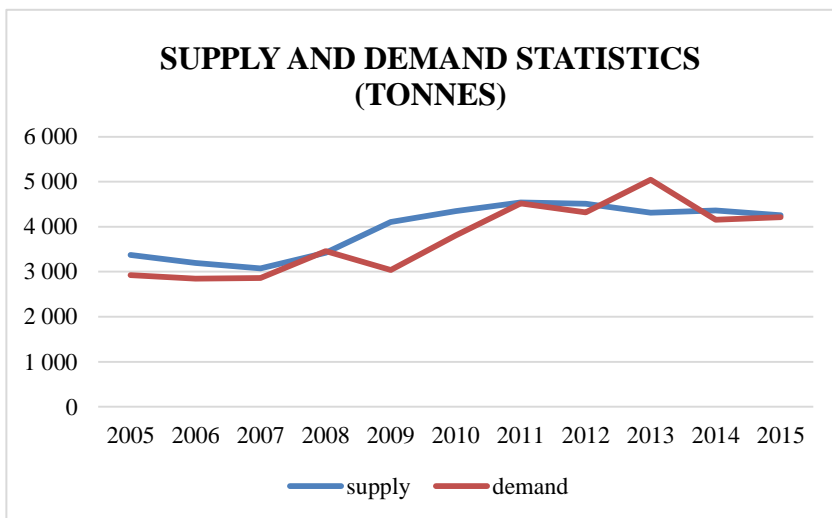


## THE GLOBAL GOLD MARKET

The topic of our research is the situation on the global gold market in the recent 10 years. The aim is to analyse the current state of the global gold market. In our research we have studied the situation on the gold market in 2005-2015, demand, supply, price behaviour on the market and its perspectives.



All over the world, gold has emotional, cultural and financial value, which supports demand across generations. During the given period the supply of gold was relatively stable except for the upsurge in 2008-2009. This was the time of the global financial crisis, when

people were selling off their gold jewellery in order to obtain money. Simultaneously, in 2008 and in the 1st quarter of 2009 central banks of different countries tried to maintain their liquidity by selling the stocks of gold. The graph above illustrates the upward trend of the demand in 2009-2013. The reason for these rises lied in the outburst of the investment demand for gold due to the economic uncertainty of the market.



However, in 2013 the demand went down as the Fed announced its plans to lift the monetary restrictions, imposed in 2008. Despite the fact that before 2012 the supply of gold exceeds the demand, the price

had been increasing steadily until 2012. The answer is in the enormous accumulated

stockpiles that are not used in production entirely and thus almost do not disappear. The majority of the demand for gold consists of the investment demand, which in turn determines the price.

In our research we have revealed the correlation between gold prices and other assets that is presented in the table.

	Gold price, USD
USD/EUR	0.35
Crude oil price (WTI)	0.54
S&P 500	-0.2
Silver price, US dollars	0.89

The correlation between silver and gold is the strongest among other indicators due to historical connection between the metals. Every sign of decline of the American economy makes the investors switch from the dollar assets to the gold assets. This fact explains inverse correlation between gold and dollar. And as the crude oil prices and US dollar have inverse relationship, the rise of oil prices will influence the rise of gold

prices. The improvement of market index will induce investors to switch from low-risk assets (as gold) to the traditional high-yield assets such as stocks, which compose S&P 500 index.

So, basing on our analysis and the forecasts from the most trustworthy sources (in the table below), we can outline our own forecast of the gold prices for 2016.

According to the correlation coefficients, provided above, silver price has the most significant impact on gold price. That is why we suppose that the gold price will have a tendency to decrease by the end of the year.

	Forecast, 2016	Current	Gold Price Forecast
Oil (the Wall Street Journal)	50 USD	38 USD	UP↑
USD/EUR (the Wall Street Journal)	0,8968	0,8970	DOWN↓
S&P 500 (JPMorgan)	2000 USD	2022 USD	DOWN↓
Silver (The Economy Forecast Agency)	13,7 USD	15,48 USD	DOWN↓

Also strengthening of US dollar and slight decrease of the stock index S&P 500 will influence the gold price in the same way. However, optimistic mood in the crude oil market will moderate the price drop and make it less

painful.

**Akhremchyk, Y., Raik, L.**  
***Research supervisors: L. Vasilevskaya, J. Vashkevich***  
BSEU(Minsk)

## 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