

Секция 3

СОЦИАЛЬНО-КУЛЬТУРНАЯ СРЕДА МЕЖДУНАРОДНОГО БИЗНЕСА

АНГЛИЙСКИЙ ЯЗЫК

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ART MARKET AS INVESTMENT TYPE

Арт-рынок как разновидность инвестиций

There are many options for personal capital preservation and increase. One of the most popular is investment. Any investment goal is in efficient operation of the capital invested. The most common way to invest is in currencies and securities. Although it can't be denied that it is not durable enough. Investment in art as an alternative investment is penetrating the international market rapidly. This investment type can increase your income as well as bring you huge aesthetic pleasure. These facts predetermined the aim of our research: to analyze the concept of art investment and its advantages.

Some people suppose that art is only a way of obtaining aesthetic and emotional satisfaction, while the concept of art is extremely multifaceted. Among savvy investors, art is regarded as a material, beautiful work of art, the value of which will not undergo changes

even in the price decrease. By purchasing a piece of art you acquire certain prestige that remains the same for many years irrespective of any negative impacts.

The purpose of art investing is its future profitable sale and income multiplication. The main advantage of such alternative investment is the fact that the art market is not directly dependent on the financial market. Therefore, in addition to preserving your capital, you will also be able to receive income even in the most difficult crisis years. In addition to making a profit, investing in art has many other advantages. One of them is the emotional component that securities cannot give. This is the joy of owning a masterpiece and awareness of the social significance of their actions, because the collector preserves the artistic heritage for his descendants and humanity as a whole.

The most popular among investors and connoisseurs of beauty are the paintings of the so-called "blue chips" — artists whose works are in the lead at auctions and are constantly growing in price. These are such geniuses as Andy Warhol and Mark Rothko. The close attention of investors in 2021 and 2022 was riveted to the works of Russian avant-garde artists — Kazimir Malevich, Wassily Kandinsky, Marc Chagall.

Currently, the Belarusian art market is at the stage of formation — it needs structuring and development, which can help attract both domestic and foreign businessmen, art lovers and collectors from other countries. Belarus has all the necessary resources to create comfortable conditions for all participants of the art market.

To sum up we should mention that investments in works of art give a guaranteed return and after 50–70 years your pieces of art have a chance to become antiques, which influences their price-rise several times due to the age. Fortunately, such factors as political instability, the situation in the world financial market do not have direct impact on art investments. So, it is really profitable to invest your money into forever valuable thing — art.

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THE CHOICE OF THE FORM OF WORK ORGANIZATION AS ONE OF THE KEY CRITERIA FOR THE SUCCESS OF INTERNATIONAL BUSINESS

**Выбор формы организации труда как один из ключевых критериев успеха
ведения международного бизнеса**

People in the process of work directly interact with a large number of people. This interaction often involves the creation of various associations: groups and teams. In informal