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ECONOMIC THEORY

PROBLEMS OF CHOOSING A SYSTEM OF CRITERIA FOR THE FORMATION OF THE INSTITUTIONAL ENVIRONMENT

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Proposals are presented on the system of criteria that allow the selection of priorities for the national institutional environment and innovation policy.

Keywords: institutional environment, innovation, information flows, state, science, postindustrial, criteria, synthesis, economic and social development.

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WORLD ECONOMY

**FOREIGN TRADE OF VENEZUELA IN THE XXI CENTURY.
EXPORT DIVERSIFICATION PROPOSALS AND OPPORTUNITIES**© 2021 **Kleidy Yanira Espinoza**

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For decades, Venezuela's foreign trade has been characterized by mono-export of hydrocarbons. In this sense, a descriptive analysis aims to understand the phenomenon of Venezuela's industrial and commercial structure, highlighting the dependence on oil exports and its implications for the Venezuelan macroeconomy, as it exposes the country to external shocks caused by fluctuations in primary resource prices. Likewise, some proposals are being made to diversify non-energy exports, as well as taking into account the significant technological changes that international trade in knowledge-based services is undergoing as part of the fourth industrial revolution.

Keywords: Foreign trade, oil, export, import, Venezuela, USA, sanctions, BCV, PDVSA.

ECONOMICS AND MANAGEMENT OF NATIONAL ECONOMY

**ASSESSMENT OF INDUSTRIAL EFFICIENCY AND INNOVATION:
SPECIAL ECONOMIC ZONE (USING THE EXAMPLE OF ST. PETERSBURG)**© 2021 **Bulatova Elena Rashitovna**

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The article considers the positions of the Accounting Chamber of the Russian Federation and the Ministry of Economic Development of the Russian Federation regarding the effectiveness of Special Economic Zones in the regions of Russia. Analyzed the costs of creating special economic zones of a technical and innovative type and the development of a special economic zone in the city of St. Petersburg.

Keywords: Special economic zone, Accounting Chamber of the Russian Federation, St. Petersburg, production zones, tax preferences, industry, innovations.

**POSSIBILITIES OF MANUFACTURING DEVELOPMENT
BASED ON ANALYSIS OF SOURCES OF TAX REVENUES**© 2021 **Bulatova Elena Rashitovna**

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The analysis of the main tax revenues of the regional budgets of the Russian Federation and the volume of goods shipped, works performed and services of manufacturing industries. Recommendations for the executive of state power on increasing the revenue part of budgets are formulated.

Keywords: Taxes, corporate income tax, personal income tax, budget, Saint Petersburg, Moscow, Moscow region, manufacturing industries, industry.

PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF THE STATE STRATEGIC PLANNING SYSTEM IN THE DIGITAL ECONOMY

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The relevance of the topic is associated with the need to search for new factors and reserves of economic growth in Russia. The domestic market is one such factor. For its development in modern conditions, an effective system of state planning is required. The article examines the problems of the system of state strategic planning in Russia and proposes prospects for their solution in the digital economy, which will improve its efficiency.

Keywords: Economy, iMonitoring system, forecasting, strategic planning, development prospects, digitalization.

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ENTREPRENEURIAL INNOVATION IN VIETNAM: DIFFICULTIES AND SOLUTIONS

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Valuing early-stage venture is not only one of the most challenging aspects but also very important to entrepreneurial finance. This study aims to determine methods of valuing early-stage venture in Vietnam, employed in reality for the purpose of raising and investing capital by entrepreneurs and venture capital investors to identify and analyze entrepreneurs' inadequacies in valuing, which impact on the possibility of accessing the capital. 133 startup projects in Vietnam, who participated in the reality TV show «Shark Tank» to raise capital, were analyzed by the content analysis technique in qualitative research methods. The results show that there are various methods to value early-stage venture being used, in which the multiple method is very common. On the other hand, projects were unable to access the capital because entrepreneurs used inappropriate valuation methods, valued exaggeratedly, lacked evidence-based valuation and industry practices along with flexible adjustments to their early-stage venture situations.

Keywords: Early-stage venture, entrepreneur, venture capital investor, valuation method, entrepreneurial finance.

STRUCTURAL BOND MARKET IN RUSSIA: STATE AND PROSPECTS OF DEVELOPMENT

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The article is devoted to a new segment of the Russian stock market — structural bonds. The special features of this financial instrument in comparison with classical bonds are shown, the current state and problems of development of the market of structural bonds are analyzed, trends and prospects of its development are determined.

Keywords: Russian stock market, structural bond, capital protection, structural products, underlying asset

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CORPORATE CRIMES AND THEIR TYPOLOGY

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Using the methods of logical, statistical, comparative, and contrastive analysis, this article examined the theoretical and practical aspects of corporate crime. Also, the concepts of corporate crime, given by various authors, were compared. The analysis of the comparison of corporate crime in the Russian Federation and abroad is carried out. We analyzed the practices of preventing and combating corporate crime in Russia and in foreign countries. And also the foundations of the fight against corporate crime were developed, which will improve the effectiveness of countering this type of crime and reduce the incidence of its occurrence.

It was found that one of the ways to reduce the incidence of corporate crime is to establish a favorable working climate among company employees. This will be the first step towards reducing employees' desire to commit a corporate crime. Also, the management of companies should not forget about the organization of high-quality activities of the department of economic security of the enterprise, because the effective work of this service will reduce the risks and threats of committing corporate crimes at the enterprise. In addition, one of the key factors is the improvement of criminal legislation, which contributes to the conduct of an effective fight against corporate crimes.

Keywords: corporate crime, economic security, economic crimes, counteraction measures, corporate fraud, fighting crime, white-collar crime

ECONOMIC ASSESSMENT OF THE USE OF ENERGY-SAVING TECHNOLOGIES IN THE HOUSING SECTOR

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The paper provides an economic justification of the use of energy saving technologies in the field of housing and communal services. Modern economic conditions, market instability, a decrease in energy production and, as a result, their rise in price force to apply new technological solutions in such traditional areas of production as the electric power industry. Due to the fact that the electric power industry inextricably links production and consumption, bypassing the «warehouse,» the issue of accounting is especially relevant. The issues of energy conservation and energy efficiency are given great attention in the modern world. Scientific developments of domestic authors are devoted to solving problems related to economical consumption of energy resources, introduction of energy-saving technologies into production. Publications by Y.S.Fazlieva and O.A.Akhmadeeva, R.S.Tsvetov and V.N.Mamechenkov and others contain a number of interesting proposals for the introduction of methods and the use of technologies that ensure the effective use of energy carriers in general and electricity, in particular. The object of the study is consumers of energy resources. The subject of the study is energy saving technologies. The theoretical and methodological significance of the study is to justify the feasibility of using a measuring system for accounting for electricity consumption in the housing and communal services sector. The practical importance of the study lies in the economic assessment of the results of the use of energy saving technologies.

Keywords: energy saving technologies, electricity consumption, accounting for electricity losses, energy efficiency, economic effect.

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ANALYSIS OF THE CURRENT STATE OF THE TEXTILE INDUSTRY MARKET IN THE WORLD AND RUSSIA: PROBLEMS AND TRENDS

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The world textile industry is one of the leading sectors of the world industrial complex. The Russian textile industry market in recent decades has significantly reduced production, but it can still remain a driver of the country's economy, taking into account industry trends in the world market. The subject is textile industry in the global economic system. The purpose of the work is to analyze the state of the textile industry in the world, to determine the place of the domestic light industry in the world market.

Keywords: Textile industry, foreign trade activity, digitalization.

STRUCTURE ANALYSIS OF THE CONSTRUCTION INDUSTRY IN THE CONTEXT OF THE INFORMATION ENVIRONMENT INFLUENCE ON THE DEVELOPER'S MARKET BRAND POSITIONING

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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 article presents the results of a comprehensive analysis of the structure of the construction industry in the context of the influence of the information environment on the positioning of the developer's brand in the market.

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

TRENDS IN INTER-SECTORAL LINKAGES IN THE AGRI-FOOD COMPLEX IN THE CONTEXT OF THE CRISIS

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The article is devoted to the study of trends in changes in intersectoral relations in the branches of the agri-food complex. The features of integration processes in the branches of the agri-food complex are shown. The results of the study of the dynamics and structure of the intermediate product in the branches of the agri-food complex of Russia, calculated on the basis of the «input-output» method, are presented. The coefficients of direct and total costs of domestic and imported products in the branches of the agri-food complex are analyzed. It is concluded that there is a need for qualitative structural changes aimed at ensuring the balance of intersectoral resource flows, eliminating structural industry imbalances, and forming closed value chains.

Keywords: agri-food complex, intersectoral relations, intersectoral proportions, intersectoral balance, intersectoral interactions, product chains, integration, agricultural holdings

EVALUATION OF THE EFFICIENCY OF MEASURES TO IMPROVE INNOVATIVE ACTIVITIES OF JSC «RZD»

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The article examines the influence of external factors and the implemented innovation processes on the efficiency of the investment activities of Russian Railways, which is necessary to maintain the sustainable development of the company. The analysis of the effectiveness of the programs «Implementation of modern technologies and the use of innovations» and «Lean production», in accordance with which the company plans to save more than 100 billion rubles. (taking into account the base) until 2025.

Keywords: transport, innovation, efficiency

DIGITAL TRANSFORMATION OF MARKETING STRATEGIES FOR SMALL B2B COMPANIES (ON THE EXAMPLE OF CONSTRUCTION COMPANIES)

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This article discloses the issues of digital integration in the marketing strategies for small B2B companies. Due to the global socio-economic crisis, reinforced by COVID-19, small B2B companies are rapidly losing their competitiveness. The aim of the study is to analyze the prerequisites and digital transformation process of marketing strategies for small B2B companies. The research data were collected by in-depth interviews with representatives of Russian small B2B companies. The data obtained can be used in small B2B companies of a similar profile in the development of a digital strategy creation, and the development of scientific, methodological and practical recommendations in the field of innovative development for small B2B companies.

Keywords: digital transformation, Internet marketing, SMEs, B2B, marketing strategy, innovative marketing, construction companies.

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INFLUENCE OF INFORMATION ENVIRONMENT ON POPULATION HEALTHY LIFESTYLE

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Recently, new spheres of influence on public consciousness and behavior have appeared, these include the media, various Internet sites, social networks, and information space. This gives the promotion of healthy lifestyles a driving force for transformation. In our progressive and rapidly changing time, the promotion of the concept of healthy lifestyles began to develop rapidly thanks to the Internet, social networks and the information environment in general. The purpose of the study is to identify the significance and formulate recommendations within the framework of the influence of the information background to improve the healthy lifestyle of the population. To achieve this goal, the data of the information environment were analyzed regarding the relevance of issues related to maintaining a healthy lifestyle. These include data from the VK social network (VKontakte) and the number of queries in the Google search engine. The practical significance of this work lies in the fact that the materials and results of the study can be applied for further research in areas close to health care, not only to understand the current state of healthy lifestyles of the population, but also to develop mechanisms and prospects for development in the current and projected socio-demographic and socio-economic conditions in the state. Note that the problem is significant and extensive, therefore, it cannot be influenced only by the information environment taken separately and its influence on the healthy lifestyle of the population. Consequently, the concept and adherence to a healthy lifestyle of the population, in essence, proceeds and depends on the socio-economic situation in a particular community. For example, in the state, because the healthier the population of a country, the less it spends on health care, which makes up a large part of the state budget.

Keywords: Healthy lifestyle (healthy lifestyle), healthy lifestyle, fitness and health, the concept of a developed healthy lifestyle, information environment.

AN AUTOMATED ALGORITHM FOR ASSESSING THE MARKETING RELIABILITY OF INNOVATIVE SOLUTIONS

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Digitalization of all economic processes has accelerated significantly, which is largely a consequence of the COVID-19 pandemic. This process contributes to the saturation of the information environment, which in turn leads to increase in the availability of specialized information. Previously, the unique experience of experts in a particular area was extremely significant and appreciated in the market, while now this experience may be the result of an in-depth study of the information environment of the object under study. At the same time, this information is difficult to quantify, as it is presented, as a rule, in a natural form. Within the framework of the article [1], the authors proposed a toolkit for the quantification of information describing innovative solutions in the digital environment for the purpose of comparing their marketing reliability. Within the framework of this article, the results of algorithmization and automation of this toolkit are presented.

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

TOURISM DEVELOPMENT MANAGEMENT IN THE CONTEXT OF SUSTAINABLE ECONOMIC DEVELOPMENT

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Tourism has a significant impact on the country's economy, and the economies of some countries are completely determined by the success of this industry. Thanks to the correct development of tourism, the country can not only increase its GDP, but also improve the quality of life of its citizens. The purpose of this work was a decision to raise the level of tourist attractiveness in the context of the country's

economic development. To achieve the results, indicators such as economic freedom, country prosperity, investment in tourism, search for attractions on the Internet, and their impact on tourism were examined. The relationships between these indicators and the metadynamics that influenced these relationships and influenced the model as a whole were also studied. In this work, the types of dependencies and time lags were determined; Using paired and multiple regressions, the coefficients of determination, p-values, approximation errors, residuals, puffiness factors, elasticity coefficients, and predicted dependent variables were found. Based on the data obtained, conclusions were made about the connections, the metadynamics was investigated and a solution for the management of connections was proposed. Based on the results of the analysis, a conceptual model was obtained, which confirmed the dependence of tourist traffic on the level of prosperity of the country, the information component on the Internet and the amount of investment in tourism, as well as the relationship between the index of economic freedom and the index of prosperity of the country. By increasing economic freedom in the country, the country itself is developing, which has a positive effect on the tourist flow. The dependence of investment on the number of tourists existed only up to a certain year, and the connection between investment in tourism and people's interest in the country with the correct information dissemination should soon appear. As a result, it was concluded that the maximum effect is obtained by countries that take into account their peculiarities, develop them and present them correctly. It was revealed that the qualitative development of the industry is possible only in parallel with the development of the entire state.

Keywords: tourism, investment, investment, innovation, prosperity, Internet search, economic freedom, tourist flow, attractions.

STRUCTURAL CLUSTERING OF INNOVATIVE SOLUTIONS IN THE FIELD OF UPDATING OILFIELD EQUIPMENT IN THE CONTEXT OF ASSESSING MARKETING RELIABILITY FOR THE DEVELOPMENT OF A LEASING COMPANY

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Today, the process of technological development is becoming more and more rapid. In fact, the exponential dynamics of digitalization has an impact on the acceleration of the development and integration of technological innovations in almost all industries. The consequence of this dynamics is the need for investment in technological development at the earliest stages of the emergence of innovative solutions. This process is of particular importance for leasing companies. Within the framework of the article [1], the authors proposed a tool for assessing the marketing reliability of innovative solutions, which makes it possible to compare the potential technological sustainability of innovative alternatives. Within the framework of the current article, the authors present the results of testing this algorithm in relation to the field of oilfield equipment and formulate systemic conclusions.

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

MONETARY POLICY AND CENTRAL BANK MEASURES IN A NEW ECONOMIC REALITY

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Deteriorating financial stability in all countries of the world in 2019–2020 demanded action by central banks. The article reveals various monetary policy regimes, instruments and measures directed by central banks to restore the economy from a macroeconomic shock in the context of the coronavirus pandemic. The economic consequences of a sharp decline in demand and supply during the period of the deadlock are estimated, as well as the influence of the oil market on the main macroeconomic indicators of the Russian economy in crisis situations. The formation of a new economic reality and a large-scale reversal of financial trends in the world in the context of a combined external and internal shock are investigated.

Keywords: modern economic reality, lockdown, regimes of monetary policy, measures of central banks, financial stability.

THE PROCESS OF FORMATION AND DEVELOPMENT OF THE SYSTEM FOR THE PROVISION OF PUBLIC SERVICES AND IMPROVING THE EFFICIENCY OF ITS MANAGEMENT AT THE REGIONAL AND LOCAL LEVEL

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The article examines the processes of transformation of the modern system of providing public services and examines the evolution of theoretical and practical approaches to managing this system and increasing the level of efficiency of its functioning at various levels of the system of state power in the context of the development of market trends in this area and the influence of the processes of globalization of the world economy.

Keywords: public sector, services, mixed economy, public goods, public services market, competition, monopoly

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FEATURES OF THE DEVELOPMENT OF THE MODERN PUBLIC SERVICES SECTOR IN A MIXED ECONOMY

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The article examines the specific characteristics of the product created by the modern public services sector and the related features of the functioning of this sector, as well as the special role that the public services sector plays in the development of a mixed economic system at the present stage of economic transformation and globalization of economic processes.

Keywords: public sector, services, mixed economy, public goods, public services market, competition, monopoly

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COVID-19. HEALTH SYSTEM PERFORMANCE RESULTS

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The article summarizes the work of the healthcare system in the fight against the new coronavirus infection. Strengths and weaknesses in the health care system, as well as existing problems at the end of 2020 are noted.

Keywords: pandemic, coronavirus infection, morbidity, mortality, shortage of personnel, beds, protection.

SYSTEM TOOLS OF ORGANIZATIONAL AND LEGAL BASES IN THE SPHERE OF THE MILITARY-INDUSTRIAL COMPLEX: FORMATION AND IMPROVEMENT

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The article examines the process of forming a system of basic organizational and legal instruments in the military-industrial complex, and determines the directions for their further improvement.

Keywords: organizational and legal bases, forms and methods of regulation, optimization of organizational structures, marketing activities, legal regulation of investment activities, system of tools.

IMPLEMENTATION OF NATIONAL IDEAS THROUGH STATE PROGRAMS

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The article is devoted to topical issues of the search for national ideas through the implementation of national programs. Problems were identified in the implementation of national projects. In spite of degree of studied of questions, some problems of theoretical and practical descriptions, such, as a search of national idea is in Russia of a 21 age, remain unsolved, and require further research in connection with a change a political and economic situation on the modern stage

Keywords: National idea, state program, national project, demography, federal program, «may decrees»

DEVELOPMENT OF A MECHANISM FOR MANAGING INNOVATIVE PROJECTS AT INDUSTRIAL ENTERPRISES

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Innovative projects are most often implemented in modern industrial enterprises that manufacture products for highly competitive markets in order to gain a competitive advantage and based on forecasting the needs of end users. One such highly competitive market is the consumer goods market, which includes goods that are consumed continuously or are replaced within one year, for example, personal care products, detergents, cosmetics, etc. In industrial enterprises producing everyday goods, the classic project management Waterfall was traditionally used, which involves planning and implementing a project without making adjustments and changes to the final goal throughout the entire duration of the project, which does not allow to react with the required speed on the changing demands of consumers in the process of project implementation and often leads to the release of innovative products with a delay in terms of time, which does not correspond to the current, rapidly changing, market requirements [1]. For example, according to information obtained personally by the authors, in 2019, Unilever in Russia implemented more than 70 innovative projects related to the release of new products and the introduction of new types of packaging. Some of them were implemented outside the planned timeframe. It should be

noted that in the case of the release of products required by the market in an unplanned timeframe, the manufacturer faces a decrease in demand for products and, as a result, there is a decrease in income [2,3].

In this regard, it is important to develop a project management mechanism that will eliminate the above errors, as well as respond as quickly as possible to the requests of end users of products.

Keywords: innovative projects, Waterfall methodology, Agile methodology.

ANALYSIS OF THE STATE OF THE BANKING SYSTEM OF THE RUSSIAN FEDERATION IN 2018–2020

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This article is the result of an analysis of the Russian banking sector in 2018–2020. The analysis identified the role that the Central Bank of the Russian Federation plays in the regulation and control of the banking system, in particular, in improving its reliability. For this, three stages of banking supervision carried out by the Bank of Russia were studied in detail. Based on the data obtained, appropriate conclusions were drawn.

Keywords: Bank of Russia, banking supervision, banking sector, license, bankruptcy.

ORGANIZATIONAL AND ECONOMIC MECHANISM FOR THE IMPLEMENTATION OF SOCIAL RESPONSIBILITY OF UNIVERSITIES

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In the article, the authors, having conducted a critical analysis of the literature in the field of social responsibility, identify the main problems, which are expressed in the lack of coordination of the interests of stakeholders and universities, which reflects the low efficiency of the management system and leads to the irrational use of the resources of the educational organization. The ineffectiveness of the existing mechanisms for the implementation of social responsibility is primarily due to the lack of awareness of the implementation of generally accepted norms of social responsibility, which, in turn, is reflected in the incorrect systematization of elements and their interconnections, and secondly, the mechanisms considered do not take into account the multidimensional factors of the environment for the implementation of social responsibility, which can lead to low impact on the regional community.

Thus, within the framework of the study, the authors proposed an organizational and economic mechanism for the implementation of social responsibility of universities, which took into account and summarized the elements of existing mechanisms, the practice of interaction between universities and stakeholders in the framework of social responsibility, analysis of legal regulation and standards of social responsibility, identified factors influencing the formation of social values. The author's mechanism takes into account the multidimensionality of factors influencing the interaction with interested users of the services provided, as well as the consistency of the interests of stakeholders, within which the directions and forms of social responsibility are considered, this interaction allows us to assess the level of social responsibility in relation to the regional community, which is presented in the form of a stakeholder system. The proposed mechanism creates the possibility of improving management processes within the framework of the social responsibility of the university, which affects the quality of the services provided.

Keywords: social responsibility, university, stakeholders, mechanism, competitive advantages, social values, effects of social responsibility, areas of social responsibility, level of social responsibility.

FINANCIAL ANALYSIS OF ORGANIZATIONS IMPLEMENTING PROJECTS IN THE SPHERE OF INNOVATIVE ECONOMY

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The relevance of the topic in this article is justified by the high degree of development of the modern economy of Russia in combination with the ongoing transformation. In the process of informatization of the economy, a digital infrastructure is formed at different levels, the necessary systems are created, which are improved through the introduction of new technologies and integration into a single information space. Under these conditions, many organizations are looking for ways to survive corporate, strategies are being developed to create a competitive advantage for the company. For this purpose, in this article, the author has made an attempt at scientific analysis and critical understanding of the problem of financial analysis of organizations implementing projects in the field of innovative economy.

Keywords: financial analysis, innovative economy, investment projects, corporate development, economic development, informatization of the economy.

DEVELOPMENT OF THE SHIPBUILDING INDUSTRY IN THE CONTEXT OF NEO-INDUSTRIALIZATION

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The work deals the research of the development of the shipbuilding industry in the context of neo-industrialization. The possibilities of managing the value chain in the conditions of digitalization of production are determined. The ways of expanding the network interaction of enterprises of shipbuilding and related industries in the context of digital industrialization are proposed.

Keywords: neo-industrialization, shipbuilding industry, hi-tech enterprises, digital technologies

IMPORTANT ASPECTS OF BUSINESS PLANNING FOR INNOVATION PROJECTS

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In the early stages of an innovative project, business planning is an important component given the increased degree of uncertainty. As part of business planning, the project initiator needs to create a holistic picture of the future of the enterprise with minimal costs and confirm the economic feasibility of the proposed solution. This article covers nine key components of the business model of the innovation project (key partners, key activities, value propositions, resources, distribution channels, customer relations, consumer segments, cost structure, revenue streams). The description of each component of the business model demonstrates the approach to project accounting and risk management.

Within the framework of the article, the modern tool «SME Business Navigator» is disclosed, which is an information resource and developed in order to ensure the organization of marketing and information support for small and medium-sized enterprises, in accordance with part 2 of article 25.1 of the Federal Law of 24.07.2007 No. 209-FZ «On the Development of Small and Medium-Sized Enterprises in the Russian Federation.» The information presented in the article to novice innovators will provide valuable knowledge and insights, which in future practice will allow effective implementation of projects in conditions of uncertainty.

Keywords: business planning, innovation project, business model, risk, business plan, risk management plan, small and medium-sized business, risk register

BOOK KEEPING, STATISTICS

SVAR MODEL CONSTRUCTION FOR DETERMINING THE RESPONSE OF ASSETS ON PROFESSIONAL SECURITIES MARKET PARTICIPANTS' ACCOUNTS ON STRUCTURAL SHOCKS© 2021 **Grebenkova Maria Alekseevna**

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The paper proposes a structural vector autoregressive model for determining the volumes of assets on professional securities market participants' accounts response on a monetary structural shock. The purpose of this study is to construct such a model with respect to the variables specific to professional securities market participants (namely, securities brokers and management companies). The relevance of the study is due to the active implementation of stress-testing practice since the revealed responses of assets variables on structural shocks may be used in hypothetical stress scenarios. Structural shocks identification is provided with means of Cholesky decomposition of the reduced-form error covariance matrix. The results are consistent with time series analysis carried out at the preliminary stage and the economic assumptions adopted on its basis. Calculations are provided with the use of R Studio software environment tools. The results may be used for the purposes of macroeconomic forecasting of assets redemption by clients of brokerage and management companies, as well as for the purposes of stress-testing of professional securities market participants.

Keywords: structural vector autoregressive model, professional securities market participants, impulse response functions, structural shocks, stress-testing

HUMAN CAPITAL AS AN ELEMENT OF THE DEVELOPMENT OF STRATEGIC PLANNING IN THE RUSSIAN FEDERATION (NATIONAL PROJECT «HEALTHCARE»)© 2021 **Petrov A. M.**

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State strategic planning, being an integral part of state strategic management, is a key tool for modernizing a functioning public administration system. Human capital, as a stage in the development of strategic planning in the Russian Federation, is considered in the article on the basis of the national project — «Healthcare».

Keywords: human capital, healthcare, education, demography, state strategic planning.

HUMAN CAPITAL AS A STAGE OF DEVELOPMENT OF STRATEGIC PLANNING IN THE RUSSIAN FEDERATION (NATIONAL PROJECTS «DEMOGRAPHY», «EDUCATION»)

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The trigger for the use of a strategic approach in public administration was the realization that currently effective public administration requires a transition from the priority of short-term goals to long-term planning for solving complex problems of a complex nature, not limited by the territorial boundaries of the state. Human capital, as a stage in the development of strategic planning in the Russian Federation, is considered in the article on the basis of national projects – «Demography», «Education».

Keywords: human capital, healthcare, education, demography, state strategic planning.