like to invite. Then start making calls and writing emails. After that, it's time to prepare a detailed agenda. Ideally it must be done for months in advance.

Remember that the conference's main objective is to inspire people and expand their horizons. You can't do that without understanding your attendees. It is very important to answer the following questions:

What knowledge do attendees have and what would they like to learn more? What types of sessions (presentations, workshops, etc.) do they prefer? What are their expectations?

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INVESTMENT ATTRACTIVENESS IN CONSTRUCTION BUSINESS

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The article presents the analysis of the existing methods for assessing the investment attractiveness of high-rise construction. The author determined and justified the primary choice of objects and territories that are the most attractive for the development in construction business. A system of risk indicators has been developed that allow making a quantitative adjustment for a particular project in the evaluation of the efficiency of investment projects. The study is aimed at developing basic methodological concepts for a comparative evaluation of the prospects of construction that allow to take into consideration the features of investment in construction and to enable quantitative evaluation of the investment effectiveness in construction business.

Investment attractiveness reflects how interesting the relevant territory, area or region is to businesses. The set of factors influencing the level of investment attractiveness includes both fixed factors (geographic location, deposits of iron ore or large waterways), and factors manageable from the state policy viewpoint (education of the population, investment incentive policies, labour costs and the taxation rate). There are many indicators showing the strengths and weaknesses of a country and its economy, and whether the business environment is suitable for investors or if the business environment is risky and problematic

Although there is a number of different methods for assessing investment attractiveness and the riskiness of certain projects, it is not always possible to use them because of their "general" nature. The industry specificity of a particular business is negligibly taken into account, the types of objects are not considered, there is no linkage to specific strategic priorities and tasks. Thus, traditionally used methods for assessing the investment attractiveness of high-rise construction are based on the macro level analysis.

Investors evaluate the attractiveness of projects in comparison with alternative investment options. Estimating investment potential, the investor brings his subjective view in its description, considering attractive and prospective the one that best meets his ideas and expectations. As a result, the concept of investment attractiveness can be formulated as an investor's subjective assessment of the region, formed on the basis of an analysis of the objective characteristics of the investment climate [1].

The study of such approaches to analyzing investment potential as financial, resultant, resource, etc., has shown that investment potential is a complex of investment opportunities that is formed due to integration and synergy of infrastructure, resource and macroeconomic potentials, limited by the level of investment risks [2].

The total investment potential of the system includes the following components:

resource and raw component: provision of the territory with balance reserves of the main types of natural resources;

production component: the aggregate result of the economic activity of the population in the region;

consumer component: aggregate purchasing power of the population of the region;

infrastructural component: economic and geographic location of the region and its infrastructural saturation;

innovative component: the level of science development, the introduction of scientific and technological progress and the level of manufacture modernization in the region;

labor component: availability of professionally trained labor and qualified engineering staff;

institutional component: providence of the development of the region with the necessary institutions of a market economy;

financial component: the volume of the tax base and the profitability of enterprises.

The authors suppose, that the structural approach should be complemented with institutional components. As practice shows, a favorable investment climate is not sufficient for the attractiveness of the project without taking into account measures that stimulate investment activity. Therefore, when assessing, due attention should be paid to the state participation in the investment climate development. A generalized scheme of the relationship between the elements of the investment process is shown in Figure 1.
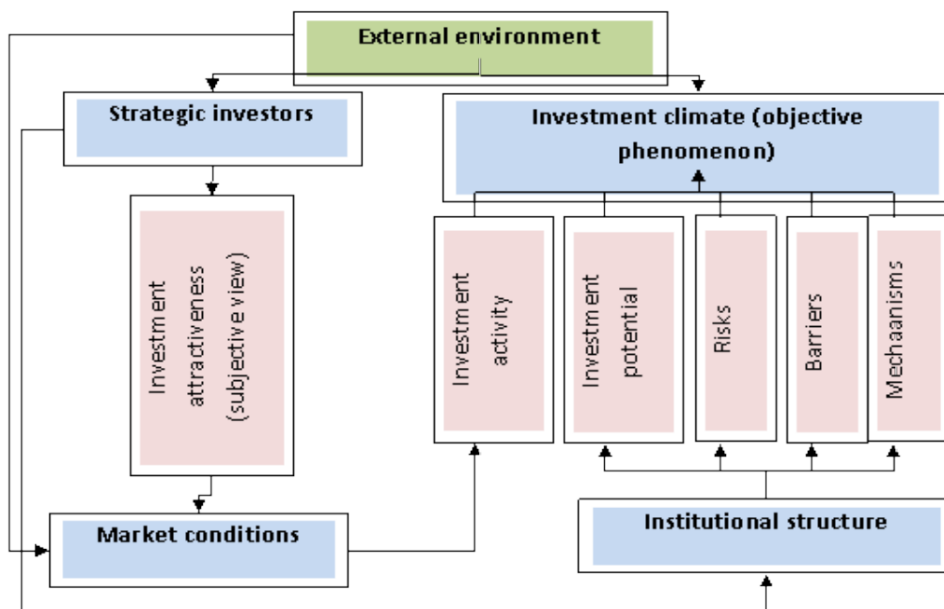

Figure 1 – Interrelation of elements of investment process

A large number of studies and publications are aimed at the issues of investment climate assessment. Each method satisfies the preferences of a certain "consumer". Consequently, in each case it determines its own set of basic factors and indicators, as well as the approach to the organization of the research process, etc. As a result of the analysis of these sources, a classification of methods for assessing the investment attractiveness of economic systems was made.

The assessment of the investment climate in terms of methodological approach is the most commonly used classification. There are three most distinctive approaches [3]:

constricted approach: the calculation uses the indicator of the level of profitability of the used assets;

factor approach: the identification of a set of influencing factors and the determination of the weighted average estimate;

risk approach: risks are assessed in terms of the possibility of investment losses and income on them.

The attractiveness and economic reasonability of construction is determined by the development level of the territory where the project is planned to be implemented. The complexity here is to choose an alternative; which means to choose the territory more preferred for investing in a construction project [4]. Strengthening competition and the gradual saturation of demand in the construction market of megacities around the world make the largest construction corporations diversify their business, directing development to certain regional market sectors.

The need for methodological support of territory development is becoming increasingly important under the condition of continuing consolidation and growth of business, as it occurs in the construction industry. The development requires new assessment approaches that make this development the most effective and sustainable for each particular construction company, allowing to assess adequately the possible risks and neutralize them.

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MICROSERVICES VIRTUALIZATION

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Microservices is the most popular architecture style and effective management of them makes development faster and deployment easier.Docker offers solution to virtualize microservices based on containers. Containers make microservices lightweight, scalable, independent and more stable.

For the past couple of decades, the most common way for enterprise software to be developed and sold was as monolithic packaged applications and even larger platforms – all fully built and integrated in a big chunk. Today, due in large part to the growth of cloud computing, agile development processes, performance improvements, and the need for scalable, lightweight applications and enterprise architecture flexibility, the movement has been toward microservices and containerization.

Microservices is an approach to application development in which a large application is built as a suite of modular, single-use services. The idea is that microservices should focus on one component of the application and do that one thing exceptionally well. Each module supports a specific business goal and uses a simple, well-defined interface to communication with other modules (Figure 1.1).
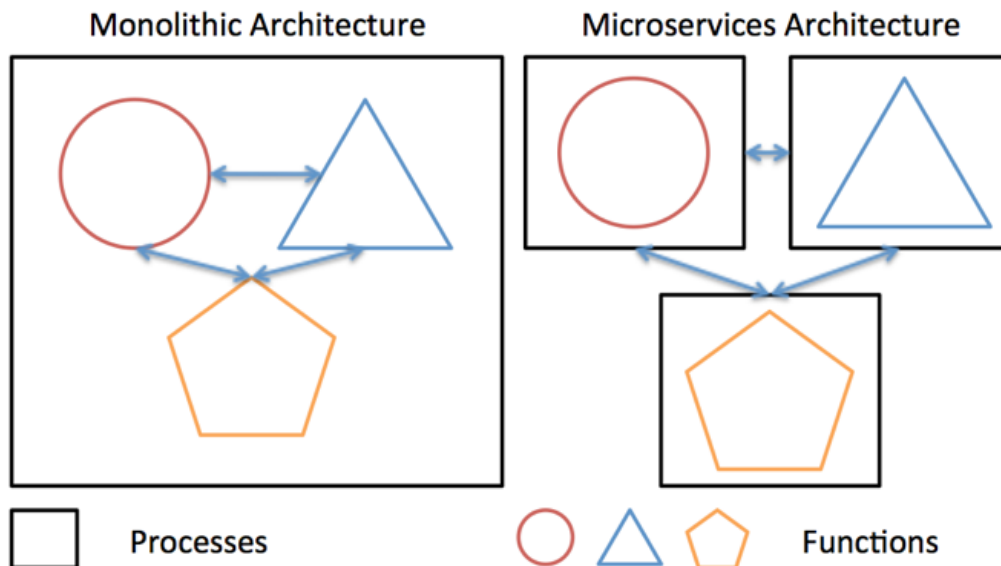

Figure 1.1 – Architecture styles of applications

Containers are the tools and methodology used to organize and develop microservices. Container-based virtualization uses a single kernel to run multiple instances of an operating system. A container is an isolated part of system that includes everything it needs to run: code base, system tools and libraries, configuration and setting. Each instance runs in a completely isolated environment, so there is no risk that one container can gain access to another's files. This allows for different teams to work on different microservices simultaneously.

Microservices approach offers several benefits, including the ability to scale individual microservices, keep the codebase easier to understand and test, and enable the use of different programming languages, databases, and other tools for each microservice. Although this technique solves many problems, it also has several disadvantages [1].

Some problems in a microservice architecture that you can face are:

Once your number of microservices grow, it can be hard to keep track of them;

You will need to consider things such as: how to handle the communication between microservices, handle errors to avoid disrupting other microservices, and add more test cases in each component;

Finding and tracing the bugs/errors in your application;

Microservices could consume more resources compared to a monolithic app.