practices at the Centre for students of different educational levels, which are developed by the experts of the project team.

CONCLUSIONS. We are certain that in the long run, the project results will contribute to improvement of investment attractiveness indexes and competitiveness of the region; increase in grant, budget and other development funds for the ATCs, the University and other target groups of the project; increase in the level of implementing strategies of development of institutions and regions by systematically carrying out quality projects; speeding-up of technology transfer; development of scientific and innovative cooperation of the state sector of science, higher educational institutions with the real sector of the economy; increase in (preserving) employment; increase in the income to budgets of different levels.

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MARKET OF THE LUXURY GOODS IN TIMES OF CRISIS

Experts forecast a reduction in the luxury goods market in the aggressive environment of the Covid-19 pandemic with an optimistic scenario of 15% and with a pessimistic scenario of 35%. Consumers of luxury goods are deferring non-essential luxury purchases and focus on overcoming the crisis – their welfare recovery. “Nevertheless, medium-term market growth will be supported by demand from the Chinese middle class, an increased appetite for luxury goods among millennials and their younger counterparts in Generation Z, and the digital channel's continued maturation” [1].

In overcoming the crisis, companies should not forget about the social responsibility of their business. Stéphane JG Girod strongly believes that “to retain and increase that trust, luxury firms will need to continue engaging in public-private partnerships to show positive contributions to society beyond the realm of products. They will want to be seen as responsible local employers” [2].

Digital tools of the marketing mix based on artificial intelligence should conduct a real-time analysis of the behavior of their consumers, analyze the reactions of
competitors to changes in the external environment, create content to promote the brand, partially replace the offline staff communication with young customers on the chatbots, etc.

A sharp drop in the tourism market, quarantine and restrictions on the work of staff in the offices led to an increase in developments in the field of digital technologies – both online telework and online promotion and purchasing. Accordingly, it can be argued that the current crisis enables luxury goods brands to strengthen their innovativeness and deepen the use of digital technologies for promotion and sales, services. This will positively affect the increase in brand value.

**Conclusions.** To renewal the level of pre-crisis sales, companies should make a lot of efforts to implement and improve the apply of digital technologies in the luxury goods market. Digital technology will undoubtedly reinforce the value of luxury brands.

**References:**


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**PECULIARITIES OF IMPLEMENTING INTERNATIONAL INVESTMENT MARKETING BY COUNTRIES AT DIFFERENT LEVELS OF DEVELOPMENT**

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Considering differences of investment space by countries at different levels of economic development, raising investment risks due to socio-economic and political instability, not to mention significant uncertainty of the business environment due to globalization, it is sufficient to stimulate economic activity of foreign investors all over the world.

We believe that one of the most effective tools to stimulate foreign direct investment (FDI) by economies at different levels of development is to implement international investment marketing.

In our opinion, international investment marketing is a purposeful activity aimed at increasing the investment attractiveness of countries at different levels of economic development, formation, increase and implementation of their investment attractiveness in order to intensify efforts to attract FDI.

International investment marketing of economies at different levels of development has a number of unique proposals that determine the features of its implementation at the global level [1]:

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