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Address: 125057, Moscow, Chapaevskii per., 3-775
E-mail: info@ecsn.ru
WWW: http://ecsn.ru

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RUSSIAN PROTECTIONISM OF THE PRE-CAPITALIST ERA

© 2019 Vozova Natalia Aleksandrovna
The postgraduate student, Department of political economy and history of economic science Plekhanov Russian University of Economics, Moscow, Russia
E-mail: nvozova@yandex.ru

The article is devoted to the evaluation of the elements of protectionism in the policy of the rulers of Russia of XVII–XVIII centuries. It was found that the discrepancy between the vectors of Russian and European practices and discourses was due to deep structural factors. It is shown that the Russian modernization, which was the result of the state initiative, was carried out not by market methods. Sometimes, on the contrary, led to increased non-economic exploitation of the bulk of the population. In the absence of a full-fledged labor market, a full-fledged consumer demand, the emerging Russian industry, which was not adapted to the market, could not develop outside the protectionist care of the government. It is revealed that the Russian modernization, which gradually produced the industrial order, did not lead to its liberalization. This feature of the national modernization process, despite the penetration of liberal views of Europeans into Russia, determined economic practices and theoretical ideas that constructively used the positive potential of protectionism.

Keywords: thinkers of Peter’s era, protectionism, foreign trade, self-government, national interest, customs duties, domestic industry, trade balance.

References

THE DEVELOPMENT OF ENTREPRENEURSHIP IN THE MODERN ECONOMY OF RUSSIA

© 2019 Konovalova Maria Evgenevna
Doctor of Economics, Head of the Department of Economic Theory
Samara State Economic University, Samara, Russia
E-mail: mkonoval@mail.ru

© 2019 Kuzmina Olga Yuirevna
Candidate of Economic Sciences, Associate Professor of Economic Theory
Samara State Economic University, Samara, Russia
E-mail: pisakina83@yandex.ru
The article deals with the main problems of the external and internal environment of entrepreneurial activity in Russia, affecting the development of entrepreneurial activity. The article states that the factors hindering the development of entrepreneurial initiative in Russia are a high share of the state sector of the economy, an inflated tax burden, an unfavorable investment climate, the lack of a workable system of comprehensive support for start-up entrepreneurs, insufficient information, psychological and scientific support for business entities, imperfection and inconsistency of legal acts, unbalanced and corruption-related work of regulatory and inspection bodies.

Keywords: entrepreneurship, business, state regulation, Russian economy

FIDUCIARY RATING INDIVIDUALS IN TERMS OF DIGITALIZATION OF THE RUSSIAN ECONOMY: POSSIBILITIES AND LIMITATIONS

The article deals with the implementation of the system of fiduciary rating of individuals in the conditions of digitalization of the economy. The possible advantages and limitations associated with the implementation of this mechanism are shown. It is proved that in the conditions of transformation of the socio-economic system under the influence of digitalization, the economic activity of individuals is becoming more transparent, which, on the one hand, has obvious advantages, and on the other contributes to the negative consequences. Achieving the growth of public welfare, providing citizens with the necessary benefits, social guarantees is possible through the use of fiduciary rating technology.

Keywords: trust, fiduciary rating, digitalization, socio-economic system, utilitarianism, democracy, money issue.

CONSUMPTION OF DISCRETIONARY FOODS: ECOLOGICAL, ECONOMIC AND SOCIAL FRAMEWORK

The article deals with the problems of consumption of discretionary foods, which are harmful to human health. The study focuses on the impact of discretionary foods on the environment and society. The article presents the results of research on the impact of discretionary foods on the ecological, economic, and social frameworks.

Keywords: discretionary foods, environmental impact, economic consequences, social implications.
This article discusses the consumption of discretionary foods through the prism of «sustainable development» and highlights the framework: environmental, economic and social, which underlies the production and consumption of this food category. From an environmental point of view, the main factors were highlighted, which indicate that the production and consumption of discretionary foods causes significant harm to the environment. From a social point of view, discretionary foods are nutritionally superfluous and harm human health. From an economic point of view, discretionary foods are affordable for the poor, but excessive consumption of these foods leads to serious diseases. Based on the results obtained, conclusions were drawn and recommendations were made on the need to reduce the production and consumption of discretionary foods.

Keywords: discretionary food, proper nutrition, CO₂, emissions, environment

References

MACROECONOMIC STABILITY OF THE NATIONAL ECONOMY IN THE MODEL OF «OPEN ECONOMY» OF D.M. FLEMING

© 2019 Likhachev Mikhail Olegovich
Doctor of Economics, Associate Professor, Professor of the Department of Economic Theory and Management
Moscow Pedagogical State University, Moscow, Russia
E-mail: olegmix71@mail.ru

The article discusses the basic principles of the Keynesian model of «open economy», developed by D.M. Fleming. The author of the article considers the theoretical structure of the model, as well as practical conclusions regarding the use of various types of macroeconomic policy of the state to ensure the stability of the national economy, which is influenced by international commodity and financial flows.

Keywords: macroeconomic equilibrium, national economy, open economy, Keynesianism, model D. M. Fleming, macroeconomic policy, fiscal policy, monetary policy, macroeconomic stability

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CONSTRUCTIVISM OF OWNERSHIP RELATIONS
IN SYSTEM OF NETWORK ORGANIZATION

© 2019 Mokichev Sergey Dmitrievich
Candidate of Economic Sciences, Associate Professor
Kazan federal university, Kazan, Russia
E-mail: mokichev.kpfu@mail.ru

© 2019 Zulfakarova Liliya Faridovna
Candidate of Economic Sciences, Associate Professor
Kazan federal university, Kazan, Russia
E-mail: zulfakarova@mail.ru

© 2019 Vakhitova Tina Muratovna
Candidate of Economic Sciences, Associate Professor
Kazan federal university, Kazan, Russia
E-mail: tvahitova@yandex.ru

The article discusses the approach of the theory of constructivism, which describes the structural characteristics of economic ownership, taking as a basis the network system of coordination of relations. The formation of a network culture and the new, non-hierarchical way of coordinating relations, reflecting the new economic realities of the strong interdependence of the constituent entities. The formation of the knowledge economy, the development of globalization, the integration of the subjects of property led to the acceleration of the development of innovations, to a new quality of ownership relations. Behind the innovation stands a huge agglomeration of social, innovative, intellectual and financial capital, which forms the emergence of «innovation in innovation» and determines the relevance of the study of network communication coordination system.

Keywords: Property, Ownership Relations, Network Structure, Triple Helix, Economic ownership, Economics, Innovation System, Innovations, Behavioral Economics, Economic theory.

References
ECONOMICS AND MANAGEMENT OF NATIONAL ECONOMY

MARKETING ANALYSIS OF THE STATE AND DEVELOPMENT TRENDS OF THE NATIONAL TOURISM INDUSTRY

© 2019 Sagidullaeva Madina Seidullaevna
Applicant, Senior Lecturer of the Department “Accounting-1”
Rostov State Economic University, Rostov-on-Don, Russia
Dagestan State University of National Economy, Makhachkala, Dagestan, Russia

The article presents the results of marketing analysis of the state and trends of the national tourism industry, confirming the need to fight for the domestic tourist in unstable conditions of the tourist market, which requires the reorganization of the marketing management system of the industry, which should have the property of “managed adaptation” to external changes.

Keywords: tourism industry, tourism marketing, marketing analysis, domestic, inbound and outbound tourism, tourism infrastructure, adaptive marketing management.

SOCIALLY RESPONSIBLE BUSINESS IN THE SUPPLY CHAIN

© 2019 Tubelis Iuliia Aleksandrovna
PhD Student
Saint Petersburg State University of Economics, Saint-Petersburg, Russia
E-mail: tubelis.iuliia@gmail.com

This article aims to identify the relevance of the concept of corporate social responsibility in supply chains. It defines the main terminology and the principles of practical implementation of the concept of social responsibility in supply chains.

Keywords: Corporate social responsibility, supply chains, business processes, supply chain management competitive advantage

PROSPECTS OF APPLICATION OF THE PATENT SYSTEM OF TAXATION BY INDIVIDUAL ENTREPRENEURS

© 2019 Basnukayev Musa Shamsudinovich
PhD Econ., associate professor,
Chechen state university, Grozny, Chechen Republic

© 2019 Batashev Ruslan Vakhayevich
Senior teacher
Chechen state university, Grozny, Chechen Republic
E-mail: Sandaho_89@mail.ru

© 2019 Elzhurkayev Islam Yanarsovich,
Senior lecturer
Chechen state university
Chechen state university, Grozny, Chechen Republic
Now the simplified systems of taxation for subjects of small and medium business became the integral element of a tax system of the Russian Federation and took the lawful place among tools and mechanisms of state regulation of economy. During the post-crisis period in living conditions of recovery economy the patent system of taxation — the measure of tax policy of the state directed to administration simplification, decrease in administrative expenses and reduction of a share of shadow economy.

**Keywords:** business, tax policy, special modes, shadow economy, patent system of taxation, administration, improvement.

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**THE ROLE OF ANALYSIS OF FINANCIAL STABILITY IN THE ADOPTION OF EFFECTIVE MANAGEMENT DECISIONS**

© 2019 **Bondarenko Sergey Vasilievich**

Associate Professor of Economic Analysis

Kuban State Agrarian University named after I.T. Trubilina, Krasnodar, Russia

© 2019 **Takhumova Oksana Viktorovna**

Associate Professor of Economic Analysis

Kuban State Agrarian University named after I.T. Trubilina, Krasnodar, Russia

The article is devoted to covering issues of improving the efficiency of the organization’s business. The main focus is on the analysis of financial sustainability as an information base for making management decisions. A scheme was proposed for coordinating measures to increase the organization’s investment attractiveness on the contracting market, the effectiveness of the proposed project was calculated. A development strategy has been developed, a program and a mechanism for its implementation are disclosed.

**Keywords:** financial stability, solvency, efficiency, investment attractiveness, measures
INNOVATION AND STRATEGY — KEY ELEMENTS OF DIGITAL TRANSFORMATION OF BUSINESS

© 2019 Evdokimov Anatoly Nikolaevich
Ph.D., Associate Professor of Management
Samara State University of Economics, Samara, Russia

© 2019 Suraeva Maria Olegovna
Doctor of Economics, Professor of Management
Samara State University of Economics, Samara, Russia
E-mail: Panda63d@mail.ru

Many modern companies are on the verge of digital transformation, or at least investing in digital technologies, resources, and improving the skills of workers as part of their digital transformation strategy. Starting digital transformations of their business, companies need to use technology to stimulate innovation, and not just to improve current processes, since the introduction of innovation opens up tremendous prospects for growth.

Keywords: digital transformation, digital strategy, change management, business models, innovations, digital technologies, partnerships, digital opportunities.

ON THE ISSUE OF MODERN PROBLEMS IN THE FORMATION OF THE SYSTEM OF INNOVATION MANAGEMENT IN FLAGSHIP UNIVERSITIES OF REGIONS

© 2019 Kolesnikov Aleksandr Mikhailovich
Doctor of Economics, Professor
Saint Petersburg State University of Aerospace Instrumentation, St Petersburg, Russia
E-mail: 9843039@mail.ru

© 2019 Vagin Sergei Gennadievich
Doctor of Economics, Professor
Samara State Technical University, Samara, Russia
E-mail: vsg63@hotmail.com

The most significant issues of the formation of the system of innovation management in flagship universities of regions are researched in this work. This problem is actual in the context of the formation of the base for the development of regions of the Russian Federation. In this connection the aim of the work is to define the current problems in the formation of the system of innovation management in flagship universities of regions.

Keywords: flagship university, national projects, business incubator, startup accelerator, startup, innovation management.

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© 2019 Naumov Alexander Sergeevich
Senior Researcher, PhD in Economics
Institute of Economics, Russian Academy of Sciences, Moscow, Russia
E-mail: as.naumov@mail.ru

The author considers the peculiarity of Russian liberal aspirations, the role of an essential part of the modern Russian elite, the population’s rejection of modern realities that constrain the development of the country (radical liberalism, liberal conservatism), the mismatch of resources to the resource base of modern economic development, the crisis of liberalism in the works of foreign and modern researchers, the search for a way out.

Keywords: liberalism, Russian elite, liberal conservatism, crisis of liberalism, resources, resource base, after liberalism.

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METHODOLOGY OF SYSTEM PLANNING OF INNOVATIVE ACTIVITY OF THE ORGANIZATION OF ENTERPRISE TYPE

© 2019 Popova Elena Aleksandrovna
Doctor of Economics, Docent
South Ural State University (State scientific university), Chelyabinsk, Russia
E-mail: 73519045153@yandex.ru

© 2019 Bazelyuk Vladimir Vasilyevich
Doctor of pedagogical sciences, Professor
South Ural State University (State scientific university), Chelyabinsk, Russia
E-mail: bazeluk_vladimir@mail.ru
From positions of the methodological analysis a leader assessment of system planning of innovative activity is given. The organization of enterprise type is presented in the form of business processes which purpose is the efficiency and effectiveness. Special attention is paid to the innovative nature of intra organizational planning of business success.

Keywords: planning, systemacity, innovations, organization, culture, business success.

References

CRISIS MANAGEMENT AS A SCIENTIFIC DISCIPLINE
IN THE MANAGEMENT SCIENCES

© 2019 Ryakhovskaya Antonina Nikolaevna

Doctor of Economic Sciences, Professor of the Department of management, head of the scientific school “Crisis management” of the Financial University under the Government of the Russian Federation, rector of the Institute of Economics and crisis management, Chairman of the Subcommittee on crisis management of the Committee on business safety of the chamber of Commerce of the Russian Federation, member of the Public Council of Rosimushchestvo
E-mail: rectorat_ieay@mail.ru

© 2019 Cowan Sergei Evgenievich

PhD, associate Professor, Department of management
Financial University under the Government of the Russian Federation, Moscow, Russia

The scientific school “Crisis management” for the functional purpose of the produced knowledge refers to applied scientific schools, which determines its main feature — the close integration of research with the management of economic entities of different levels, the practice of arbitration management and vocational education.

Keywords: crisis management; objects, tasks, types; Institute of bankruptcy, its problems; rehabilitation of debtors.
INDICATORS OF ASSESSMENT OF REGULATORY RISKS

© 2019 Starostin Mikhail Gennadievich
The Russian Presidential Academy of National Economy and Public Administration
under the President of the Russian Federation, Orel, Russia
E-mail: os2525@yandex.com

This article is devoted to studying of indicators of assessment of regulatory risks. The author designated relevance and the importance of a subject of a research. The essence is considered and definition is given to the term «indicator of assessment of regulatory risk». Classification of indicators of assessment of regulatory risks is offered. Ways of easing of regulatory risks are presented. The emphasis on importance of realization of complains-function in the organization is placed.

Keywords: regulatory risk, complains-risk, complains-function, assessment indicators.

INNOVATIVE MARKETING TECHNOLOGIES

© 2019 Udaltsova Natalya Leonidovna
Associate Professor, Ph.D., Associate Professor of Management Department
Financial University under the Government of the Russian Federation, Moscow, Russia
E-mail: udaltsova.nl@yandex.ru

© 2019 Alysheva Alisa Vadimovna
student of faculty “Sociology and politology”, direction “Advertising and public relations”, group RSO18–4
Financial University under the Government of the Russian Federation, Moscow, Russia
E-mail: alysheva.alisa@mail.ru

The article deals with different kinds of innovative marketing and innovative ways of promoting. It shows the latest innovative developments in the field of marketing, analyzes their relevance to date and future potential. Special attention in the article focuses on marketing technologies in the sphere of Internet and interconnection between marketing innovations and Internet. Moreover, there were identified their advantages and disadvantages. The purpose of this work is to identify the role of innovative marketing developments in modern life basing on the analysis of their varieties and practical application.

Keywords: marketing, innovations, innovative marketing, Internet, Internet-marketing.

MARKETING OF THE TERRITORY AS A TOOL OF FORMING THE INVESTMENT ATTRACTIONNESS OF THE REGIONS

© 2019 Gunare Marina Leonidovna
Dr.sc.pol., Associate Professor, Director of the study direction «Hotel and Catering Services, Tourism and Leisure organization»
Baltic International Academy, Riga, Latvia
E-mail: marina.gunare@inbox.lv

© 2019 Pozdnyakov Konstantin Konstantinovich
Ph.D., Associate Professor, Deputy First Vice-Rector for Government and Regional Development, Associate Professor of the Department of Management
Financial University under the Government of the Russian Federation, Moscow, Russia
E-mail: kkpozdnyakov@fa.ru
The article presents the results of a study of building a regional marketing system in order to attract tourists and increase the investment attractiveness of tourist infrastructure facilities. Comprehensively developed infrastructure is a major factor in attracting investment in most regions of the Russian Federation. The achievement of this goal is facilitated by modern approaches to public administration, as well as marketing innovations. It has been established that in order to assess the role of marketing innovations in the development of tourism in the regions, it is necessary to understand the properties of the tourist product and tourist services. It is considered what marketing tools can be used to attract tourists to the regions of the Russian Federation and what problems may complicate their use.

Keywords: territory marketing, branding, investments, strategies, region.

DEVELOPMENT OF LAND RECLAMATION ON THE PRINCIPLES OF PUBLIC-PRIVATE PARTNERSHIP

Khairbekov Alikhan Uruzhalievich
Candidate of Economic Sciences, Leading Researcher,
Department of Price and Financial-Credit Relations Research
AIC FGBNU FNTS VNIIESH, Moscow, Russia
E-mail: 156237@gmail.com

The article deals with the development of land reclamation using the mechanism of public-private partnership in agro-industrial production, presents options for the interaction of the state and private business, starting with the problems of restoration of hydraulic structures of land reclamation and ending with the effective use of available land resources. The directions of building a rational system of land reclamation development in the context of the Federal target program «Development of agricultural land reclamation in Russia for 2014–2020.

Keywords: public-private partnership, investment, investment project, reclamation, agriculture

THE EXPERIMENT ON INTRODUCING RESORT FEE IN THE TERRITORY OF THE CAUCASUS MINERAL WATERS

Hurmagov Ibrahim Aliyevich
Russian Academy of national economy and public administration under the President of the Russian Federation, North-Caucasus Institute, Pyatigorsk, Russia
E-mail: Ibragim-kn@mail.ru

The article is devoted to analysis of the financial interests of vacationers and tourists as well as business entities in connection with the introduction of the holiday collection on recreational territory.
Summarizes interim results of an ongoing experiment in Russia to introduce resort fee, based on the example of sanatorium-resort complex of the Caucasian mineral waters (CMS). The author notes that the experiment will be the beginning of a new thrust in the development and improvement of resort towns of CMS and Stavropol Krai in General through targeting additional source of funding.

Keywords: Resort fee, experiment, legal framework, categories, results, resting flow dynamics.

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BOOK KEEPING, STATISTICS

METHODS OF ANALYSIS AND EVALUATION OF LOGISTICS COSTS
© 2019 Gizatullina Olga Mikhailovna
PhD in Economics, Associate Professor of Department of Accounting, Analysis and Audit
Financial University under the Government of the Russian Federation, Moscow, Russia
E-mail: olgasergee@mail.ru

The effectiveness of the implementation of the «Digital economy of the Russian Federation» will be an important tool for digital logistics, contributes to the management of human, material, information and financial flows with a view to their optimization for the solution of the problem of minimizing costs with application of modern information technologies.

Keywords: digital logistics, logistics costs, artificial neural networks, multiple regression method.

FEATURES OF TEACHING ACCOUNTING STUDYING IN THE DIFFERENT DIRECTIONS
© 2019 Muravitskaya Natalya Konstantinovna
PhD, Professor of the Department of the Accounting, Analysis and Audit
Financial University under the Government of the Russian Federation, Moscow, Russia
E-mail: nmuravitskaya@fa.ru

In this article the question of training of the higher education in the conditions of digitalization of economy is investigated. Implementation of educational programs of the higher education has to provide qualitative professional qualifications. Criterion for evaluation of quality of the got education is the high quality expert who is professionally performing the functions. At all stages of receiving the higher education the student has to confirm systematically gained theoretical knowledge with practical skills. In this regard it is necessary to update working programs of disciplines. There is an urgent need in teaching staff having practical experience and continuously improving the skills. In the modern world the main thing in training is not the volume of the acquired knowledge, students, and ability of intelligence to fast development.
necessary knowledge and abilities. Formation of abilities to find necessary information for the purpose of effective use when performing the professional duties becomes the main function of education.

Keywords: information, qualification, accounting, innovative activity, online — education, competences, the educational standard.

WORLD ECONOMY

IMPROVEMENT OF THE SYSTEM OF THE SUPPORT FOR EXPORT IN RUSSIA TAKING INTO ACCOUNT THE WORLD EXPERIENCE

© 2019 Pischik Viktor Yakovlevich
Doctor of Economics, Professor of the Department of Global Economy and Global Finance
Financial University under the Government of the Russian Federation, Moscow, Russia
E-mail: pv915@mail.ru

© 2019 Alekseev Petr Viktorovich
PhD in Economics, Leading researcher of the Institute for the research of international economic relations
Financial University under the Government of the Russian Federation, Moscow, Russia
E-mail: apv31@mail.ru

The need to improve the system of support for exports in Russia is due to the important role of exports in the economy of our country, the need to increase and diversify its structure. Unlike the leading exporting countries, the system of state support for exports in the Russian Federation is not so effective and is in the stage of formation and development. Today in Russia at the government level there is no single coordinating body responsible for coordinating export support policies, although certain authorities are assigned certain functions and powers in this area. The article proposes the creation of an Export Support Advisory Council with the authority to develop export activities at the federal government level. This will allow, in our opinion, to increase the degree of coordination of activities and responsibility of existing export support institutions.

Keywords: export support system, foreign economic activity, world experience, export policy, foreign economic policy

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