

Investments in Alternative Markets and Traditional Form of Capital Investment*

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* Presented at the 37th IBIMA International Conference, 30-31 May 2021, Cordoba, Spain

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Abstract

In times of deteriorating economic conditions, continuous reduction of interest rates by commercial banks, as well as continuous reduction of the purchasing power of money, the need to look for alternative forms of saving and increasing capital increases. Investments are one of the ways to achieve financial benefits. However, these benefits often come with a significant risk of losing some of the invested capital. Investments are usually equated with the basic forms of classic investments such as stocks and bonds. In recent years, the investor can freely choose the forms of investment and, apart from the most popular ones, also find alternative investments, e.g. in gold or real estate. The aim of this article is to investigate whether the allocation of capital in gold is a profitable alternative investment method compared to traditional forms of investment. Moreover, the aim of the article is to analyse the possibilities and threats of investing in alternative forms of investing. The research methods adopted in the article are based on the study of literature, review of legal acts, the use of the comparison method and inference.

Keywords: Accounting, Financial Investments, Analysis, Bonds, Rate of Return, Capital.