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ECONOMIC THEORY

«THE LAW OF THE TENDENCY OF THE RATE OF PROFIT TO DECREASE» BY K. MARX AS A THEORETICAL MODEL OF TECHNOLOGICAL TRANSFORMATIONS IN THE EARLY INDUSTRIAL AND CONTEMPORARY ECONOMY

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The article examines the well-known Marxist «law of the tendency of the rate of profit to decrease» as a theoretical model of technological transformations that took place in early industrial society. Also in the article considers and analyzes the possibilities and conditions for the implementation of this trend both in the early industrial era and in the conditions of modern technological transformations.

Keywords: industrial revolution, technological transformation, economic growth, Marxist political economy, capital accumulation, the law of the tendency of the rate of profit to decrease

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PROBLEMS AND PROSPECTS OF DEVELOPMENT OF THE INDIVIDUAL INVESTMENT SYSTEM IN THE SAMARA REGION

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Today, one of the tasks of the financial market of the Russian Federation is to ensure accelerated economic development of the country by improving the competitiveness of the Russian financial market. At the same time, it is necessary to introduce tools that ensure the participation of numerous individual

investors in the securities market and their protection. The formation of investment capital of citizens, as well as their financial strategy, is determined, among other things, by the resource capabilities of a particular region and the policy of local authorities. The article uses a sociological survey among residents of the Samara region to identify the problems of individual investors, as well as suggest ways to minimize them and solutions.

Keywords: individual investment, investment potential of the region, securities market.

ECONOMICS AND MANAGEMENT OF NATIONAL ECONOMY

FACTOR SPECIFICITY OF RUSSIAN FEDERATION REGIONAL SOCIO-ECONOMIC SYSTEMS DEVELOPMENT

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Russian Federation has a unique specificity of differentiation of the regional socio-economic development, which is primarily due to the geographical, logistic and climatic specificity. As a result of this fact, each regional socio-economic system has its own specifics. Moreover, this specificity determines both the dynamics and the general vector of the regional development, which over time leads to an increase in the noted differentiation and the formation of new over-regional socio-economic systems. Within the framework of this article, the authors aim to consider the factor specificity of the Russian Federation regional socio-economic systems development and to highlight the main groups of factors that influence the formation of regional development vectors.

Keywords: regional socio-economic systems, socio-economic development of the region, environmental factors, economic resources.

ANALYSIS OF THE IMPACT OF THE POST-PANDEMIC CRISIS ON THE MARKET FOR RAIL TRANSPORTATION OF OIL CARGO

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The coronavirus has brought so much uncertainty into the world regarding the global economic recovery. What do restrictions on a number of industries and social distancing mean for various industries, including the consumption of hydrocarbons? One thing is certain: the transport industry must be more resilient to the consequences of any future shocks, since it is one of the most important, backbone sectors of the economy. The purpose of this study is to assess the consequences of the new economic crisis for the market for the transportation of oil cargo by rail. The object of the research is the operating companies providing more than 20% of all transportation of hydrocarbons and their derivatives. The subject of the research is analytical procedures and methods for processing data on the state and prospects of changes in the oil cargo market. The results of the refined forecast of traffic volumes by various modes of transport, the calculation of the cost index for the maintenance of rolling stock, presented in the article, made it possible to substantiate the conclusion about the departure from the competitive model of the oil cargo transportation market to the oligopoly market, which significantly changes the business models of most freight operators. The practical results of the study are recommendations for optimizing the costs of operating companies.

Keywords: oil cargo transportation market; business model of freight operators; cost optimization.

TAX MANEUVER IN MANAGING THE GROWTH OF THE REVENUE SIDE OF THE BUDGET

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The article analyzes in detail the state of the tax system of the oil complex and the problems that arise at the end of the tax maneuver aimed at increasing the revenue side of the budget. Special attention is paid to the tax on additional income, which radically changes the taxable base due to the transition to taxation based on financial results.

Keywords: taxes, incentives, tax maneuver, rent tax, export duties, excise taxes, budget.

DEVELOPMENT OF PROFESSIONAL COMPETENCIES

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The relevance of developing professional competencies is determined by the transformation of the internal and external environment of companies that has occurred over the past 10 years, in particular, changes in professions and requirements for them, the content and methods of implementing labor functions. During this period, Russian companies, including the oil and gas sector, have accumulated significant experience in applying the competence approach, which requires systematization for further development.

Keywords: Qualifications, competencies, professional competencies, competency profiles, competency model, personnel management, oil and gas company.

THE SOURCE OF INNOVATION CLUSTERS: THE INFLUENCE OF MEDIEVAL GUILDS

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The article deals with the issue of clusters' origin in general and the origin of innovation clusters in particular. It shows that the roots of clusters should be proceeded not from 19th century when the first research of spatial factor in economy was carried out, but from the Middle Ages when guilds were organized as a main institution arranging economy and society. As it follows from examples, guilds implement progressive social and economic functions and reveal the value of human capital concentration. As a conclusion, many features and practices of medieval guilds are embodied in modern innovation clusters.

Keywords: innovation cluster, guild, innovation process, "service", competition

METHODOLOGICAL APPROACH TO STRATEGIC RISK MANAGEMENT IN THE CONTEXT OF HIGH MARKET VOLATILITY

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The high rates of development of modern digital technologies create the need for solving a number of problems in the formation and integration of new systems for managing business processes. The article proposes a concept and formalizes a mechanism for managing strategic risks of trade business structures. Methods for reducing the negative result by localizing and absorbing the impact of risk on the business processes of the trade structure were developed and presented, methods of management, decentralized RMS were determined. A mechanism for monitoring and managing tasks within the framework of the RMS has been structured, detailing the basic principles of the strategic risk management system. With regard to trade entrepreneurship, the materials of the article provide risk managers with the necessary tools to automate the risk management process using modern digital technologies.

Keywords: trade entrepreneurship, entrepreneurial structure, risk-management, end-to-end management.

IMPACT OF MIGRATION PROCESSES ON THE FORMATION OF MODEL OF ECONOMIC DEVELOPMENT

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Socio-economic problems and ways of their solution are considered in the light of the structural transformations of the Russian economy: rational use of the resource base, investments in economic «points of growth», the creation of social infrastructure of developing agglomerations, the pros and cons of modern Russian urbanization from the point of view of foreign experience, the role states in economic transformations, the role of science in changing the political and economic situation, revising existing development strategies and economic management structures (assessment of the political, economic and socio-cultural situation in Russia).

Keywords: urbanization, migration processes, small towns, Habitat, UN, socio-economic conditions, resource base, self-destructive economy, neo-economics, space, territory.

ALGORITHM FOR IDENTIFYING THE MOST PROMISING INNOVATIVE RESEARCH AREAS IN THE FIELD OF HARDWARE DEVELOPMENT OF MEDICINE

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The process of innovative development is inextricably linked with the research process. It is the results of research activities that are the basis for applied research. However, in the context of globalization of world markets and digitalization of the economy, the research process tends to a cooperative form of organization. At the same time, the economic effect of the implementation of innovations is significantly multiplied with parallel infrastructure development and the development of related developments. Thus, effective solutions for the formation of a long-term research vector are of high importance. These solutions are of particular importance in the field of medical research, due to the extremely high level of complexity. However, at the moment there are no effective tools to form this vector. This paper presents an algorithm for identifying the most promising innovative research areas in the field of hardware development of medicine, based on extrapolation of the properties of the Gartner cycle.

Keywords: Gartner cycle, hardware development of medicine, innovative research, medical equipment.

DEVELOPMENT OF RURAL CRAFTS IN MODERN CONDITIONS

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The article is devoted to the structural analysis of fishing in rural areas. The author considers the main trends of the rural economy, provides a historical analysis of traditional rural crafts. As a result of the research, a conclusion is formulated about the need for the development of rural crafts to diversify the rural economy and increase the welfare of residents in the institutional form of consumer cooperation.

Keywords: agrotourism; pandemic; consumer cooperation; rural crafts; rural tourism.

THE ROLE OF SERVING CORPORATE CLIENTS IN THE BANKING BUSINESS

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Serving corporate clients in the activities of credit institutions is the basis of the banking business, brings in a significant part of the profit, forms and increases the resource base. The purpose of this article is to present the role of corporate banking.

Keywords: corporate clients, customer categories, banking business, settlement and cash services, banking services, service package.

INFLUENCE OF THE INFORMATION ENVIRONMENT ON SMALL AND MEDIUM-SIZED BUSINESSES

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The small and medium-sized business sector is one of the backbone sectors of the national economy. Despite the relatively low share of GDP, this sector solves extremely significant social functions, the key of which is the formation of regional labor markets and the provision of employment for socially disadvantaged segments of the population. At the same time, the small and medium-sized business sector is extremely volatile and sensitive to institutional changes, in particular to changes in the information environment. At the same time, at the moment there is no single methodology for assessing the impact of the information environment on representatives of the small and medium-sized business sector. Within the framework of this article, the authors propose the structure and elements of this methodology, as well as basic tools for quantifying these elements.

Keywords: small and medium-sized businesses, SMEs, information environment, tonality of information environment, tokens, lexical analysis

FISCAL TOOL FOR MANAGING THE DEVELOPMENT OF THE SMALL AND MEDIUM-SIZED BUSINESS SECTOR

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The small and medium-sized business sector is a backbone for the domestic economy. At the same time, the overwhelming majority of institutional support tools for business are focused on large businesses, as a result of which small and medium-sized businesses must correlate their interests with big business. Within the framework of this article, an institutional tool for managing the development of the small and medium-sized business sector is proposed, which is of a fiscal nature and based on the principle of an

option contract. The flexible nature of the proposed instrument will allow dynamically transforming the characteristics of fiscal support for small and medium-sized businesses.

Keywords: option, small and medium-sized businesses, SMEs, tax incentives, fiscal instruments, Black-Scholes model, Binomial model, option price.

THE ROLE OF EDUCATION IN THE SOCIAL AND ECONOMIC DEVELOPMENT OF SOCIETY: NEOCLASSIC AND INSTITUTIONAL APPROACHES

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The article analyzes the alternative approaches to the interpretation of the role of education in ensuring progressive socio-economic dynamics. The study revealed the advantages and disadvantages of the neoclassical and neoinstitutional approaches to the interpretation of the mechanism of the influence of educational processes on the dynamics of economic growth; the functions of education are formulated taking into account the laws of designing institutions; the role of the state in the institutionalization of the educational process is determined. The conclusion is made about the implementation of the paternalistic function by educational organizations, which consists in the implantation of the normative values into the system of representations of economic agents. This allows us to interpret the education system as an endogenous factor of socio-economic development.

Keywords: neoclassical synthesis, neo-institutionalism, educational organizations, factors of socio-economic development, the effectiveness of educational processes, institutional environment.

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ENSURING DATA SECURITY IN THE DIGITAL ECONOMY

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The rationale for the need to ensure the security of confidential data in the digital economy is given. The issues of management system transformation are considered. A link has been established between threats of unauthorized access to data and acts of corruption on the part of employees of the organization. It is proved that with the increasing closeness of the resource management system, the potential for corruption acts on the part of the organization's employees increases. The reasons for the illegal disclosure of personal data have been identified. The protection objects are highlighted, which include not only data, but also information and communication equipment. Information security is an important factor in ensuring state security. The functions of the state in the field of information security in the digital economy were discussed. The necessity of implementing comprehensive state policy, as well as stimulating the development and implementation of Russian hardware and software products and training qualified personnel in the field of digital economy is indicated.

Keywords: digital economy, confidential data, information and economic security, management.

BOOK KEEPING, STATISTICS

PROBLEMS OF ENSURING EFFECTIVE MANAGEMENT OF RELATIONS WITH STAKEHOLDERS IN THE FUNDRAISING ACTIVITIES OF A CHARITY ORGANIZATION

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The article is devoted to the study of the main problems that arise in the process of interaction of charitable organizations with interested parties in the process of fundraising activities. The article discusses the complexities and challenges of improving the work of modern fundraisers from the perspective of effective relationship management with stakeholders. As one of the activities of fundraisers, it is proposed to use the register and communication plan of interested parties with an example of practical implementation on specific data of the charity Fund «our Children».

Keywords: Charitable organizations; benefactors; benefactors; fundraising; fundraising activities; fundraiser; stakeholders; register and communication plan of stakeholders.

MAIN STRATEGIES FOR MANAGING STAKEHOLDERS IN THE FUNDRAISING ACTIVITIES OF CHARITABLE ORGANIZATIONS

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The article presents strategies for balanced, mutually beneficial, and regular interaction of charitable organizations with participants in fundraising activities (stakeholders). The key stakeholders involved in the fundraising process are identified using the example of the charity Fund «our Children». To determine the balance of their interests, their classification based on the A. Mendelow «Influence-significance» matrix and the Mitchell-Agle-wood model for identifying the significance of stakeholders is given.

Keywords: Charities, stakeholders, stakeholder classification matrix, interaction strategies, fundraising, key donors, government agencies, and philanthropists.

ANALYSIS OF NATURAL-CLIMATIC AND SOCIO-ECONOMIC CONDITIONS OF THE ARCTIC ZONE OF THE RUSSIAN FEDERATION

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The Arctic region is the most important macro-region of Russia from the point of view of national security, economic and cultural interests, the country's leadership has formed the basis of state policy and strategy for the development of the Arctic zone, which determine national priorities for the region, and taken steps to develop the economy and transport network of the Arctic zone.

Keywords: Arctic zone of the Russian Federation, natural and climatic conditions, socio-economic conditions, environmental problems, reference zones, level of economic development.

SUBSTANTIATION OF THE NEED FOR DIVERSIFICATION OF EMPLOYMENT IN ORDER TO INCREASE ITS LEVEL AND PROFITABILITY OF LABOR

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Against the background of discussions about the need to free the domestic economy from oil dependence, from the mid-2000s, the concept of diversification has acquired a very broad interpretation and has become a kind of synonym for economic modernization and improved production in the regions. In official documents and scientific publications, diversification is considered the main strategy for the long-term development of the entire economic sector of the country. A lot of research has been devoted to the issues of developing economic activity and raising the level of employment of the rural population, the article has examined some of them in order to justify the need to diversify employment, increase its level and profitability of labor.

Keywords: employment, diversification of employment, diversification of rural employment, diversification of the economy, mechanisms to support diversification.

WORLD ECONOMY

ON THE ROLE OF THE MILITARY-INDUSTRIAL COMPLEX IN THE MODERN WORLD ECONOMY'S MILITARIZATION

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This article presents an analysis of the impact of military-industrial complexes of the world's leading countries on the development of militaristic processes in the world economy. The mechanism of internal relations of the military-industrial complexes of these countries is revealed on the example of the US military-industrial complex.

Keywords: military-industrial complex (MIC), militarization, arms race, military-industrial corporation, lobbying, «iron triangle», «revolving doors», «amakudari».

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