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CO-WORKING IN BELARUS: GENERAL ADVANTAGES AND PERSPECTIVES

The so-called 4 Ps of marketing are known to be of paramount importance for any company trying to make a maximum possible profit in the current market situation. Similarly, the 4 Ps of business can be defined. They are a plan, paid-in capital, a place and partners. Although all of them are equally essential, the aim of this work is to focus on the place or location of a business in the light of such tendency of the modern business world as co-working and to outline the main advantages co-working may give to Belarusian business.

Co-working is defined as a style of work that involves a shared working environment, yet independent activity. The positive sides of it are the following.

First of all, it provides a space to work. Working from home means no real accountability and various distractions, while co-working sites enhance workers' effectiveness by surrounding them with hardworking professionals. At the same time it covers a communicational need. Lastly, expansion of a business can be possible through the networking with co-workers.

The number of people willing to set up their own business in Belarus is increasing, and co-working gives them a chance to unite their forces and resources. It can help to minimize rental expenses and provide all necessary office equipment and basic amenities at the same time.

Furthermore, an assessment of Belarusian co-working market was made using available official statistical data. Under several assumptions and simplifications the results indicated that Belarusian business world has a high potential for developing co-working activity.

To sum up, co-working is a great solution and will no doubt shape a lot of the future labour market. For most, and the economy of Belarus in particular, it can become

a life-saver both increasing effectiveness and allowing to attract new projects and resources.

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THE HUNGER GAMES OF WORLD ECONOMY: INCOME INEQUALITY

The Hunger Games is a wildly popular new movie set in a dystopian future where an all-powerful, high-tech centralized capitol rules over “districts” of impoverished populations barely surviving in third-world conditions.

In fact, much of what is shown in The Hunger Games has already begun. The Capitol is the rich nations of the world: the US, Canada, Australia, Japan, Russia, Israel, New Zealand, some oil kingdoms, most European nations. The Districts are the poor nations of the world—Haiti, Nepal, Bangladesh, Cambodia, Laos, Papua New Guinea, many countries in central Asia and Africa, all of which have per capita incomes less than \$10 per day. In a world of more than 7 billion people from 7 continents, more than 18,000 people from all over the world die every day – 20 percent of which died from hunger.

Widening income inequality is the defining challenge of our time. In developed and developing countries alike, the poorest half of the population often controls less than 10% of its wealth. This is a universal challenge that the whole world must address.

The main reasons of such a huge world problem are:

1. Technological change. New information technology has played a central role in driving up the skill premium, resulting in increased labor income inequality.
2. Trade globalization. High trade and financial flows between countries, partly enabled by technological advances, are commonly cited as driving income inequality.
3. Financial globalization. Increased financial flows, particularly foreign direct investment (FDI) and portfolio flows have been shown to increase income inequality in both advanced and emerging market economies.