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ECONOMIC THEORY

RUSSIAN PROTECTIONISM OF THE PRE-CAPITALIST ERA

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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.

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THE DEVELOPMENT OF ENTREPRENEURSHIP IN THE MODERN ECONOMY OF RUSSIA

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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

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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

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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

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QUALITY OF MANAGEMENT SYSTEM OF PUBLIC SECTOR OF R&D AND INNOVATION: THE ATTEMPTS OF QUANTITATIVE ANALYSIS

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The country's lack of significant success in innovative development encourages the search for new approaches to the assessment and design of institutional reforms in the Russian knowledge sector. One of these approaches is the quantitative analysis of the relations of alternative ways of performing the functions of social interactions in the field of organization of production and management, as well as organizational culture. In this article, this approach is used not only to assess the state of management of the R & D and innovation sector controlled by the state, but also to assess the scale of the sector itself.

Keywords: R & D, innovation, public sector of knowledge, power vertical, centralized topics, appointment of managers.

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

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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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INNOVATIVE SOLUTIONS IN THE STOCK MARKET

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The article investigates innovations in the modern securities market, analyzes the consequences of their implementation in the Russian stock market. The problems of the development of online securities trading are considered.

Keywords: innovation, stock market, stock exchange, securities market, technology, Internet, globalization

CONSTRUCTIVISM OF OWNERSHIP RELATIONS IN SYSTEM OF NETWORK ORGANIZATION

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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.

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ECONOMICS AND MANAGEMENT OF NATIONAL ECONOMY

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

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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

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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**

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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

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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

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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

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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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RUSSIAN LIBERALISM OF THE XXI CENTURY: THE ORIGINS OF THE CRISIS, THE CONTENT, ITS INFLUENCE ON SOCIAL AND ECONOMIC PROCESSES IN RUSSIA

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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

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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.

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CRISIS MANAGEMENT AS A SCIENTIFIC DISCIPLINE IN THE MANAGEMENT SCIENCES

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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

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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

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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 ATTRACTIVENESS OF THE REGIONS

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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

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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

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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

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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

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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 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

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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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