) of state-owned enterprises and limitations in export infrastructure may each contribute to this negative support. In order to take advantage of its agricultural competitiveness, Ukraine should take additional steps to facilitate exports, including continued investments into the logistics and transportation system in line with growing export volumes.

Ukraine is historically called the breadbasket of Europe because it has about 25 percent of the world's high fertility black earth soils. The country is also the world's largest exporter of sunflower oil and one of the largest exporters of grain.

The main crops that make Ukraine one of the world leaders are grains and forage crops, including wheat, corn, barley, sunflowers, sugar beets, tobacco, legumes, fruits and vegetables. According to the State Statistics Service, the average grain yield in 2019 increased by 2.2 quintals per hectare. If in 2019 it was 4.74 t/ha, in 2020 it reached 4.91 t/ha. The yield of some other crops also increased markedly: winter wheat – 4.17 t/ha, barley – 3.48 t/ha, corn – 7.14 t/ha, buckwheat – 1.33 t/ha, millet – 1.81 t/ha, sunflower – 2.51 t/ha, soybeans – 2.35 t/ha.

Agriculture also plays a huge role in the structure of exports. As of the end of 2020, the agricultural sector brought nearly 40% of foreign exchange earnings to the country, showing stability over the past three years.

Producing 90-100 million tons of grain crops annually, Ukraine maintains a leading position in the world. At the same time, the country is the third largest exporter of grain in the world (annual exports of 50-60 million tons).

As of 2020, about 280 thousand hectares of agricultural land under organic production were registered in Ukraine. Most of the land is concentrated under grain crops - 133.4 thousand hectares, or 46% of all agricultural land under organic. Over the past 10 years the amount of agricultural land under organic production has increased by 39 thousand hectares.

Although Ukraine is a major global producer and exporter of crops, its agricultural sector is under-equipped, and much of its existing agricultural machinery is outdated. According to the Institute of Agrarian Economics of Ukraine, in 2020, availability of fixed assets per one hectare of farmland was 20 %. With anticipated growth of production volumes and delayed demand, Ukraine's imports of agricultural machinery and equipment is expected to grow. Operational need for agricultural machinery and equipment is estimated at \$20 billion in 2025.

Even today, there are new practices in agriculture, which involve digital and technological innovations that increase its efficiency.

Although foreign investors are well aware of the competitive advantages of agricultural land, Ukraine is also known for quality and innovation in the agricultural sector. Ukrainian agro-technical companies are developing modern solutions to improve traditional farming methods and introduce organic production.

Local agricultural machinery and equipment production is also expected to grow due to a Ukrainian Government program offering 25 % support for the purchase of Ukrainian agricultural machinery and equipment. However, according to the Center of Economic Recovery the market share of imported machinery in Ukraine remains high accounting for 67 %.

The major factor restricting agricultural development is access to credit and working capital. Domestic loans are expensive, and Ukraine's challenging business climate prevents local companies from attracting cheaper international funds. A major trend in the agricultural banking industry is operational capital financing for the purchase of plant protection products, seeds, fertilizers, and fuels. Bankers are more willing to offer credit to agricultural commodity producers of grains, cereals, and oilseeds.

The research identified the agricultural sector as one of the crucial ones for the economic development of Ukraine. The most important ways to improve the agricultural policy are to raise the level of direct and indirect financial support; to support innovations and scientific research through

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].