

Die Europäische Zentralbank (EZB) ist die Zentralbank der 19 Mitgliedstaaten der Europäischen Union, die den Euro eingeführt haben. Die vorrangige Aufgabe ist es, Preisstabilität im Euroraum zu gewährleisten und so die Kaufkraft der gemeinsamen Währung zu erhalten.

Mit jährlich über 61 Millionen Passagieren ist der Frankfurt Airport eine bedeutende internationale Verkehrsdrehscheibe. Die Passagiere können unter rund 100 Fluggesellschaften auswählen und von Frankfurt aus fast 300 Ziele weltweit erreichen [1].

QUELLENVERZEICHNIS

1. Frankfurt.de [Электронный ресурс] / Режим доступа: <http://frankfurt.de>– Дата доступа: 01.04.2018.

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DOESTHEUKSTILLREMAIN A RELIABLE PLACE FOR BUSINESS?

It is too late to hope that the City of London, by many measures the world's leading financial center and an economic engine for both the United Kingdom and Europe, could emerge unharmed from Brexit. The City, which generates tens of billions of pounds each year in tax profits, will suffer relatively both to its competitors and to how it would have performed without Brexit. Damage is now unavoidable. There is no chance of double scenarios: even if the United Kingdom was somehow to remain in the European Union after all, that would be destructive too.

Let's make some attempts to analyze the situation which occurred in Britain from the point of view of some experts. Since the June's 2016 vote, the perception of political risk has dropped sharply in the EU including 27 countries, and the continent is also enjoying a fast economic recovery. The UK was left with its problems alone: no other member of EU wanted to leave it.

More than that, the European Union's ability to weather the pressures of the euro crisis, the 2015 migration crisis, and the Brexit vote has left it stronger. "It's quite possible that European publics will become more confident about the EU not because it's become better but simply because it has survived", as political philosopher Ivan Krastev notes in his book [1].

If the United Kingdom leaves the single market, the default plan for most international financial firms will be to serve European clients from a

European location, but about 15 - 25% of the London's business is tied to European clients. If moving jobs and client relationships to the EU is what business logic suggests, it will happen. The United State's firms at London are also run strictly. The employers' love for London will count for little if clients are best served from Frankfurt, Dublin, or Amsterdam. This will be a huge loss and any compensating effects of Brexit for London will be considerably smaller. It is doubtful that London could substitute new financial business for lost European trades. In past decades, it has successfully had clients from Asia, Russia, the Middle East, the Americas, and elsewhere. How could Brexit win more of that already high market share? Not through lower prices, which are not drivers of clients' choices. Not through increased British international links either, which have already been worsen since the referendum.

But how much worse could the London's losses get? It will depend on several factors: the United Kingdom's openness to foreigners; the effect of Brexit; the competition from outside.

Thus, London has little chance to succeed from Brexit, actually, no chances at all. But what should Great Britain do, so as not to create a crisis? The most favorable Brexit's scenarios for London are those in which the United Kingdom never leaves the single market. These come in three varieties.

The United Kingdom could remain in the European Union, following a dramatic political shift. Even if there were a second referendum with a majority vote for "Remain," Brexit would become an unsuccessful attempt of a significant share of politicians and the public, which would bring yet more uncertainty about Britain's figure.

Alternatively, the United Kingdom could leave the European Union and remain outside it while still in the single market. A new government could decide to make a status of a temporary single market membership permanent. Here too, uncertainty about a future change of status would occur, as it is unlikely that the United Kingdom would be satisfied with becoming a permanent subject of rules made in its absence in Brussels.

Finally, the best option for Great Britain - the United Kingdom could leave the European Union (though not the single market), and then reenter it. In that case, London may hope to recover some of the European business it would have lost during the "staying out" years. The number will depend on the political and economic conditions of the moment.

To speak the language of financiers, Brexit has no net upside for the City, only net downsides [2]. For the UK economy more broadly, things are more nuanced. Some rebalancing can be expected. Advanced manufacturing is unlikely to benefit, given its dependency on complex supply chains. Brexit, by erecting barriers, will negatively impact the United Kingdom's

position in those chains.

REFERENCES

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PROCRASTINATION AS A PSYCHOLOGICAL AND ECONOMIC PHENOMENON

Human beings have been procrastinating for centuries. The problem is so timeless, in fact, that ancient Greek philosophers like Socrates and Aristotle developed the word *akrasia* to describe this type of behavior.

Akrasia is the state of acting against your better judgment. It is when you do one thing even though you know you should do something else. Loosely translated, you could say that *akrasia* is procrastination or a lack of self-control.

But nowadays procrastination means the act of delaying or postponing a task or set of tasks. So, whether you refer to it as procrastination or *akrasia* or something else, it is the force that prevents you from following through on what you set out to do. Undoubtedly, procrastination is a challenge we have all faced at one point or another. Originally, we have been struggling with delaying or procrastinating on issues that matter to us.

Behavioral psychology research has revealed a phenomenon called “time inconsistency”, which helps to explain why procrastination seems to pull us in despite our good intentions. Time inconsistency refers to the tendency of the human brain to value immediate rewards more highly than future rewards. So, we ought to follow the rule “Business before pleasure”. Only in this case we will have a good internal state and high productivity.

We cannot rely on long-term consequences and rewards to motivate ourselves. Instead, we have to find a way to move future rewards and punishments into the present moment. We have to make the future consequences become present consequences.

This is exactly what happens during the moment when we finally move beyond procrastination and take action. For example, let's say we