

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

on other countries and the world community as a whole. For example, Holland of the XVIII century or England in the XIX century were not only leaders of economic progress, but also role models for individual European countries [3].

Nowadays many countries aim to reach a higher level of economic development and to take important world positions, but there is a big difference between e.g. G7 countries and developing countries. Most of the least developed countries have a great potential and resources for its implementation while their political problems interfere with reaching higher levels.

According to The World Bank, the highest value of GDP per capita is in Luxembourg (118360 USD), Singapore (98526 USD) and Ireland (93612 USD), while the lowest value is in CAR (980 USD), Somalia (875 USD), Burundi (771 USD). Ukraine takes the 94th place in this list having only 13057 USD per capita [3].

In fact, only the peripheral countries of the first type try to present themselves as active participants in the world system and force the centers of the triad to adapt to the needs of their development. And it is these ambitions that must be central to future conflicts. Underdeveloped countries obviously need help in their economic development, so to solve the problem of such a difference in levels of development G7 countries may facilitate their economic formation and condition.

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CLOUD ACCOUNTING: ADVANTAGES AND RISKS OF ITS INTRODUCTION

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Automation has covered a significant part of each sphere of modernity and an accounting is no exception, so its development reaches a new level - the use of cloud technologies that are increasingly gaining momentum and have a positive impact on the accounting of business entities. But is it worth introducing the cloud accounting? What are the advantages and possible risks?

The following scientists pay enough attention to the study of cloud technologies in the accounting: M. T. Baranovsky, M. T. Belukha, O. I. Volot, M. O. Lyubimov, V. A. Kulyk, L. V. Titenko and others. [1]

Researchers P. Mell and T. Granz identified the main essence of cloud technologies – a model of providing, if necessary, ubiquitous and convenient network access to shared customizable computing resources that can be quickly provided and released with minimal management efforts or with interaction of a service provider. [2] It means that all accounting duties can be carried out regardless of location, only a modern device and the availability of the Internet are necessary. In general, there are enough reasons for entering the cloud accounting:

- unlimited access and simplicity of use;
- increased accuracy through an automated credential processing system;
- no capital expenditures on expensive equipment and licensed software;
- free upgrades and technical support.