

entwickelt und aufgebaut, in denen Industrie 4.0-Schulungen praxisnah durchgeführt werden.

Ein weiterer Aspekt ist die Veränderung der Anforderungen an die Mitarbeiter, da die Echtzeitsteuerung eine neue Arbeitsorganisation erfordert. Auch Herausforderungen bezüglich Betriebs- und Angriffssicherheit werden zunehmend Bedeutung erlangen. Unternehmen müssen sicherstellen, dass die Produktionsanlagen und Produkte keine Gefahr für die Mitarbeiter und die Umwelt darstellen.

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INTEGRATED REPORTING AS AN EFFECTIVE SOURCE OF INFORMATION ABOUT THE INVESTMENT ATTRACTIVENESS OF THE COMPANY

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Integrated reporting (IR) provides investors and the other interested parties (stakeholders), with a more complete information about the company. IR gives the opportunity to demonstrate not just financial indicators but on the basis of a comprehensive analysis of the company to justify why it will be successful in the future. Currently, as never before, investors are interested to see the full picture of creating the process of products and brands for the understanding of the processes that have an influence on its profitability and prospects of further development. Thus, IR became an effective source of information about the investment attractiveness of the company.

The **purpose** of the research is to show what integrated reporting is and how the idea of IR is relevant to the investment attractiveness of the company.

There are several definitions of IR [1, 2]:

- a concise communication about how an organization's strategy, governance, performance, and prospects lead to the creation of value over the short, medium and long term;
- demonstrates the links between its financial performance and its wider social, environmental and economic context;
- show how organizations create value over the short, medium and long term.

On the base of the existing practice, we summarized that the integrated report allows:

- to show the connectivity of strategic objectives, risk and performance to demonstrate how companies create value;
- fully demonstrate the social responsibility of the company and its commitment to the principles of sustainable development;
- to reveal the general decision-making mechanisms, which affect the profitability of the company and the prospects of its development.

The following IR Content Elements are particularly relevant to the investment attractiveness analysis:

- Organizational overview and the external environment. This element of IR includes information about the organization, the major stakeholders, the organization structure, the organization's mission and objectives, stakeholder analysis, a PEST analysis.

- Opportunities and risks: this element of IR covers both internal and external risks analysis and how the risks are being managed and mitigated. The impact of each risk is assessed and mitigation measures are explained.

- Strategy and resource allocation: this element of IR includes the company strategy information, value chain creation, how the company is going to respond to these changes in the market, how much it might cost to achieve the new strategies, and how this change will be managed effectively.

- Business model. This element gives the description of the organization's business model including key resources (market offices supported by global headquarters, people, partners, intellectual property and brand, suppliers, IT infrastructure, financial capital), key value-adding activities (creating global networks, qualifying and regulating professional accountants to high standards, maintaining and developing a global brand that attracts students around the world, generating globally-relevant technical insight with the public interest at its heats, digitally-enabled developments for an online, self-service world), key outputs (professional, ethical accountants, widespread recognition, best-in-class products, and services), key outcomes (support and opportunities for members, joint initiatives, global mobility for our members, customer satisfaction), societal benefit.

- Performance. The key performance indicators internal or external – for example, revenue, cash flow, customer satisfaction, brand loyalty, environmental impacts, etc. are presented in this IR element.

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.

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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?