

**II Міжнародна науково-практична Інтернет-конференція  
СУЧАСНІ ДЕТЕРМІНАНТИ РОЗВИТКУ БІЗНЕС-ПРОЦЕСІВ В УКРАЇНІ**

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**PEACE AND SUSTAINABLE DEVELOPMENT**

*“Seek peace and pursue it”* (Psalms, 15, 14) [6].

All social achievements are created due to commercial and noncommercial activities. Herewith, in the latter kind of activity ,non-material values, but no less important ones, are often created: necessity for the state management, defense, security, functioning of legislative, executive, and judicial authorities, free health care, social welfare, education, religious freedom, spiritual development, stability, etc. Safe and decent life of society members, as well as partial solution of global requirements (fighting against international terrorism), depend on these factors. Thus, the special role in providing the stability and successful development of society belongs also to noncommercial scope of activity.

If we analyze the fulfilling of one of the major functions by our civilization, providing of peace and stability, then it is possible to make disappointing conclusions, because military conflicts permanently appear and are fomented in different regions of the Earth (Ukraine, Israel, Syria, etc.); the number of victims of

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military conflicts is increasing (in 2014 it was 180,000 people [5]); international and local terrorism has already become not an exclusive phenomenon but rather a stable one (growth of terrorism in different regions); social conflict is brewing due to increasing number of refugees and unwillingness of inhabitants of peaceful areas to accept them.

Every 113<sup>th</sup> resident of the planet is a refugee [1], who has to leave his home and look for a shelter in other regions for various reasons. In addition, in accordance with survey results (conducted on 24.06-08.07.2016, 16,040 people at the age of 16-64 years took part) 44% of Swedes, 40% of Poles, 45% of French, and 48% of Italians stand for closing the borders of the EU. At the same time in Hungary and Turkey a lot more of respondents (55% and 64 % respectively) answered this question positively, and most people of the UK and Spain, contrariwise, believe that the EU must continue to accept refugees (50% and 61% respectively) [2].

On the other hand, organizations of different levels were created by the world community, the activity of which is directed to defend peace (European Union is an economic and political alliance of 28 European countries with the purpose of regional integration in problems of common external policy and security policy; NATO is a military-political alliance of several European and North American countries, the aim of which is to repel the external aggression; Brit Tzedek Shalom is an American-Jewish organization, which successfully organized the grassroots movement in support of the conflict between two states through negotiations and others).

Of course, first of all, these problems should be solved by politicians at state and international levels. But, if the world community speaks out clearly about these problems, and they are solved at different levels, through different channels (Goodwill Ambassadors, academics, etc.), then the effectiveness of such measures will be higher.

Shimon Peres, the ninth president of the State of Israel was a visionary wizard of Peace. He used many methods, media, and organizational structures in order to market the idea of peace. In his books, "The New Middle East – A framework and

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processes toward an Era of Peace" and "Battling for Peace" he shows how peace is not only the ending of a war situation but rather an opening for a Green Middle East where the various countries can manage together their scarce water resources in order to combat desertification. To support his arguments, he uses economic and philosophical tools and even quotes Jean-Jacques Rousseau who said "The fruit are for all and the land does not belong to anyone". With that principle, Peres elaborates on the thought that water in the Middle East belongs to all. He shows the differences between economy of war and economy of peace and the advantages of such economy [3, 4].

Since the UN Conference for the Human Environment, which took place in Stockholm in 1972, many mechanisms have been formed to save our common environment. The Montreal Protocol has proven to reduce concentration of Ozone depleting chemicals. The annual meetings on Climate Change have also shown remarkable cooperation between nations to mitigate climate change. The main question that comes up is: since obtaining sustainability is not enough and wars continue damaging the world, shouldn't the world wake up to the need in combining tools of keeping sustainability together with marketing of peace?

It seems that only the support of peace together with taking care of a sustainable planet, will bring us to a peaceful and sustainable development.

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### **ФОРМУВАННЯ ІНВЕСТИЦІЙНОГО КЛІМАТУ В УКРАЇНІ**

Забезпечення сприятливого інвестиційного клімату в Україні залишається питанням стратегічної важливості, від реалізації якого залежать соціально-економічна динаміка, ефективність залучення в світовий поділ праці, можливості модернізації на цій основі національної економіки.

Інформацію про інвестиційний клімат можна отримати завдяки рейтинговим агенціям. Головне завдання рейтингових агентств – надання світовим кредитним ринкам незалежних і орієнтованих на перспективу оцінок кредитоспроможності, аналітичних досліджень і даних.

Кредитний рейтинг – звичайний фінансовий інструмент для вимірювання ступеня надійності облігацій, що випускаються тією чи іншою компанією, корпорацією або навіть тією чи іншою державою. Рейтинг призначається спеціальними агентствами, наприклад Standard & Poor's, Moody's або Fitch Ratings.