

- Resources consuming process;
- Accuracy;
- Uncertain External Environment [2].

Strategic financial planning provides with a comprehensive study of the problems that the company may face in the upcoming periods. Through the implementation of this type of planning, the most important indicators, proportions and rates of expanded reproduction are determined, the concept of financial strategic planning is developed, while there is no detailed description of financial indicators.

So, based on the results of the theoretical and methodological research in strategic financial planning, due to the increasing pandemic consequences, the strategic financial planning methodology was developed. This financial strategy constructing approach will allow delineating areas for further research, based on the industry specifics, composition, available financial resources, goals and objectives, define the life cycle of the company and its competitive position.

References

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INVESTMENTS FROM AN EARLY AGE — THIS IS NOT TAUGHT ANYWHERE

Инвестиции с ранних лет — этому нигде не учат

This research is a study in the field of investment and tries to answer the main question why such a useful tool for preserving and increasing capital is not taught at schools, and even more so at universities. The main purpose of the study is to promote such a useful subject in the education system as investments. Analyzing the definition investment is the placement of the capital with the aim of making a profit.

From early childhood, parents keep telling us about all the functions of money and try to explain the best use of it. One of the common tactics of our parents is to gradually save

money to create a deposit in the bank, which will bring us passive income, which is the income that does not depend on daily activities. While we continue to work, our deposit will bring us a stable interest and in the future it can provide us with a good financial package after retirement. Also, one of the most well-known ways to save capital and raise it is buying real estate with the funds earned over a certain period of time. One can buy an apartment for forty thousand dollars, ten years later one can sell it for fifty and in such a way one can raise their personal capital. This is the most primitive form of our understanding about investment at school and many people live their lives thinking that these are all real financial instruments. And people react to other ways of investment with caution and contempt. In order to avoid such situations in our constantly changing society, it would be a great idea to introduce the basics of creating an investment portfolio at schools and create new specializations for future professional investors. At school children from an early age need to be explained how to manage personal budgets competently, and further in the seventh grade, introduce concepts such as: stocks, bonds, cryptocurrency, futures contracts, and options should be introduced. It does not mean studying each financial instrument of the market with accuracy, you just need to highlight the main ones and explain to the younger generation how to use finances wisely. Along with this information, the fundamentals of the economy will also come, which will be useful to every inhabitant of our planet. Also taking such an exciting school course can help in further career choice. Now consider those who want to become professional investors. Mostly economic universities are the most popular in the countries. But despite this, specific specialists focused on investments are not trained or given outdated worthless information. The course of a young specialist should include studying the work of the modern stock market, analyzing and predicting the further movement of a particular financial instrument, training on working with very popular at the moment futures contracts. Getting practice in handling with cryptocurrency is the further engine of the world economy and the banking system. Such a specialty can raise great interest among the younger generation, and with such profound knowledge it will be possible to apply for high positions in their native country as well as abroad. This form of education will not only promote the individual, but will also help bring the state and its economy to a completely new level. It will increase the level of financial literacy and the level of well-being in the country.

In conclusion I would like to say that progress is inevitable. Every day we are becoming more advanced and getting upgraded skills. Soon without basic knowledge of economics it will be very difficult to live in the society, and as a result, not only to be able to earn but raise your capital. Financial literacy needs to be taught from childhood and if you start, then start small.

I would like to end my idea with the words of Democritus: “Neither art nor wisdom can be achieved if they are not studied.”

Reference

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INTELLECTUAL PROPERTY PROTECTION AS A TREND IN THE WORLD ECONOMY DEVELOPMENT

Защита интеллектуальной собственности как направление развития мировой экономики

Intellectual property (IP) protection is one of the most important aspects of good business conduct. IP «refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce» (see: <https://www.wipo.int/about-ip/en>). The aim of the article is to reveal the main intellectual property objects by considering the WIPO official documents and to structure the terminology connected to these objects.

By the official documents consideration such objects, which may be considered as the main ones, have been revealed: trademarks, marks, geographical indications, inventions, industrial designs, literary and artistic property.

The features connected to those objects' protection have served for the purpose of the terminology structuring. The following groups of terms have been distinguished: 1) terms related to trademarks (14): *trademark, registration, application, communication, references to a "person", holder, register of marks, license, licensee, Contracting Party, references to an "instrument of ratification", references to an "Article", references to a "paragraph", references to a "subparagraph", references to an "item"*; 2) terms related to the protection of appellations of origin and their international registration (2): *appellation of origin, the country of origin*; 3) terms related to the distribution of program-carrying signals transmitted by satellites (8): *signal, programme, satellite, emitted signal / signal emitted, derived signal, originating organization, distributor, distribution*; 4) terms related to patents (33): *deposit of a microorganism, depositary institution, depositor, industrial property office, intergovernmental industrial property organization, international depositary authority, patent procedure, publication for the purposes of patent procedure, references to a "patent",*