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ECONOMICS AND MANAGEMENT OF NATIONAL ECONOMY

**SPECIALIZATION OF REGIONAL SOCIO-ECONOMIC SYSTEMS
OF RUSSIAN FEDERATION**© 2020 **Avduevskaya Ekaterina Alekseevna**

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The role of regional socio-economic systems in the context of the transition of the national economy to sustainable development is great. It is obvious that regional development is largely ensured through the implementation of an effective regional policy. At the same time, taking into account the scale of the territories of the Russian Federation, the heterogeneity of resource availability, the remoteness of individual regions from large agglomerations and innovation development centers, the development of an effective regional policy cannot do without a deep analysis of the existing potential for production and focus on specific industries and spheres, i.e.e. without analyzing regional specialization. Within the framework of this article, the authors set themselves the goal of analyzing approaches to determining the specialization of regional socio-economic systems, as well as analyzing the methods of differentiating regions of the Russian Federation based on regional specialization. The analysis of approaches to the definition of regional specialization and differentiation of Russian regions on its basis is based on studies of the works of domestic authors in the field of spatial economic dynamics. Based on the results of the study, the authors concluded that the analysis of regional specialization makes it possible to comprehensively study the dynamics of the development of the region, also to differentiate all subjects according to the degree of their resource equipment and the ability to produce, on the basis of which to formulate reasonable requirements for regional authorities in the field of structural development of territories in order to obtaining the maximum economic and social effect.

Keywords: regional specialization, localization, regions of Russia, differentiation of regions, economic development, regional policy.

**THE POSSIBILITY AND EFFECT OF IMPLEMENTING AN AGENT-BASED MODEL
IN THE ORGANIZATION'S MANAGEMENT SYSTEM**© 2020 **Bagrin Pavel Petrovich**

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The article deals with the application of agent-oriented models in the organization management system. The algorithm of deviation control is considered and the possibilities of using an agent-oriented model at each stage are revealed. When identifying the location of the model, the effect of using this tool was also revealed. The results of the study can be used in the implementation of simulation and agent-based models in organizations, as well as in the development of the model concept.

Keywords: Agent-based model, management system, simulation model, management decision, risks, validity.

FEATURES OF SPATIAL AND TERRITORIAL DEVELOPMENT OF REGIONAL INDUSTRIAL COMPLEXES IN THE NEW TECHNOLOGICAL ORDER

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The article considers a possible set of measures aimed at adapting regions to the new conditions of industrial modernization and the introduction of technological innovations. The article examines the need to organize a rational spatial distribution of production in a new technological order, since this is one of the conditions for sustainable development of the state.

Keywords: industry, regional development, spatial and territorial potential, innovation, sustainable growth

DESIGN OF INFORMATION PROCESSES FOR PERSONNEL MANAGEMENT

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In the present work, the authors consider the issue of designing information processes of personnel management, based on the symbiosis of the most effective practices. The proposed methodology is briefly described, and the stages of recruitment are considered, starting with the formation of a search request for an employee, ending with his employment. At the end of the work, the practical application of the developed system is considered.

Keywords: information systems; management; personnel.

THE UNIQUE FEATURES OF MODERN RUSSIAN AND WESTERN MANAGEMENT'S DEVELOPMENT

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The article examines the specifics of the formation of Russian management in the XXI century. The features of traditional (Soviet) management, modern Russian and Western management are traced and compared, which are also compared with the model of a self-learning organization, which allows us to conclude that the role of intellectual resources of management in the management of modern enterprises is increasing. Intellectual resources are based on the human capital of the team, which is involved in the production processes of products, interaction with management, and the creation of innovations. The development of the intellectual resources of the organization becomes the object of new management, a condition for innovative development and increased competitiveness, a condition for the formation of a self-learning organization.

Keywords: stages of management development, Western management, Russian management, traditional management, self-learning organization.

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PROBLEMS OF COMPLEX SOCIO-ECONOMIC DEVELOPMENT OF THE RUSSIAN ARCTIC

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The Arctic zone is one of the most controversial from the point of view of the directions of development of the territories of Russia. This fact is due to both geographical and climatic specifics, and social. At the same time, the Russian Arctic is of strategic importance for the development of Russia, largely due to both significant reserves of minerals and due to the logistic specifics determined by the development of the Northern Sea Route. This article presents the main results of a statistical study aimed at a conceptual and mathematical interpretation of the main problems of the complex socio-economic development of the Russian Arctic.

Keywords: Arctic zone, AZRF, socio-economic development, NSR.

ECONOMIC MECHANISM FOR ATTRACTING INVESTMENT IN INDUSTRY

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Annotation: In this article special investment contract and investment protection and promotion agreement as the instruments of attraction of investments in industry are considered. The author analyzes mechanism of attracting investments using a special investment contract and an investment protection and promotion agreement in order to grow the economy and increasing the competitiveness of industry in Russia.

Keywords: investments, attraction of investments, industry.

DEVELOPMENT OF PARTNERSHIP OF THE STATE AND BUSINESS IN THE SPHERE OF SERVICES FOR PERSONS OVER THE EMPLOYEE AGE

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Generalization of the experience of finding sources of financing for the development of social infrastructure of the service sector for people over working age in the context of a pandemic and the global economic crisis. Increasing its investment attractiveness, systems of deferred tax payments and infrastructure bonds, attracting institutional investors, creating a guarantee mechanism in insuring risks of low profitability of projects.

Keywords: service sector, people over working age, public-private partnership, risks, investors

ORGANIZATIONAL AGILITY AS A HIGHER-ORDER DYNAMIC CAPABILITY

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The onset of the Fourth industrial revolution was marked by the fact that changes have become the main characteristics of the new time. It means a high level of uncertainty and instability in the business environment. Knowledge of the mechanisms that allow enterprises to detect changes in the external environment is of particular importance, as well as the ability to adapt to them. Consideration of organizational agility within the framework of the dynamic ability structure is proposed. It is concluded that organizational agility is the highest development of dynamic abilities, as a result of the integration of key competencies.

Keywords: organizational agility, dynamic capabilities, key competencies, industrial enterprise, uncertainty, the Fourth industrial revolution.

APPLICATION OF THE THEORY OF AVATARS IN BANKING MARKETING OF THE VIP SEGMENT

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The macroeconomic situation in which the banking sector of Russia finds itself in 2020 has inevitably led to the need for digital transformation in terms of internal processes and channels of interaction with customers, including the implementation and analytics of Big Data. At the same time, if talk about interaction with banking clients of the VIP segment, it is necessary to develop such banking instruments that will be different from analogues of the mass market. Banks need an integrated, dynamic model for managing information about the consumer in the banking sector of the VIP segment, which is based on a system of indicators that determine the avatar of a consumer of banking services. The research of representatives of an avatar of the target client cannot be carried out using classical marketing research tools. To solve this problem, authors develop a method of meaningful analysis of the content of social networks, which are the resources of mass consolidation of representatives of the specified avatar. The

analysis makes it possible to characterize the lexical and tonal nature of messages that will be most favorably perceived by representatives of the avatar of the banking sector of the VIP segment, which can help to form an effective content strategy with representatives of this avatar.

Keywords: banking marketing, VIP segment, content analysis, social media analysis, big data

MARKETING SOLUTIONS IN THE FIELD OF ALTERNATIVE ENERGY BASED ON THE DIRECTED INFORMATION FLOW FORMATION IN THE DIGITAL ENVIRONMENT

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The relevance of this study is due to the fact that electricity has always held a leading position in society, since it is an aspect of our life, without which we can no longer imagine existence. As we know, the higher the demand, the faster minerals will exhaust themselves. For this reason, governments and many energy companies are wondering how to maintain energy consumption without causing further environmental damage. Pressure from international organizations and the public makes the problem of reducing emissions and using clean energy sources more and more urgent, each year increasing the share of renewable energy sources. In modern society, many consumers do not have enough information about what renewable energy sources are, why they are so promising now; people face an information barrier, it is difficult for them to accept and study something new, radically different from the old. The development of renewable energy depends, among other things, on the effectiveness of marketing activities in this area, which, in turn, has sufficiently significant limitations that impede its development. Within the framework of this article, the authors propose a marketing tool aimed at consistently changing the perception of renewable energy sources by a potential consumer, implemented in the digital environment being the most accessible and easy-to-understand for modern consumers.

Keywords: renewable energy sources, Overton window, digital environment, directional information flow

FEATURES OF A CONSTRUCTION COMPANY ENVIRONMENTAL FACTORS STRATEGIC PORTFOLIO FORMATION

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The construction industry is one of the most unique in terms of economic interaction between producers and consumers of goods. This fact is primarily due to the unique value specificity of construction projects. This specificity determines the importance of the preparatory stage of consumption, which primarily involves market research. Consequently, an effective multidimensional representation of a construction company in the information environment determines the effectiveness of its activities. This perception is formed under the influence of many factors that are completely or partially outside the control of the company. Within the framework of this article, the authors propose a model of the external environment of a construction company and an integrated algorithm for its analysis.

Keywords: construction company, information environment, tonality, external environment.

PROBLEMS OF IMPLEMENTING THE AUTHORITY OF THE FEDERAL SERVICE DEPARTMENT FOR VETERINARY AND PHYTOSANITARY SUPERVISION IN ST. PETERSBURG, LENINGRAD AND PSKOV REGIONS AND WAYS OF THEIR SOLUTION

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The object of research in this article is the territorial administration of the Federal Service for Veterinary and Phytosanitary Supervision in St. Petersburg, Leningrad and Pskov Regions (hereinafter referred to as the Office of Rosselkhoz nadzor) — a state body subordinate to Rosselkhoz nadzor. The following were identified as the main problems of the implementation of the functions of the body of control and supervisory activity:

- overlap of powers of control and supervisory bodies;
- lack of regulation and standardization of the processes of implementation of control measures;
- insufficient level of regulation of interaction with prosecutors;
- imperfection of control and supervisory procedures;
- insufficient amount of fines / taxes;
- lack of electronic phytosanitary certification;
- the imperfection of the available information systems of the Rosselkhoz nadzor;
- the ambiguity of indicators of the effectiveness of the use of budget funds.

The following main directions have been identified as ways to solve these problems:

- legal: the adoption of administrative regulations for the interaction of federal government bodies; legal consolidation of mechanisms for regulating relations in the sphere of production and circulation of grain and its processed products; consolidation in regulatory legal acts of the legitimacy of electronic phytosanitary certification;
- methodological: development of methods of state regulation in the field of production and circulation of grain and products of its processing; development of a more efficient land acquisition algorithm;

- informational: introduction of electronic phytosanitary certification in the automated program «Argus Fito»; increasing system performance; development of a user support system.

Keywords: Department of the Federal Service for Veterinary and Phytosanitary Supervision, Department of Rosselkhozadzor, functions of the body of control and supervision activities, efficiency of activities, budget allocations.

COMPARATIVE ANALYSIS OF SOCIO-PSYCHOLOGICAL PORTRAITS OF YOUNG PEOPLE IN BORDER REGIONS

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The factor of the geographical proximity of the two states is manifested both at the level of ethnicity and the readiness for cooperation and interaction at the personal and domestic and interstate levels. The article presents an analysis of the social and psychological characteristics of the inhabitants of the Dnieper-Dvinsky region (Smolensk, Vitebsk, Mogilev regions) by the method of questionnaires with closed and open clarifying questions. The study was carried out to identify the specifics of the socio-psychological motives of residents, which determine the opportunities and main threats in the formation of a business unit in the border region. The results of the research will be useful to researchers and specialists dealing with the development of border regions, as well as demographic changes, taking into account regional specifics.

Keywords: border areas, socio-demographic characteristics, interstate integration, Dnieper-Dvinsky region

INDICATIVE ANALYSIS OF THE TAX SECURITY OF THE REGION

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The paper studied the mechanism of formation of the indicative tax security. The mechanism of interaction of the main indicators has been identified. Forms of calculation registers have been developed to determine the values of tax security indicators, as well as formulas for their calculation are provided.

Keywords: indicative analysis, tax security, risks, threats, tax administration

FACTORS PROMOTING INNOVATION INTO THE RUSSIAN ELECTRONIC PROCUREMENT SYSTEM

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The article examines the factors affecting the implementation, use and performance of an e-procurement system. The necessity of digitalization of procurement processes is described. The main definitions of “e-procurement” identified during the literature review are presented. The author proposes his own classification of factors affecting the Russian e-procurement system. The relevance of the article is determined by the need to introduce new technologies into the Russian e-procurement system, as well as to involve an increasing number of companies to participate in it.

Keywords: government procurement, e-procurement, blockchain, factors

WAYS TO IMPROVE THE QUALITY OF LIFE OF THE POPULATION

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The article considers ways to improve the quality of life of the population through the implementation of national projects such as «Education», «Health», «Housing». The main directions of work in the Program of Socio-Economic Development are given, the main task of which is to improve the quality of life of the population. The main directions of the Ministry’s activities to improve the quality of life in mutual work with other federal executive bodies, executive bodies of the constituent entities of the Russian Federation and local self-government bodies and enterprises are considered. The directions of the program of socio-economic development of the Government of the Russian Federation cited by the author are aimed at improving the quality of life of the population, reducing poverty in Russia as a whole, ensuring decent living conditions for people and developing a social state.

Keywords: quality of life, national project, ways to improve, health, education, housing.

ANALYSIS OF ECONOMIC GROWTH DEVIATIONS

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This article describes the deviations of national trajectories from the global development trajectory. And this is the subject of analysis. The hypothesis put forward by the author and consistently proves it is that the socialist economy is finite. The subject of consideration in this article will be the deviations of economic growth from standard norms in import substitution countries. Countries such as North Korea, Cuba and Laos use this model and this is the relevance of this article.

Keywords: economic growth; growth rate; GDP; per capita income; government revenues and expenditures; export; import; urbanization; currency convertibility; import substitution; protectionism; budget.

ANALYSIS OF BUSINESS PROCESSES OF THE ENTERPRISE: DESCRIPTION, GOALS, AND METHODOLOGY

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This article discusses the features of the analysis of business processes in the enterprise. The concept of a business process is revealed, the meaning of a business plan is considered. The necessity of developing and implementing strategic solutions, among which the implementation of the process approach plays an important role, is identified and justified.

Keywords: business plan, process approach, market value of the enterprise, business process, financial condition, management decisions.

FUNDAMENTALS OF FORMATION AND USE OF CURRENT ASSETS OF THE ENTERPRISE

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This article discusses the main directions of formation and use of current assets of the enterprise. The definition of current assets as an economic category is given. The value of current assets in the activity of an economic entity is characterized. The stages of working capital formation are highlighted. The main approaches that form the structure of working capital sources are presented.

Keywords: functioning of economic activity of the enterprise, current assets, current funds, circulation funds, management of current assets, directions of formation and use of current assets.

THE VALUE OF FIXED ASSETS IN THE ACTIVITIES OF ECONOMIC ENTITIES

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This article discusses some issues of accounting, auditing and analysis of the use of fixed assets of the enterprise. The role of fixed assets in the formation of the final results of activities is emphasized. Updated forms of statistical reporting on the availability and movement of fixed assets (funds) and other non-financial assets are described.

Keywords: fixed assets, audit, accounting system, audit report, analysis of the efficiency of the use of fixed assets.

DETERMINATION OF FACTORS INFLUENCING THE CHOICE OF FREIGHT TRANSPORTATION BY RAIL

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In this article, based on an analysis of foreign and domestic literature, as well as a survey of experts and company leaders, we identified factors that contribute to the choice of container transportation by rail. Further, based on the construction of an econometric model, the influence of the identified factors on the choice of rail transportation was empirically proved.

Keywords: container transportation, growth factors of freight traffic by rail.

PROBLEMS OF DOMESTIC HOTEL CHAINS DEVELOPMENT IN CONDITIONS OF EXPANSION OF THE WORLD HOTEL BUSINESS

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This paper has been supported by the RUDN University Strategic Academic Leadership Program.

The article analyzes the problems of domestic hotel chains' development in conditions of expansion of international hospitality business. The author scrutinizes the international and domestic hotel chains dynamics on the Russian hotel services market. A comparative analysis of the number of hotels, which are part of international and domestic networks, has been conducted. Trends of penetration of global chains into the regional markets of the Russian Federation have been revealed. Collected data reflect the tendencies of strengthening international hotel chains' position in the segment of three-star hotels. The researcher identifies the largest domestic brand network hotel operators. The data on the number of hotels and the hotel room capacity of the largest domestic hotel chains have been analyzed. As a result of the conducted analysis, the author specifies domestic hotel chains' features that distinct them from their international counterparts. The critical problems and factors restricting the development of the domestic hotel business are considered.

Keywords: hotel services market, international hotel chains, domestic hotel chains, brand, accommodation facilities, hotel room capacity, price segment.

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ON THE TRANSFORMATION OF THE HIGHER EDUCATION SYSTEM

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The article examines transformational processes in the higher education system in Russia that have occurred since 1993. The need is justified for changes and requirements for university graduates, their ability to extract, transform, redistribute knowledge into value added, which increase the return on capital. A higher education institution, as all subjects of market economy, feels the influence of imperfect competitiveness. It is here new and effective ways of transforming the higher educational system and ways of organizing modern management should be sought. Changes should be made and operated not only for today, but for the future.

Keywords: knowledge society, knowledge economy, effective university management, changes, competitiveness, cognitive capitalism, imperfect competitiveness, transformation, SEPC (Scientific and Educational Public Corporation).

SPECIFIC FACTORS OF TECHNOLOGICAL ENTREPRENEURSHIP

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This paper presents the results of the analysis of the methodology for studying the activities of technological business entities at the macro level. A review of the most relevant foreign research in this area is conducted. As a result of the analysis of scientific literature on the development of technological entrepreneurship in the Russian economy, it is possible to identify the special role of the regional factor in the development of technological entrepreneurship entities. The factors of technology entrepreneurship development, specific conditions of the Russian economy and complements the existing standard classifications in this area concluded that taking into account these factors in the development of measures of influence on the processes of functioning and development of economic agents in the sphere of technological entrepreneurship to achieve more significant positive effects from their activities at

the macro level. The identification of specific and General factors in the development of technological entrepreneurship makes significant theoretical sense when considering this phenomenon in modern developing, heterogeneous economic systems that have different indicators of economic development of individual administrative regions (which also applies to the economy of the Russian Federation). This means that in the future, taking into account these factors, it will allow for a more in-depth analysis of the functioning and development of technological businesses at the macro level, which may be of significant scientific interest.

Keywords: methodology, innovation, macroeconomics, economic growth, technological entrepreneurship.

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MODERN TRENDS IN THE DEVELOPMENT OF LIVESTOCK IN POPULATION FARMS (ON THE EXAMPLE OF THE OMSK REGION)

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The article examines trends in the development of animal husbandry in the farms of the population of the Omsk region. The authors provide statistical indicators for the industry, note the prevailing trends, identify problems that interfere with the normal development of personal households of the population, which provide a significant part of livestock production. The role of households as an integral part of the multi-structured agricultural economy of the region in the development of the livestock industry is determined.

Keywords: households, agriculture, animal husbandry, Omsk region, mixed economy.

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THE ORIGINS OF THE THEORY OF ECONOMIC CYCLES

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The article provides a historical review of the theoretical views and concepts that laid the foundation for the emergence and development of the theory of economic cycles. At the same time, the prerequisites and sources of the emergence of the approach to the identification of periodic fluctuations in the economy are considered. In addition to the theories classical for economics, a number of specific views on the causes and nature of economic fluctuations are considered, such as the theory of external factors, psychological theories of cyclical fluctuations. As a result of the analysis of various approaches, the author made a conclusion about the ambiguity and complexity of the problem of cyclical changes in the economy and their role in economic development.

Keywords: economic cycles, business cycles, fluctuations, economic dynamics, Keynesian theories.

MACROECONOMIC ANALYSIS OF RUSSIA'S NATIONAL WEALTH AND ITS ELEMENTS

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The article analyzes the macroeconomic indicators of the national wealth of the Russian Federation as a basic indicator of the source of economic development and welfare. The analysis assesses the composition and structure of national wealth, including: components that reflect the result of investment activities in the economy; Natural resources; financial component, which determines the ability of the national economy to reproduce and build up economic potential. At the same time, attention is also paid to the peculiarities of the methodology for determining the studied indicators in the framework of modern practice of national accounting. Conclusions are made about the nature of the formation of assets of the Russian economy. In conclusion, a general macroeconomic assessment of the efficiency of using national wealth as the basis of economic potential and a source of economic growth is proposed.

Keywords: national wealth, economic asset, fixed capital accumulation, capital account, balance of assets and liabilities, capital reproduction.

FORMS OF IMPACT ON THE STATE OF THE MARKET OF INNOVATIVE PRODUCTS TAKING INTO ACCOUNT THE PROCESS OF NEO-INDUSTRIALIZATION

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The article presents the results of the analysis of the methodology for researching the activities of technological entrepreneurship entities at the macro level. In connection with the entry of our country into the WTO and the globalization of the world economy, significant changes are taking place in the main economic characteristics of the external environment that affect the activities of manufacturing enterprises. The most important of them are: product complication; increasing requirements for product quality; the emergence of individual requirements for products; increased competition in the product market. The study provides an overview of the most relevant foreign studies in this area. In the Russian economic literature, considerable attention has recently been paid to the problem of forming an economy of an innovative type. At the same time, statistical studies dedicated to highlighting the key factors of innovative activity and assessing their impact on the activities of Russian enterprises or regions are quite few. In most cases, such studies are limited to a generalized examination of the dynamics of innovative activity in industry. As far as we know, the factors of innovation activity at the regional level have not yet been studied. Based on the results of the study, conclusions were drawn about the prevalence of modeling, methods of statistical analysis and the phenomenological method as the dominant methodological approaches to the study of technological entrepreneurship.

Keywords: public good, quality of services, transport services, quality, institute of quality, passenger transportation.

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FORECASTING THE AMOUNT OF GRANTS PROVIDED ON THE BALANCE OF REGIONAL BUDGETS

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The features of forecasting the amount of subsidies provided for the balance of regional budgets are considered, which will allow calculating the required amounts of financial assistance and identifying trends in reducing the amount of financial assistance to regional budgets.

Keywords: interbudgetary transfers, grants, regional budgets, budget balance, public debt, budget deficit

ROLE OF THE NATIONAL INNOVATION SYSTEM IN ECONOMIC DEVELOPMENT

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This article attempts to define the role of the national innovation system in the development of an innovative economy from the standpoint of institutionalism, neopositivism and their connection. In the context of the theory of neopositivism, the content of the concept of «technology (technique)» is revealed, and on the basis of institutionalism, the term «institution». The relationship of these theories is specified in three identified characteristics of the economy: national; innovative; system. The role of state documents in the implementation of innovative economic development of Russia is outlined. Based on the classification of aspects of the structure of the NIS, an analysis of the technological development of the economy has been undertaken. By studying existing models of economic development, a promising model for the reindustrialization of the Russian economy was identified. The importance of different approaches to innovative economy as a system is revealed.

Keywords: national innovation system, innovative economy, economic system, national economy, institutionalism, neopositivism, reindustrialization, civilization

STUDY OF THE DISTRIBUTION OF RUSSIAN REGIONS BY THE LEVEL OF INVESTMENT ACTIVITY

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The topic of investment activity of the regions not only does not lose its relevance over the last quarter of a century, but, on the contrary, becomes extremely important in the context of Russia's transition to digital technologies, which, in turn, needs significant financial injections into production and infrastructure. In this regard, the purpose of the study is to quantitatively measure and qualitatively interpret the differentiation of Russian regions in terms of the main indicators of investment activity. To achieve this goal, scientific methods such as tabular, graphical, descriptive statistics and the method of multidimensional groupings were used. The main results include the following: three stages of the development of investment activity in Russia have been identified – up to 1998, there is an increase, but the levels do not break through the 100% mark, then 1999–2008. growth and from 2009 to the present we have a decline (decrease) in investment; on the basis of cluster analysis, three groups of constituent entities of the Russian Federation are distinguished, which are characterized by different directions of investment and sources of investment. The results obtained will be useful to researchers, whose field of vision includes the issues of innovative activity of Russian regions and factors that have a significant impact on its variation. The direction of further research is seen in the allocation and quantitative measurement of the influence of socio-economic factors affecting investment activity in the constituent entities of the Russian Federation.

Keywords: spatial economy, regions, investment, grouping, factors, distribution.

DEVELOPMENT OF MASS CONSTRUCTION AS A FACTOR IN IMPROVING THE QUALITY OF LIFE OF THE POPULATION

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The article attempts to analyze the emergence and development of the construction of mass standard

housing in various countries of the world to improve the quality of life of the population by providing it with its own housing.

Keywords: housing shortage, mass construction, standard housing, industrialization, government intervention, social policy, quality of life of the population.

TRANSFORMATION OF GLOBAL ENERGY MARKETS: «SMART ENERGY MARKET – SMART GRID»

© 2020 **Gilyazov Timur Rustemovich**

The transition of the energy sector to a “smart energy market” is considered. Prospects are analyzed and goals for the development of world energy markets are formulated.

Keywords: energy market, economic development

DIGITAL TECHNOLOGIES FOR ECONOMIC DEVELOPMENT

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The article discusses issues of ensuring the development of the Russian economy based on digital technologies. The role and place of information and communication technologies in the development of energy sectors of the economy are shown.

Keywords: digital technologies, energy, digitalization, digital security

INTANGIBLE CAPITAL IN THE REGIONAL SOCIO-ECONOMIC SYSTEM

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Regional heterogeneity, exacerbated by socio-economic instability and the transformation of conditions for the stability of socio-economic systems, the need to include additional assets in the economic turnover, determines the relevance of this study.

Keywords: Intangible capital, labor market, employment, human capital, freed labor, regional socio-economic systems.

INTERNET OF THINGS (IOT) TECHNOLOGIES IN THE TRANSPORT SECTOR AND THEIR ECONOMIC CONSEQUENCES

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The relevance and cost-effectiveness of the introduction of digital transformation technologies, the fourth industrial revolution, one of which is the Internet of Things (IoT), determine the need for their design justification, analysis, and technical and economic assessment. The article substantiates the advantages of the introduction of Internet of Things technologies in the field of transport. The tasks solved through the implementation of It in transport are systematized; the main functionality of IoT in railway transportation is formulated. The statistical data of Rosstat are used to assess the extent of the spread of certain digital technologies related to the Internet of Things in the Russian transport sector, including in the field of railway transport. The main projects of the digital transformation strategy of Russian railways related to IoT and their economic consequences are outlined.

Keywords: Internet of Things, IoT, Internet of things, digital transport, Russian Railways.

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DETERMINANTS OF THE CREATION AND DEVELOPMENT OF THE FASTEST GROWING TECHNOLOGY COMPANIES

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The article is devoted to identifying the factors of creation, presence and growth of the fastest growing technology companies, recognized as the key factor of economic growth and structural changes, in different countries and regions. To achieve this goal, data from 29 countries in Europe and the Middle East were subjected to several methods of multivariate analysis, including correlation and cluster analysis. The

relationship between the spread and development of fast-growing technology companies with the level and dynamics of wealth of the country and the well-being of the population, domestic R & D costs was investigated. A cluster analysis was carried out, which revealed the characteristics of the entrepreneurial ecosystem that explain the different presence and growth of such companies in different countries. The results of the analysis can be used in the development and implementation of measures to support fast-growing companies.

Keywords: Fast-growing companies, high-tech businesses, exponential organizations, technology ecosystems, entrepreneurial ecosystems, institutional conditions, economic growth

THEORY OF CONSUMER BEHAVIOR IN CONDITIONS OF INCOMPLETE INFORMATION

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In recent years, great interest has been shown in the study of the science of consumer behavior, both from the point of view of economic and sociological, psychological and other sciences. Despite such a wide range of interests, the generally accepted concept of “consumer behavior” has not yet been developed in research into the essence of consumer behavior. The article contains a study of the formation of consumer behavior of buyers. It is revealed what factors influence consumer behavior, as well as how it is possible to win competition for a consumer in a market economy. The study reveals what set of product information a customer must have in order to be sufficient. The role of the state in the formation of consumer behavior and the role of private commercial organizations are considered. Based on the results of the article, it was concluded that the most effective tactic of a marketer’s actions is to put oneself in the buyer’s shoes. It is also necessary to take into account certain specific features of the formation of consumer behavior in the information economy, when entrepreneurs can use a variety of tools using Internet technologies and artificial intelligence. It is necessary to create a brand of the object, which will be the basic condition for its needs in the product market.

Keywords: consumer behavior, marginal utility, marginalism, marketing, asymmetric information.

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STUDY OF GENDER ASYMMETRY OF HEALTH OF THE POPULATION OF THE RUSSIAN FEDERATION

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The authors analyzed the conceptual research used in the study of the problems of individual and public health, as well as the gender approach and gender analysis, considered gender asymmetry in the health sector.

Keywords: gender, gender analysis, gender approach in health care, gender equality and inequality in health care.

ATTRACTING AND RETAINING HIGHLY QUALIFIED SPECIALISTS IN THE REPUBLIC OF TATARSTAN

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The paper discusses the mechanisms of attracting and retaining personnel engaged in research and development, doctors. The paper analyzes the availability of doctors, the burden on healthcare workers in the Volga Federal District. The dynamics of the number of personnel engaged in research and development is investigated. The personnel deficit in the Republic of Tatarstan in the healthcare system and the aging of personnel engaged in research and development have been identified. The paper analyzes regional programs aimed at leveling the shortage of personnel in the indicated areas in the Republic of Tatarstan and their implementation. Highlighted professions such as engineers, technologists, mechanics, etc., for which there are no specialized regional programs to attract and retain. The presence of regional programs to attract and retain personnel partially eliminates the problem of a shortage of highly qualified specialists, but nevertheless these groups of specialties remain scarce in the Republic of Tatarstan. The data analysis showed that the presence of regional programs can stimulate migration processes and smooth out the imbalance of supply and demand in the labor market, however, the desired indicators of attracting highly qualified specialists to the Republic of Tatarstan have not yet been achieved.

Keywords: highly qualified specialists, mechanisms for attracting and retaining personnel, human resources, doctors, staff engaged in research

FINANCIAL INTELLIGENCE AS A NECESSARY QUALITY OF A SUCCESSFUL MANAGER IN THE MODERN ECONOMY

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The current stage of development of the global economy, including the Russian one, imposes new requirements on the development of managerial competencies of leaders (managers). The basis of their development is various types of intelligence, a special place among them is given to the emotional and financial. It has now been found that a person has many different types of intelligence, which have been developed and studied by scientists and economists from around the world. Emotional Intelligence (EQ) is studied by J. Mayer and P. Salovey; financial intelligence (FQ) is considered by Robert Kiyosaki, who became the founder of this type of intelligence. The study revealed how EQ and FQ are related, which people have FQ, and how it can be developed to form financial competence.

Keywords: financial intelligence, R. Kiyosaki, emotional intelligence, manager, development of intelligence, financial competence.

THE INFLUENCE OF SOCIAL PROCESSES IN VARIOUS SPHERES OF HUMAN LIFE ON THE STATE OF HIS HEALTH: GENDER ASYMMETRY

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The author examines gender asymmetry in various social processes and analyzes gender differences in the health of men and women in relation to these processes, in various spheres of human life.

Keywords: gender asymmetry, gender analysis, gender approach, gender equality, gender inequality, social processes, the sphere of human life.

ANALYSIS OF THE DEVELOPMENT OF THE OIL AND GAS INDUSTRY IN THE RUSSIAN FEDERATION

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The article presents the results of analysis of statistical data that characterize the dynamics of the oil and gas industry in Russia and the world, its importance and role in the country's economic system, the structure of the oil and gas production market, and the level of innovative development of the industry. The author offers a diagram illustrating the position of the oil and gas industry in the structure of the fuel and energy complex of Russia. Analytical reports of leading organizations in the industry are considered, which allow us to draw a conclusion about changes in the structure of fuel and energy consumption. Trends in the development of the global fuel and energy complex are highlighted. The structure and role of oil and gas revenues in the formation of the Federal budget of the country is considered in detail. The article reviews the strategic priorities set out in the Energy strategy of Russia 2035 and compares them with the previous Energy strategy 2030. A separate analysis of the dynamics of the share of oil and gas revenues in the formation of the level of tax burden for the period from 2012 was carried out. The dynamics of average prices for oil of the Yulars brand, which serve as the basis for budget planning, is analyzed. Based on the results of the analysis of the index of innovation activity and the coefficient of innovation activity by type of economic activity, it is concluded that the majority of technological innovations are carried out by organizations that produce electrical equipment, electronic and optical equipment. The least innovative activity is observed in the field of mining. The necessity of introducing and developing innovations in the fuel and energy complex is justified in connection with the trends of intensification of various changes in the external environment (such as technologies, markets, society, and state regulatory policy), increasing competition in established markets, complicating technological processes related to the extraction and processing of energy resources, their rapid digitalization, and increasing the significance of social and environmental consequences of economic activity.

Keywords: oil industry, gas industry, oil and gas industry, fuel and energy complex, hydrocarbon consumption, oil and gas budget revenues, energy strategy, innovative development

EVALUATION OF THE EFFICIENCY OF ACTIVITIES IN THE SECTOR OF CHEMICAL INDUSTRY OF THE SAMARA REGION ON THE EXAMPLE OF PJSC «TOGLIATTIAZOT»

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This article examines the chemical industry of the Samara region, which plays an important role in the life of not only Russia, but also countries beyond its borders. On the example of one of the world's leading enterprises in the field of the production of mineral fertilizers and chemical products — Public Joint Stock Company «Togliattiazot». The company is a supplier to more than ten countries of the world located on five continents. The company has a positive effect on the life and development of the region, and also contributes to the improvement of the socio-economic climate. This makes it possible to solve various kinds of problems related to the city's labor resources. The priority areas in which the company plans to develop are presented. This indicates the relevance of the selected study within the Samara region. The subject of the research is the chemical industry. The object was the activities of PJSC Togliattiazot. The analysis of both the internal and external environment of the company was carried out using the following methods: SWOT analysis and R. Duncan's matrix. The research is theoretical and practical.

It was found that the company has a large margin of safety and an impressive number of strengths; it is actively developing and investing generously in new developments and construction of production facilities. It has been proven that PJSC Togliattiazot is a developing and competitive enterprise that is popular both in the domestic and international markets. It was found that the company's external environment is complex and stable, because environmental factors do not change unexpectedly, they can be foreseen, but there are many such factors. This means that the sources of pre-crisis signals are fairly stable. It was seen that the greatest impact on the activities of the enterprise from the outside is exerted by technological, economic and political factors. It was revealed that the company has high quality products that are in demand in the domestic and international markets, has an established system of financial and economic relations, has training programs and advanced training for the company's personnel.

Keywords: chemical industry, performance assessment, environmental analysis, asset liquidity, financial performance, solvency, enterprise, financial stability.

INNOVATION DEVELOPMENT AS A FAST RESPONSE TO THE NEEDS OF SOCIETY AND BUSINESS

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The article examines innovation as a prompt response to the needs of society or those problems that first of all face the countries of the world. The question is raised about the importance of innovation, the most promising directions of innovative development of the industrial sector are considered. The article describes additive manufacturing as an element in which companies in the global product base value chain respond more quickly to the emergence of new markets with cheaper operators and produce complete complex products and business processes. The subject of research is innovation. The research object is innovation in the industrial sector and medicine. The degree of development is at the level of theoretical and practical application. The works of leading experts in the field of innovative development

and developments were considered, as: Buzulukina E. M., Shapovalov A. A., Nikolaev A. I. and others.

New technologies, combined with innovative business models, have been found to offer manufacturers a variety of opportunities to enhance their value proposition, especially for small and medium-sized enterprises. It was also found that manufacturing innovation guarantees a special impact on all aspects of the manufacturing process, from design, research and development of the production cycle, supply chain management and logistics to sales, marketing and even end-of-life management. Examples of diagnostic, educational and training toolkits and materials were considered that SMEs can easily access to analyze and address technology and knowledge gaps.

It has been proven that virtual reality allows people to learn in environments and situations that currently either do not exist or are otherwise difficult to design in life. It was found that there is a reliable rapid test that can detect the COVID-19 virus in less than 15 minutes and thus significantly reduce processing time, as well as improve contact tracing, which has a beneficial effect on society in the fight against the disease.

Keywords: innovation, innovative development, needs, society, innovative designs, additive manufacturing, virtual reality, automation.

DIGITAL ECONOMY: TAX PROBLEMS

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The advent of the global Internet has opened up new business opportunities to enter international markets without crossing the physical boundaries between countries. In this regard, the problem of taxing foreign companies with income tax and value-added tax in connection with their activities in the Russian Federation, in particular through the provision of electronic services, has become a pressing issue.

Keywords: digital economy, taxation, income tax, value-added tax, electronic services.

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RATING OF AGRICULTURAL UNIVERSITIES AS A TOOL FOR MANAGING THE DEVELOPMENT OF AGRICULTURAL EDUCATION IN RUSSIA

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The authors of the article analyzed the rating of agricultural universities in Russia held by the Department of Scientific and Technical Policy and Education of the Ministry of Agriculture of the Russian Federation for 2018–2019. The leading universities in the areas of «educational activities» and «research activities», problems in the modern system of agrarian education in Russia are highlighted.

Keywords: rating, agricultural universities, problems, management tool, agricultural education, analysis, grouping, development.

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METHODOLOGY FOR CONSTRUCTING A MODEL FOR REGULATING CLUSTERING PROCESSES AND INNOVATIVE DEVELOPMENT OF ECONOMIC SYSTEMS IN RUSSIAN REGIONS

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The object of the research is methodological approaches to developing a model of clustering and innovative development at the regional level. The aim of this work is to develop a methodology for regulating clustering processes and innovative development of Russian regions. Five stages are identified within the framework of the model of regulation of clustering processes and innovative development of regional economic systems. The main functions of state authorities and local self-government bodies within the framework of clustering policy and innovative development of Russian regions are summarized in the framework of the selected stages of clustering model formation. The methodological feature of the proposed methodology is overall strategy of socio-economic development of the region, which is consistent with the cluster policy, as well as taking into account the specifics of the region's development in terms of spatial and institutional aspects.

Keywords: cluster policy, cluster modeling, innovative development, state regulation, synchronization of development.

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PLANNING FOR THE DEVELOPMENT OF OIL RESERVES IN CONDITIONS OF DEFICIT OF FINANCIAL RESOURCES

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The problem of planning the development of oil reserves in conditions of limited financial resources is considered. The proposed approach is based not on the selection of projects, but on their rational distribution over time. The implementation of the method makes it possible to develop all deposits, taking into account the financial capabilities of the enterprise.

Keywords: Investments, planning, economic efficiency, field development, oil reserves, financial resources.

ESTIMATION OF ECONOMIC EFFICIENCY OF DEVELOPMENT OF RESERVES OF HYDROCARBON RAW MATERIALS UNDER CONDITIONS OF INSTABILITY OF THE EXTERNAL AND INTERNAL ENVIRONMENT

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Methods of risk assessment are analyzed and, on the basis of their critical analysis, procedures, algorithms and computational and analytical tools for using the Monte Carlo method and models for evaluating real Black-Scholes options are proposed, which are tested on the example of a real field.

Keywords: risk, uncertainty, economic efficiency, field development, economic modeling, investments, investment project

CONCEPTUAL APPROACHES IN THE STRATEGY ECONOMIC SECURITY

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Conceptual approaches to the strategy of economic security and the role of the state are described. This approach reflects the principle of classical political economy, which means minimizing government intervention in the economy and indicates the increased influence of the school of institutionalism on the worldview and managerial concepts of sustainability of economic development.

Keywords: Concept, strategy, security, economy.

EVALUATION OF THE FINANCIAL STATE OF PJSC «TOGLIATTIAZOT» AS A LEADING ENTERPRISE OF THE CHEMICAL INDUSTRY

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This article examines the financial condition of a business as an important element in assessing the effectiveness of a company. The subject of the research is the indicator of the financial condition of the enterprise. The object of the study was PJSC Togliattiazot. The relevance of the study is due to the important influence of the enterprise on the life and development of the Samara region, since it contributes to the improvement of the socio-economic climate. The company is a supplier to more than ten countries of the world located on five continents. This makes it possible to solve various kinds of problems related to the city's labor resources. The research is theoretical and practical.

Calculations were made of indicators of the performance of Togliattiazot, such as: the ratios of financial stability, liquidity of assets and indicators of business activity of the company, return on sales and return on equity of the company. Also, conclusions were drawn about the financial condition of the company and recommendations were given for carrying out health-improving measures. It was revealed that the most satisfactory liquidity indicators of all types were observed in 2018; in 2019, although there is good liquidity of assets, the absolute liquidity is much less than both the standard and relative to the indicators of the previous years under consideration. This is due to a decrease in the volume of cash and short-term financial investments in the balance sheet and a slight increase in short-term liabilities. It was calculated that the turnover ratios of PJSC Togliattiazot are decreasing. This means that the number of days of turnover increases, and this leads to a decrease in the business activity of the enterprise.

It was revealed that the efficiency of the funds invested in the enterprise fell significantly in 2019 compared to the previous year (2 times). Since the normative value for the Russian economy is more than 20%, it becomes obvious that an effective investment could only be called in 2018. The reason is the drop in net profit by almost 2 times. The study showed that this organization has a high margin of safety and, although in 2019 the decline in prices for the products manufactured by the company negatively affected the financial performance, PJSC Togliattiazot has every opportunity to improve its financial position.

Keywords: asset liquidity, chemical industry, performance assessment, environmental analysis, financial performance, enterprise, financial stability, turnover.

STUDY OF THE INFLUENCE OF MACROECONOMIC INDICATORS ON THE INVESTMENT CLIMATE IN THE REGIONS OF RUSSIA

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The introduction of information technologies in the main sectors of the Russian national economy and the transition to a digital economy require additional investments, while the country is experiencing the consequences of the 2014 crisis and the impact of the flaring crisis caused by the covid-19 virus pandemic. In this regard, the topic of assessing the investment capital of regions and the impact of macroeconomic indicators on it is relevant at the current time. It is possible to single out the purpose of the study, which is expressed in the formation of an econometric model of the influence of intraregional factors on the level of investment. Such methods of scientific knowledge as comparison, analysis, tabular and graphical, correlation-regression are designed to solve this goal. The main results of the research carried out include the following: the all-Russian dynamics of the investment process, for the period 1991–2019, obeys a parabolic functional dependence, thus it can be argued about a slowdown in the growth rate of investments in fixed assets in the medium term; correlation-regression analysis revealed the presence of two factors that have a significant impact on investment flows in the regions, this is the share of GVA in the extractive industry and the type of region according to budget classification; simulation modeling gave an understanding of the impossibility of an unlimited increase in extractive industries in the structure of the economy and the need to search for new factors and points of economic growth. In our opinion, some of the achieved results of the study will be useful to regional executive authorities in terms of forming a strategy for the economic development of the subject for the medium term.

Keywords: spatial economics, regions, investments, econometrics, influence, factors, prediction.

METHODOLOGY OF INCREASING INNOVATION ACTIVITIES OF THE UNIVERSITY

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The article analyzes the potential for the commercialization of the results of innovative activities of a higher educational institution. On the basis of the analysis, a method is proposed for enhancing innovation in a higher educational institution, based on the formation of a research team based on a competency-based approach for a specific scientific task. The analysis of the potential for the commercialization of the results of innovation activity was carried out using a fuzzy-multiple approach, which made it possible to objectively assess the potential for the commercialization of the result of innovation activities of a higher educational institution, in particular, the SOL solar car developed by the team of the youth design and technological bureau Polytech Solar Team. Based on the data obtained, it is necessary to formulate a methodology for enhancing the innovative activity of a higher educational institution. The proposed methodology allows the formation of such research groups that, based on their competencies, will be able to solve the scientific tasks assigned to them, while it is necessary to stimulate the innovative activities of the formed team based on the needs of the research team.

Keywords: innovation activity, stimulation of innovation activity, higher education institutions, fuzzy-multiple approach, results of innovation activity

ORGANIZATIONAL AND ECONOMIC MECHANISM FOR THE DEVELOPMENT OF AGRICULTURAL INDUSTRIES

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Agriculture as a core branch of the agri-food complex, which is a basic element of social reproduction, has been demonstrating fairly steady growth over the past decade. Russia has become one of the leading countries exporting food and agricultural raw materials, the export of which has increased by 1.5 times, that is, our country supplies a significant part of food products to the world market, which indicates a fairly stable trend in the development of the domestic agricultural sector. However, this is clearly not enough to reach qualitatively different parameters of its functioning. To maintain stable performance, it is necessary to form a capable economic mechanism that is adequate to the objectively existing socio-economic formation

Keywords: agro-industrial sector, agricultural production, agricultural branch, economic mechanism.

EFFICIENCY OF THE REGIONAL POLICY IN THE FIELD OF PHYSICAL CULTURE AND SPORTS (ON THE EXAMPLE OF SUBJECTS OF THE VOLGA FEDERAL DISTRICT OF THE RUSSIAN FEDERATION)

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Sports activity of a person is one of the integral aspects of his life, the guarantee of his health and active social activity. To implement effective regional and national policies in the field of physical education and sports, quantitative assessments of the impact of sports activity on the socio-economic development of the population, as well as management tools based on them, are necessary.

From the point of view of the state, increasing the proportion of the population who regularly engage in sports is one of the key priorities of the National Goal of Preserving the population, health and well-being of people.

In accordance with the Decree of the President of the Russian Federation, the growth of the above indicator was included in the expanded list of criteria for evaluating the heads of the constituent entities of the Russian Federation. In this regard, the study of this indicator is of particular importance in order to study and consider effective approaches to improving public administration in the field of physical culture and sports [5].

In this paper, the question is raised about which models of regional policy are most optimal in increasing sports activity and creating conditions for sports activities. Does the state policy in the field of sports relate to justified social costs, which in turn can be considered an investment in the future, and the increase in sports activity of the population gives a significant socio-economic effect?

Keywords: sports, regional policy, economy, sports industry, development, investment, rating, efficiency, economic effect, target programs, key indicators, indicators, sport.

STUDY OF THE INFLUENCE OF SOCIO-ECONOMIC FACTORS ON THE LEVEL OF INNOVATIVE ACTIVITY OF RUSSIAN REGIONS

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Achieving relative equality between the regions of Russia is possible only with the intervention of the state, for the formation of local centers of attraction for investments. One of these areas should be the production and implementation of innovative products, goods and services. In this regard, we believe that the topic of assessing the variation in the innovative activity of regions and the influence of intraregional factors on it is an urgent task in the current economic conditions. The purpose of the publication is to assess the parameters of an econometric model of the influence of socio-economic factors on the innovative activity of regions and to carry out simulation forecasts. As methods of scientific cognition, such as comparison, analysis and synthesis, correlation and regression analysis were used. The application of these methods to the data of official statistics made it possible to obtain the following results: the stratification of Russian regions by the level of innovative activity was established, while the leading positions are occupied by the subjects of the Central and Volga federal districts; a factor has been identified that has a significant impact on innovation, such is the share of gross value added in manufacturing in a regional product; on the basis of simulation, an understanding of the need for new centers of attraction of innovations was formed on the basis of the latest mechanisms for managing the innovative and technological development of the region. The results obtained will be useful both for civil servants to regulate innovation activity at the meso-level, and for scientists dealing with the problems of innovation.

Keywords: spatial economy, regions, innovation, econometrics, influence, factors, prediction.

ASSESSMENT OF THE FINANCIAL CONDITION OF A HIGH-TECH MANUFACTURING COMPANY FOR THE PURPOSE OF INNOVATIVE DEVELOPMENT

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This article examines the financial condition of the company as an integral stage in assessing the degree of business development, which leads to timely recognition of problems and their immediate elimination. The subject of the research is the indicator for assessing the financial condition of a business. The object of the study was the company JSC «GK» Electroshield «. The relevance of the study lies in assessing the likelihood of bankruptcy of the company, which makes it possible to assess the weaknesses, to understand the potential of the business. The research was carried out at the expense of the Russian express methodology, which includes the calculation of such indicators as: current liquidity ratio, equity ratio, and later (depending on the resulting indicators) the solvency loss ratio and the solvency recovery ratio.

It was found that the company is able to repay current (short-term) liabilities only at the expense of current assets. The growth rate of the current liquidity ratio in 2018 was –25.2%, in 2019 there was also a decrease by 3.4%. The standard value of the coefficient is from 1.5 to 2. The obtained indicators have a value of less than 1.5 to 2, which indicates an unsatisfactory balance sheet structure.

It was investigated that the importance of the assessment consists in providing an objective assessment of the state of the company's finances for the current period, identifying the reasons that led to such a result, identifying the necessary reserves and resources that can optimize activities, and predict financial results in the future.

It was revealed that the growth rate of the equity ratio in 2018 was -9.7% , in 2019 there was also a decrease by 11.5% . The results indicate an unsatisfactory balance sheet structure with an indicator less than 0.1 . It was also revealed that the growth rate in 2018 of the solvency recovery rate was -35.1% , and in 2019 there was an increase of 13.5% .

The study showed that the company in the periods from 2017 to 2019. was in the «red zone» ($Z < 1.23$), so the probability of bankruptcy in the near future is high.

Keywords: asset liquidity, efficiency assessment, environmental analysis, financial performance, enterprise, financial stability, solvency, innovation.

CONCEPTION OF THE ATTRACTION OF DIRECT INVESTMENTS TO RUSSIAN REGIONS

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The article analyzes the current state of the investment sphere in Russia, including tools for the development of territories and investment projects. Various types of territories with special regimes of business activity and preferential investment projects are being considered in the article. Best practices of international investment attraction and work of foreign investment promotion agencies are analyzed. The goals and objectives of investment development and the problems that hinder the achievement of these goals are formulated. The main directions of the investment attraction are proposed, including strategic management of investment flows, strategic specialization of various types of special territories, reduction of ruble devaluation risk for investors who invest in projects in foreign currency, and organization of an Investment Attraction and Promotion Agency (IPPA) and the Center for Attracting Investors (CAI). The main functions of the IPPA and CAI are given.

Keywords: national goals, national projects, investments, special economic zones, territories of advanced development, innovative scientific and technological centers, industrial parks, currency risk hedging.

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ASSESSING RUSSIA'S LABOR SHORTAGE AMID THE PANDEMIC

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The dynamics of the working population of Russia and the indicators of external migration are considered. Using a regression model, the contribution of the labour deficit, which arose against the pandemic, to the reduction of GDP is assessed. The dynamics of vacancies have been analyzed. It is concluded that the shortage of workers in the Russian labor market will remain.

Keywords: working-age population, migrant workers, regression model, gross domestic product growth, labour market, labour shortage

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CHOOSING PRIORITY AREAS OF INVESTMENT IN THE REGION'S ECONOMY BASED ON A STRUCTURAL APPROACH

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A methodical approach to identifying priority areas of investment investments leading to the efficiency of the region's economy is proposed, based on an analysis of the structural dynamics of the gross regional product. Priority areas of investment in the Primorsky region on the basis of the proposed approach have been revealed.

Keywords: gross regional product, structural investment, structural shifts

AUTOMATED INVESTMENT PORTFOLIO OPTIMIZATION ALGORITHM IN PYTHON 3

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In the context of the currently existing high level of volatility in the economy, the task of forming passive income and preserving savings is becoming increasingly important. This task is primarily solved through investment instruments, one of which is portfolio investment. However, at the moment, a significant part of the population is not sufficiently financially educated, which leads to a significant increase in investment risks. Within the framework of this article, an algorithm for optimizing an investment portfolio is presented, fully automated in the Python 3 programming language. This algorithm can significantly reduce the risks of unqualified investors.

Keywords: portfolio investment, portfolio optimization, risk, profitability, Markowitz theory.

CURRENT ISSUES OF FORMING BUSINESS FINANCING STRATEGIES IN MODERN CONDITIONS

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This article is devoted to the actual problem of choosing a business financing strategy. Ineffective working capital management, as well as limited decisions, can negatively affect the financial stability of a business. The article examines current scientific discussions regarding the application of strategies and models of business financing. The authors investigated the impact of the 2020 pandemic on the choice of funding strategy. The main advantages and disadvantages of the existing financing models are identified. The factors influencing the effectiveness of the chosen financing strategy are revealed. The possibilities of choosing instruments for debt financing of business, the main types of strategies for financing current assets are considered, a universal financing strategy is identified using the example of medium-sized businesses and factors that affect the choice of a strategy for financing working capital.

Keywords: financing strategy, financing models, working capital, financial management, debt financing, costs of financial instability, financial resources.

CONSTRUCTIONS OF SUBJECT-OBJECT RELATIONS IN THE PROCESS OF PROFESSIONAL SELF-DETERMINATION

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The article examines the issues of the relationship between subjects and objects of vocational guidance and professional self-determination. An increasing variety of subjects participating in these processes is noted. Objects are not only traditionally schoolchildren and graduates of educational organizations, but also the adult population. Relationships are considered through the prism of their interests, which made it possible to clarify the goals and tools of professional self-determination in situations classified by the authors.

Keywords: professional self-determination, continuous development, subjects of professional self-determination, objects of professional self-determination, contradictions of interests, vocational guidance and educational centers, vocational guidance.

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ASSESSMENT OF THE MARKETING RELIABILITY OF INNOVATIVE SOLUTIONS (ON THE EXAMPLE OF OILFIELD EQUIPMENT)

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The dynamics of technological transformation in almost all industries is growing exponentially every day. The consequence of this fact is a significant reduction in the cycle of innovative development of technological solutions. In a competitive market, the predictive properties of innovative solutions are

becoming increasingly important, which determine their ability to meet the needs of potential consumers. The combination of these properties can be called the marketing reliability of innovative solutions. At the same time, this property is extremely multidimensional and laborious to evaluate. Within the framework of this article, a universal algorithm for assessing the marketing reliability of innovative solutions is proposed. Evaluation of the marketing reliability of innovative solutions is the most important for companies engaged in the leasing of industrial equipment, a particular example of which is oilfield equipment.

Keywords: marketing reliability, oilfield equipment, leasing, innovative solutions, information environment.

SYSTEM ANALYSIS OF A DIGITAL ENTERPRISE COMPETITIVENESS WITHIN THE INFORMATION ENVIRONMENT

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The process of formation of the digital economy is currently an objective reality. This process is primarily characterized by two basic systemically related processes — globalization and digitalization. One of the key consequences of this process is the transformation of a traditional enterprise into a digital enterprise. The digital enterprise for the consumer exists exclusively within the digital information environment, which greatly limits the possibilities of marketing interaction. Thus, the digital enterprise is a fundamentally new subject of the economy, significantly different from the traditional enterprise. Within the framework of this article, an analysis of the properties of the formation of the competitiveness of a digital enterprise is given and an adaptive tool for the system analysis of the competitiveness of a digital enterprise within the information environment is proposed. This tool assumes the analysis of exclusively digital information slice about the enterprise, which greatly increases the versatility and adaptability of this tool. The given tool can be fully automated, for which it is recommended to use the Python 3 programming language, since some of the stages of using this tool have already been automated by libraries for Python 3. As part of the subsequent research, it is planned to automate the developed toolkit and its specification for the needs of representatives of certain sectors of the economy.

Keywords: digital enterprise, information environment, information slice, competitiveness, tonality, systems analysis.

BALANCED SCORECARD AS AN INNOVATIVE TOOL FOR MANAGING ENTREPRENEURIAL RISKS OF INTERNATIONAL HYDROPOWER PROJECTS

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Today it is difficult to find an entrepreneurial structure in the world that does business without risks. In relation to the activities of hydropower enterprises, in addition to the classic, well-known business risks, there are risks associated with the use of the main sources of renewable energy. The purpose of this study is to find innovative risk management tools for international hydropower projects. A balanced scorecard is proposed as one of the innovative risk management tools. The author has developed a typology of balanced scorecard models used in domestic and foreign theory and practice from the standpoint of the possibility of their application in the implementation of international hydropower projects. A methodological approach to the formation of an integrated process of applying the balanced scorecard and risk management for risk management of international projects of hydropower enterprises is proposed. The results obtained are intended for the development of a set of management decisions made by the management of hydropower enterprises in the development of a risk management system, which expands the possibilities of successful management of international hydropower projects.

Keywords: international projects, innovation, hydropower, business, entrepreneurship, mechanical engineering enterprises, risk management.

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IMPLEMENTATION OF GOVERNMENT PROGRAMS TO IMPROVE PROVISION OF THE POPULATION OF RUSSIA WITH HOUSING

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The article attempts to analyze the development of state programs in the field of housing policy in our country, starting from the times of the Soviet Union to the present, as well as the main indicators of their effectiveness.

Keywords: housing provision, housing programs, national projects, government programs, affordable and comfortable housing, priority national projects.

DIVERSIFICATION TRENDS OF FOREIGN OIL AND GAS COMPANIES AND THE POSSIBILITY OF USING THEIR EXPERIENCE IN RUSSIA

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This article describes the diversification trends of foreign oil and gas companies and estimates the possibility of using their experience in Russia, where national oil and gas companies have to develop in strict conditions of financial restrictions and sanctions. Also, the article presents the analysis of the current situation in the global oil and gas market by the beginning of 2020.

Keywords: diversification, mergers and acquisitions, m&a, technology partnerships

COMPANY'S QUALIFIED PERSONNEL PROVIDING BY PROCESS APPROACH BASED ORGANIZING DUAL EDUCATION

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The article describes the dual education organization in a large Russian metallurgical company based on a process approach. The author presents a process model for training workers and key performance indicators of the process, identifies the problem of trade union's non-participation in the process.

Keywords: staffing, workers' training, dual education, HR management, process approach, staff training, metallurgical company, process model.

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INSTRUMENTS OF ECONOMIC MANAGEMENT SUSTAINABLE DEVELOPMENT OF ENTERPRISES IN THE CONTEXT OF DIGITAL TRANSFORMATION

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The possibilities of sustainable development of enterprises in the context of digital transformation of the economy are considered. It is concluded that the choice and determination of one's own development path in the context of digitalization is associated with the ability to assess, control and model economic sustainability, to ensure the full and effective use of internal development factors through the use of tools for economic management of enterprises. It is argued that improving the quality of decisions made and their effective implementation is achieved by overcoming the complexity of problem situations through the use of modern digital technologies in all business processes of an enterprise. Within the framework of this study, the authors propose tools that allow managing transaction costs, which are considered as a significant factor in the stability of the market position, a way to achieve the competitiveness of enterprises and are most susceptible to changes in the context of the digital transformation of the economy.

Keywords: digital transformation, digital economy, sustainable development, economic enterprise management, transaction costs.

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FORMATION OF TECHNOLOGIES FOR INTERACTION OF AGENTS OF THE OILFIELD SERVICE MARKET USING DIGITAL TECHNOLOGIES

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The relevance of the study is due to the fact that in a modern society based on knowledge, the use of digital technologies should become the norm in the interaction of agents of the Russian oilfield services market. In this regard, this article is aimed at the formation of technologies for interaction between agents of the oilfield services market when performing work on the restoration and renovation of equipment. The leading approach to the study of this problem is systemic and complex analysis, as well as the method of economic and mathematical modeling, the use of which allowed the author to holistically and objectively build a model of effective interaction between agents of the oilfield services market using digital technologies.

The materials of the article are of practical value for scientists and specialists dealing with the problems of using modern technologies for the interaction of agents of the oilfield service market, heads of enterprises of the oil and gas complex, outsourcing certain business processes of restoration and renovation of equipment.

Keywords: agents, interaction algorithms, business processes, equipment restoration and renovation, oilfield services market, digitalization.

INNOVATIVE BUSINESS MODELS

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The article examines the essence of innovative business modeling and its relevance at the present stage of entrepreneurship development. The factors that determine the effectiveness of innovative business models are investigated. The author identifies the main types of innovative business models and analyzes the Russian practice of developing innovative business modeling.

Keywords: business models, innovation, innovative business models

CONSUMER LENDING IN THE RUSSIAN FEDERATION: CURRENT DYNAMICS, PROBLEMS AND THREATS TO THE ECONOMY

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Consumer lending in the Russian Federation: current dynamics, problems and threats to the economy. Annotation. In the course of this study, we will consider the consumer lending market in Russia. Over the past few years in Russia, due to the political and economic recessions, most bank rates have fluctuated, including rates for retail lending. Since 2017, there has been a sharp jump in the volume of unsecured lending among the population in the country. This growth can lead to negative consequences that can have a negative impact on the whole of the Russian economy.

Keywords: Consumer lending, economics, bank rate, loan security.

SOCIO-PSYCHOLOGICAL ASPECTS OF TEAM BUILDING IN MODERN ORGANIZATIONS

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Issues of team formation, problems arising in this process are considered in this article. Particular attention was paid to team building, motivating the most activities of all team members in organizations of any legal form. The process of identifying the leader and setting goals for him to increase the efficiency and quality of the team's work, directing it to efficiency and productivity, is shown. It has been established that management and leadership often do not coincide in the individual; management acts as a more stable phenomenon than leadership. Leadership is a spontaneous process as opposed to management. The boss may not have authority, while the leader, only because of this, is revealed. The author's definition of «team» is proposed.

Keywords: team building, motivation, organization, organizational culture, team building, leader, manager, debriefing, training.

IMPROVEMENT OF PERSONNEL MOTIVATION THROUGH INVESTMENT IN HUMAN CAPITAL (RUSSIAN SPECIFICITY)

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Investments in a person in countries with developed economies are increasing every year at an ever more rapid pace than investments in the material and technical resources of organizations, while the level of final costs in social spheres, such as medicine, for example, is several times higher than the volume of investments in production. According to some estimates, the productivity and return on staff with higher education varies from 8 to 12%, and the average wage from the use of such workers is usually no more than 5–6%. This is especially noticeable in the example of the growth of national wealth, where investments in education give an increase of about 25–35%.

Keywords: *human capital, motivation, incentives, national wealth, investments, costs, personnel.*

TOPICAL ISSUES OF REPRODUCTION OF INTANGIBLE CAPITAL IN THE LABOR MARKET: REGIONAL ASPECT

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The study analyzes the intangible capital reproduced in the labor market from a regional perspective. Intangible capital, within the framework of this study, is interpreted as a unique, non-renewable resource reproduced by a person in the process of conscious, creative activity. However, despite the urgency of the tasks set, there is no comprehensive analysis of non-material production. The subject of the research is the region's intangible capital. The object of the research is the socio-economic relations arising in the labor market in the process of reproduction of intangible capital. The methodological significance of the study lies in the development of the theory of reproduction of intangible capital in the region labor market.

Keywords: Intangible capital, labor market, employment, unemployment, human capital, freed labor, regional socio-economic systems.

SUCCESSSES OF THE KURSK REGION IN THE GROWTH OF THE ECONOMY OF CROP PRODUCTION

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The article examines the success of the Kursk region in the growth of the economy of crop production in the context of the implementation of the import substitution strategy starting from 2015, analyzes the change in the size and structure of the cultivated areas of the region, as well as the gross harvest of the main types of cultivated crops. It has been established that the region's plant growing sectors have an active dynamic development in traditional types of crops, which largely determines its agricultural specialization. At the same time, in recent years, relatively new directions for the region – sunflower and soybeans – began to gain momentum.

Keywords: Kursk region, crop production, sown areas, yield, gross harvest, import substitution.

ECONOMIC THEORY

**STATE-CAPITALIST AND COOPERATIVE WAYS OF TRANSITION
TO COMMUNISM AND THE PARTY PROGRAM**© 2020 **Budovich Yuliya Ivanovna**

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In this article, from the point of view of the theory of non-financial Economy, the higher efficiency of such forms of enterprise as a centrally managed state enterprise and a production cooperative, as well as the higher efficiency of the latter in comparison with a state enterprise, is justified, respectively, the greater acceptability of the cooperative path of transition to communism in Marxist theory is justified. This article argues that the founders of Marxism included in «The Communist Manifesto» (1848) the provision of the state-capitalist, not a cooperative, way of the transition to communism basing not on economic but political considerations, as had hoped to personally lead the revolutionary party, the victorious proletarian revolution, and all the further process of destroying the «old world».

Keywords: communism, state enterprise, production cooperative, non-financial economy.

**FINANCIAL AND NON-FINANCIAL «CAPITAL» SYSTEMS OF RESOURCE SUPPLY
AND QUALITY OF ENTERPRISE MANAGEMENT**© 2020 **Lebedev Konstantin Nikolaevich**

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This article proves the chronic nature of the «diseases» of management of classic joint-stock companies and limited liability companies (with hired top managers and with hired other personnel). It is justified by the financial nature of their capital systems of resource supply, i.e., systems of giving them of their own funds in the process of their establishing, due to which the economic owners of the property of the respective companies are not the founders of the company but hired top-managers, who did not pay for it real money, in connection with which the property of the company in their eyes has underestimated value, and they show inadequate concern about its increase.

Keywords: non-financial economy, capital system, joint-stock company, limited liability company, diseases of management.

THEORETICAL ASPECTS OF DETERMINING THE VALUE OF CORPORATE BONDS AND FORMATION OF DEMAND AND OFFER FOR INVESTMENT FUNDS

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The article examines the theoretical aspects of the formation of the bond value, and also indicates the main problems of the development of the domestic corporate bond market. The active creation and use of new financial instruments on the market, as well as the growth of the economic effect in the form of, for example, coupon income, is able to attract both investors and issuers. Being a rather young segment of the national financial system, the corporate bond market has recently become one of the largest elements of the Russian stock market.

Keywords: share, investor, capital, liquidity, bond, interest rate, risk, financial asset, hedge fund, issue.

MATRIX OF VALUE DIMENSIONS OF THE INHOMOGENEOUS ECONOMIC SPACE OF TRANSACTIONS

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The article substantiates the necessity of overcoming the “substantial” approach in the valuation methodology and the transition to the “holistic” paradigm of multidimensional cost measurements. Based on the hypothesis of the relativity of value measurements of the heterogeneous economic space of transactions, taking into account the provisions of the synthetic concept of value as the ratio of categories of utility and value, a matrix model of value measurements is developed, which makes it possible to reveal and study the patterns of their structure, content and dynamics. In conclusion, the problem is posed related to the need to form an effective institutional infrastructure for value measurements.

Keywords: matrix of value measurements, relativity, multidimensionality, heterogeneity of economic space, transactions.

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TO THE QUESTION OF THE RELATIVITY OF VALUE MEASUREMENTS OF THE INHOMOGENEOUS ECONOMIC SPACE OF TRANSACTIONS ON THE EXAMPLE OF BEEKEEPING

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On the basis of the hypothesis of the relativity of cost measurements of the heterogeneous economic space of transactions on the example of the beekeeping industry, facts, statistical and expert data are investigated, the analysis of which indicates the coexistence of a plurality of cost metrics. In addition, a conclusion is made about the decisive role in the process of attracting value measurements of the institutional infrastructure, on the effectiveness of which the relations of ownership, responsibility and transaction costs depend.

Keywords: relativity of value measurements, heterogeneity of economic space, transactions, beekeeping.

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ANTICOMPETITIVE BEHAVIOR IN THE PUBLIC PROCUREMENT MARKET: ANALYSIS OF REGIONAL PRACTICE

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The article analyzes the cases of anti-competitive behavior of bidders within the framework of the

contractual system in the field of procurement in Russia. Combating such manifestations is an extremely important task, since such collusion causes significant damage to GDP and is a threat even to the country's economic security.

Keywords: government procurement, anti-competitive behavior, cartels, collusion, contract system, auction.

FINANCE, MONEY CIRCULATION AND CREDIT

USING THE PRINCIPLES OF BUSINESS ANALYSIS IN PREPARING MULTILATERAL INTEGRATION AGREEMENTS WITHIN THE EAEU

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The tasks and possibilities of using the stakeholder approach for analytical support of the initiation and development of business projects within the framework of multilateral interstate agreements are considered. A method is proposed for identifying business problems and determining ways to solve them by comparing the requirements of stakeholders, the capabilities of this business and the actual indicators of its activities. It is recommended to create a permanent business analysis system for substantiation and comprehensive analytical support of business projects in the context of existing integration agreements.

Keywords: Stakeholder approach, problems, business analysis, business projects.

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ECONOMIC INTEGRATION OF THE EAEU WITH COUNTRIES OUTSIDE THE ECONOMIC UNION

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The EAEU develops and increases ties with countries that are not members of the union. The article analyses the possibilities of future partnership with the EAEU. Strategies for building relationships are based on concluding agreements on FTAs, reducing customs duties, increasing trade with the union, and concluding economic agreements. It was concluded that trade relations between the EAEU and countries outside the union are quite profitable for both Russia and other EAEU member countries.

Keywords: EAEU, economy, integration, agreement, export, import, market, trade, economic relations, customs duties, free trade zone.

MODEL FOR OPTIMIZATION OF LOGISTIC COSTS OF ENTERPRISES OPERATING IN ARCTIC ZONE OF THE RUSSIAN FEDERATION

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Logistic costs are included in the cost price and can constitute a significant part of it, however, accounting for this group of costs in domestic practice is not paid enough attention, there is also no systematic approach to their analysis and optimization. It should be noted that the currently existing classification of costs does not allow building a structured classification of logistics costs, which ensures their objective accounting, analysis and management.

Keywords: logistics costs, optimization, classification, accounting, management accounting, analysis, control, Arctic zone of the Russian Federation, optimization model.

ASSESSMENT OF THE IMPACT STATUS OF THE ARCTIC ZONE OF THE RUSSIAN FEDERATION ON INVESTMENT ATTRACTION

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Today, investment attractiveness acts as a prerequisite for the competitiveness of the subjects of the Russian Federation, a key source of formation of their sustainable economy. The inflow of investments into the economy of a region contributes to the acceleration of processes of modernization of industrial enterprises, introduction of innovative technologies, mastering the production of new products, optimization of logistics costs, as well as increasing social and ecological efficiency, industrial potential of the region, well-being and quality of life of the population, and therefore provides, ultimately, sustainable development of the region. On the other hand, the growth of the economy of constituent entities of the Russian Federation, the growth of the regional product and contributes to the achievement of regional budgets balance, ensure the stability of tax revenues in the Federal budget of Russia.

Keywords: analysis, evaluation, investment, investment attractiveness, factors, Arctic zone of the Russian Federation.

ANALYSIS AND ASSESSMENT OF THE IMPACT OF THE REGION'S STATE ON ITS INVESTMENT ATTRACTIVENESS BY COMPARING VARIOUS METHODS (REGIONS OF THE ARCTIC ZONE OF THE RUSSIAN FEDERATION)

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Investment attractiveness of the regions of the Russian Federation is currently a priority analytical area for leading experts in the field of economic development of the country. Today, investment attractiveness is a prerequisite for the competitiveness of the constituent entities of the Russian Federation. The article examines the state of the Arctic region of the Russian Federation and the key factors affecting the level of its investment attractiveness.

The Arctic zone of the Russian Federation is a potential point of growth for the domestic economy and a priority area for investment. The practice of analyzing and assessing the investment attractiveness of the regional level is based on the most common approach based on the formation of an integral indicator. The assessment of investment attractiveness is formed on the basis of statistical processing and analysis of a large number of indicators characterizing various parameters of entrepreneurial activity, including in the region.

The main problem of analyzing and assessing the investment attractiveness of Russian regions by potential investors and other stakeholders is manifested through the lack of methodological unity in this matter. In turn, the state of the regional economy and the development of regions in general affect the assessment of investment attractiveness, which necessitates the development of methodological aspects.

Keywords: analysis, arctic zone, investment attractiveness, potential, risk, region, rating, indicators, social factors, sustainable development, environmental factors.

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ANALYSIS AND ASSESSMENT OF THE ECONOMIC STRUCTURE AND TRANSPORT SUPPORT OF THE ARCTIC ZONE OF THE RUSSIAN FEDERATION

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The Arctic space of Russia is determined by various administrative-territorial entities, due to the intersection and collision of interests of large market participants with the defining requirements for the preservation of the region's ecosystem. It is characterized by a point-like settlement pattern and a gap between the location of production and labor resources. All this characterizes the specificity of the area. Also, the specificity of the area is the unique geographical position of the region and rich reserves of natural resources, which give geostrategic significance to the Arctic zone of the Russian Federation.

Comprehensive studies of the development of the Russian Arctic zone are discussed in the publications of the Kola Scientific Center of the Russian Academy of Sciences (Murmansk, Russian Federation), Northern (Arctic) Federal University named after V.I. M. V. Lomonosov (Arkhangelsk, Russian Federation), the Ural branch of the Russian Academy of Sciences (Yekaterinburg, Russian Federation) and other large research organizations.

Keywords: analysis, arctic zone, assessment, structure, transportation, economics.

BOOK KEEPING, STATISTICS

ON THE METHODOLOGY FOR ASSESSING THE ECONOMIC COSTS OF PROVIDING MEDICAL CARE TO THE ELDERLY POPULATION IN THE RUSSIAN FEDERATION

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The country's population is the key to its prosperity. It is important to pay close attention to monitoring and taking certain timely measures to improve the demographic situation in the country. The main purpose of the study is to assess the economic costs of providing medical care to the elderly population in the Russian Federation in the context of population aging problems. The importance of analyzing the methodology for assessing the economic costs of providing medical care to the elderly in the Russian Federation is determined by the requirements of the time, the demographic situation in general.

The problems of demographic aging negatively affect the economy of any country, as they increase spending on social and medical services, increase the shortage of labor resources, and provide difficulties in terms of the work of the pension system of a particular country.

All the problems outlined above make it relevant to study the features of the processes of demographic aging and the assessment methodology, the economic costs of providing medical care to the elderly in our country.

Keywords: analysis, demography, medical care, methodology, assessment, elderly population, economics.

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METHODOLOGY OF THE ALGORITHM OF ORGANIZATIONAL SUPPORT OF ENTREPRENEURSHIP IN RUSSIA

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The Russian Federation, guided by the requirements of the times, clearly defined the main goals of state policy in the field of organizational support for entrepreneurship. The primary goal of the state was the problem of the necessary stabilization of the social situation in society, aimed at smoothing out social conflicts, as well as establishing a dialogue between the state and citizens in order to support entrepreneurship. In order to support entrepreneurship, the state is taking a number of measures aimed at ensuring socio-economic stability, as well as by influencing the labor market and the labor sphere, it increases the social protection of every citizen in the field of employment and employment.

In the Russian Federation, the implementation of the state policy of employment of the population takes place with the help of measures of such policies as: tax, social, investment and financial and credit. Such measures are aimed at increasing the mobility of labor resources, stimulating «flexible» labor regimes, developing new technologies, providing comprehensive support to small businesses and start-up entrepreneurs, as well as expediently locating productive forces in the country. Undoubtedly, the above measures will contribute to the development and preservation of the employment system in the field of entrepreneurship.

Keywords: algorithm, government support, entrepreneurship, system, incentives, sphere, economy.

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ANALYSIS OF THE FOREIGN PRACTICE OF FUNCTIONING OF JAPANESE REPRESENTATIONS IN THE RUSSIAN FEDERATION

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The article highlights the main problems for foreign business in Russia and shows ways to overcome them.

Keywords: indicators, industry, assessment, entrepreneur, risks, markets, situation, strategy, threats, management, economic entities.

WORLD ECONOMY

IMPROVEMENT OF THE RISK MANAGEMENT SYSTEM AS A FACTOR OF SUSTAINABLE DEVELOPMENT OF THE NATIONAL ECONOMY

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The article reveals the main directions of improving the risk management system in the context of the concept of sustainable development. Perspective ways of developing the risk management process are considered, as well as an analysis of innovative tools that increase the efficiency of this process.

Keywords: risk management system, sustainable development, management technology, innovative directions.

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THE ROLE OF HOUSING MORTGAGE LENDING IN ENSURING SUSTAINABLE DEVELOPMENT OF THE NATIONAL ECONOMY

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The article is devoted to the study of the role of housing mortgage lending in the context of the concept of sustainable development. The principles of the mortgage market are considered, as well as the analysis of the instruments for its regulation. Particular attention is paid to home mortgage lending programs implemented during the COVID-19 pandemic.

Keywords: mortgage lending, sustainable development, principles of the mortgage market, regulatory instruments, programs of mortgage lending.

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COMPETITIVE ADVANTAGES OF NATIONAL ECONOMY TOURISM IN THE CONDITIONS OF ECONOMIC INTEGRATION

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problems of the APR countries, the head of the center, SPbGEU

The article discusses the features of the concepts «competitiveness of the industry» and «competitive advantages» in the context of tourism industry; the need for separation in relation to the tourism industry level of integration associations is justified; the system of competitive advantages of the tourism industry, which includes competitive advantages at the level of integration associations is given; the author's definition of the concept «competitive advantages of national economy (country) tourism industry» is given.

Keywords: competitiveness in tourism with integration, competitive advantage of the country's tourism, customer value.