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# **ECONOMIC SCIENCES**

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**WORLD ECONOMY**

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**ANALYSIS OF THE INNOVATIVE DEVELOPMENT OF THE PROVINCES  
OF THE PEOPLE'S REPUBLIC OF CHINA BASED ON A FOUR-COMPONENT  
REGRESSION MODEL**© 2021 **Wen Yuzhu**

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This article is devoted to the analysis of the development of innovation systems in the regions of the People's Republic of China (among which 30 Chinese provinces were selected). The authors note that the regional results of innovation activity represent a set of behavioral patterns of individuals or organizations in relation to the process of innovation production. However, this study focuses on the impact of regional institutional and economic frameworks or conditions on regional innovation potential. China is currently one of the leaders in terms of the pace of development of the national innovation system, which makes the analysis of the development of regional innovation systems an urgent task of economic science at the present stage.

*Keywords: China, innovation, national innovation system, regional innovation system, regression analysis, Pearson correlation, regression coefficients, modeling.*

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**ECONOMIC THEORY**

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**ECONOMIC DECISION MODELS IN CLASSICAL AND INTERPRETIVE  
PARADIGMS: COMPARATIVE ANALYSIS IN THE CONTEXT  
OF THE INSTITUTION THEORY**© 2021 **Grishina Anna Konstantinovna**

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Old institutionalists revealed the inapplicability of the laissez-faire ideology to investigation of complex socio-economic systems. The new institutional theory is based on the principles of methodological individualism and rationality. The basis of study of economic decision models according to the classical and interpretive paradigms is formed by different approaches to understanding social reality and the nature of institutions.

*Keywords: original institutional economics, interpretive paradigm, new institutional economics, rationality, institutions, Homo Economicus, historical method.*

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## **ECONOMICS AND MANAGEMENT OF NATIONAL ECONOMY**

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### **DEVELOPMENT OF SYSTEM CONCEPTS ON THE IMPLEMENTATION OF THE REPRODUCTION CYCLE IN MODERN CONDITIONS**

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At present, the reproduction cycle, its structure continues to be a complex object of research from the standpoint of a number of approaches.

In this work, the author pays special attention to the relationship of the reproduction cycle from the standpoint of the influence of external factors – the laws of development of nature and society, as well as the influence of pollution factors accompanying and accompanying the reproduction cycle. It is shown that pollution can significantly affect the nature of the processes of the reproductive cycle, their stability, efficiency and quality, which determines the development of tendencies of a narrowed reproductive cycle.

*Keywords: reproduction cycle, stages of the reproduction cycle, pollution, laws of development of nature and society.*

### **ANALYSIS OF FOREIGN AND DOMESTIC SUSTAINABLE DEVELOPMENT RATINGS (ESG) OF THE WORLD'S LEADING OIL AND GAS COMPANIES. ASSESSMENT OF THE IMPACT OF THE ESG RATING ON THE CAPITALIZATION OF THE COMPANY.**

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The paper analyzes the current providers of ESG ratings of companies' reporting. For the analysis, the world's leading oil and gas companies (majors) were selected, which are the most interested in the modern policy of sustainable development, since they are the main carbon dioxide emitters. The analysis of the leading ESG rating agencies showed the absence of a common regulatory framework, a common methodology, a unified form of non-financial reporting of companies, which in turn complicates the decision-making process by institutional and individual investors when choosing an investment object. In this paper, conclusions are drawn on the way to develop the methodology of suppliers of ESG reporting rating agencies. The compiled final table of ranks of oil and gas companies will allow updating modern benchmarks of non-financial reporting and identifies outsider companies in the industry. Also, this study, based on six constructed econometric models, shows a linear dependence, as well as the degree of influence of the ESG rating of oil and gas companies on capitalization indicators.

*Keywords: sustainable development, ESG ratings, capitalization, oil and gas companies, non-financial reporting, ESG investments.*

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9. Prospects for the development of business and finance of the OECD for 2020// <https://doi.org/10.1787/eb61fd29-en>

## FACTORS OF ACHIEVING SUSTAINABLE DEVELOPMENT GOALS IN THE INDUSTRIAL-AGRARIAN REGION

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The article analyzes various methodological approaches to the study of socio-economic and environmental factors affecting the achievement of sustainable development goals at the regional level. The authors analyzed the dynamics and relationship of indicators of environmental impact and health of the population of the Stavropol Territory. The incidence rate indicator was used as a generalizing indicator of sustainable development. An increase in production in the manufacturing industries and an increase in the use of mineral and organic fertilizers were identified as factors in the growth of morbidity in this region. This indicates the need for the introduction of modern technologies in agriculture related to the transportation, storage and application of fertilizers, which will reduce the negative impact of agrochemicals on public health and the environment.

*Keywords: sustainable development, indicators, population, morbidity, agriculture, industry, regression analysis*

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## NEW ECONOMIC MODELS OF THE TOURIST BUSINESS IN THE PERIOD OF CORONAVIRUS RESTRICTIONS. EXPERIENCE AND MAIN TRENDS

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This article substantiates the relevance of the application of new economic models in the conduct of tourism business during the restrictions associated with the COVID-19 pandemic. In addition, the methodology and methods by which the study was conducted were determined. The presented article used a comprehensive, system-structural analysis, as well as a comparison method, the use of which helped to draw conclusions in the process of analyzing the dynamics of statistical data of the tourism industry for the period under study. The application of the chosen methodology was carried out through the use of various information sources, as well as special literature that reflects the essence of the research topic. The paper studies the impact of the new coronavirus infection on the tourism business, both in Russia and in the world, studies a new approach to doing such business, the use of digital technologies in tourism in order to increase competitiveness, ensure sustainable development of the tourism industry during the period of influence of COVID-19, as well as after it. Analytical information reflecting the situation in the economy in connection with the pandemic during the introduction of restrictive measures and after the self-isolation regime is presented. The influence of coronavirus on the income of travel companies and their losses is studied, and a comparison of the total profit received in the period 2018–2020 is presented. The article examines the most popular trends and experience of travel companies, as well as provides examples of the results of digitalization of the tourism industry in the world. Conclusions are drawn based on the conducted research, the essence of which is the need to apply new economic models in the tourism business, since the modern world has undergone changes that must be taken into account for a successful business in the tourism sector.

*Keywords: tourism, tourism industry, COVID-19, pandemic, economic model, digitalization*

## STATE MODEL FOR PROMOTING THE IMPLEMENTATION OF SOCIAL RESPONSIBILITY OF UNIVERSITIES

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The article examines the levels of legal regulation in the sphere of higher education, within the framework of which programs of state support for universities are formed, aimed at promoting the implementation of their social responsibility. Based on these provisions, a model was proposed that reflects the main economic instruments for influencing a positive contribution to the development of the regional community. Within the framework of this study, the effects on the development of the practice of social responsibility by educational institutions of higher education have been determined, in connection with which possible competitive advantages in the market of educational services have been identified.

*Keywords: higher education, university, social responsibility, competitiveness, educational services market, government policy.*

## MAIN AREAS OF IMPROVEMENT OF OPERATIONAL MANAGEMENT OF SUPPLY OF MATERIALS

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The problem of operational management of the supply of materials (OMSM) is considered in this article. A methodology for drawing up and adjusting schedules for the supply of materials for different types of production, taking into account the dynamics of the production process is proposed. Recommendations for improving other stages of the OMSM are given, the main directions of automation and digitalization of the OMSM are formulated.

*Keywords: Procurement logistics, supply of materials, management, automation, digitalization.*

## TRANSFORMATION OF THE ROLE OF MARKETING CHANNELS IN THE CONTEXT OF DIGITALIZATION

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Over the past few years, b2c marketing has changed significantly. There is an increase in the use of digital technologies, an increase in the total amount of content produced by companies, and, as a result, a change in consumer behavior in terms of the use of digital information, which determines the relevance of the research topic. Under the current conditions, customers are becoming more selective, their requirements for companies are significantly increased. Consumers themselves determine and declare what potential suppliers can attract them with. In such conditions, it is extremely important to use all the tools of digital marketing channels, which are the most important component of digital marketing.

*Keywords: digital marketing, marketing, digital marketing channels, consumers.*

## CAREER MANAGEMENT IN THE CONTEXT OF PERSONNEL DEVELOPMENT IN A MODERN ORGANIZATION

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The relevance of the article is due to the issues of career growth in organizations developing in accordance with global economic and technological trends. In recent years, this process has been noticeably intensified, which is associated with the growing importance of career management as the most important factor in increasing efficiency in the new economic conditions. The leading approach to the study of this problem was the study of the motivation and stimulation of the individual, the analysis of the professional career of the individual as the most important economic component of the successful activity of the organization.

*Keywords: career, career growth, management of the career process, motivation, personal stimulation.*

## MAIN TRENDS OF RUSSIAN AGRICULTURAL FOOD MARKET DEVELOPMENT

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The scientific article is devoted to the research analysis of trends, problems and prospects for the development of the market of agri-food products in the economy of the Russian Federation. The relevance of the study is due to the fact that the agri-food market plays an important practical role in the national food security of the state. The article analyzes the current threats to the development of the agri-food market in Russia and the reasons for their formation. The modern prospects for ensuring food security are considered, in particular, the dynamics of the main macroeconomic indicators of the agri-food market. Describe the steps taken by the Russian government that can be used to stimulate the development of the Russian agri-food sector. The adopted recommendations (comments) on stabilization and improvement of the agri-food sector in Russia are proposed, which is aimed at ensuring the food security of the state.

*Keywords: agri-food market; agri-food market; Food security; agro-industrial complex; agricultural production; import substitution program.*

## MEDIA MARKET INNOVATIVE DEVELOPMENT DURING THE CORONAVIRUS PERIOD

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The modern media market has a significant impact on human life, it performs as the basis for the promotion of goods and services. The spread of coronavirus infection has contributed to a change in consumer preferences, media touchpoints, the process of choosing and making a purchase. All this requires a transformation of approaches, modern trends implementation. The article systematizes trends in the development of the media market, reveals the role of innovations in its development.

*Keywords: innovations, marketing, media market, media trends, advertising, data, content, ecosystems*

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## FEATURES OF DIGITAL TRANSFORMATION STRATEGY FORMATION: RESEARCH OF RUSSIAN INDUSTRIAL ENTERPRISES

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The article examines the features of the formation of a digital transformation strategy for industrial enterprises. Based on a review of Russian and foreign literature, approaches to the formation of a digital transformation strategy and the levels of formation of a digital transformation strategy were identified. On the basis of cluster analysis, homogeneous groups of Russian industrial companies were identified in terms of the level of formation of a digital transformation strategy. Some proposals are given on the formation of a digital transformation strategy for industrial companies.

*Keywords: digital transformation, levels of digital transformation strategy, cluster analysis.*

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## ANALYSIS OF THE IMPACT OF STRATEGIC MANAGEMENT COMPONENTS ON THE EFFICIENCY AND EFFECTIVENESS OF SMALL AND MEDIUM-SIZED BUSINESSES

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The conditions and factors of entrepreneurship development in Russia were considered in the article. Based on a review of Russian and foreign literature, as well as an expert survey, the main strategic management tools were identified that allow increasing the level of efficiency and effectiveness of the activities of small and medium-sized enterprises (SME). Some proposals for the development of entrepreneurship in Russia are given.

*Keywords: entrepreneurship, business, conditions for the development of entrepreneurship, strategic entrepreneurship, correlation and regression analysis, strategic management tools.*

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## **TOOLS AND METHODS OF SOCIAL AND ETHICAL MARKETING ACTIVITIES AND THEIR POSSIBILITIES OF APPLICATION AS PART OF THE MARKETING FUNCTION OF THE UNIVERSITY**

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The scientific article examines the possibilities of the applied use of marketing methods and tools in the context of the formulation and implementation of the tasks of the social and ethical marketing concept of universities in the regional markets. The marketing aspects of the formation, use and modernization of the local regulatory and legal framework for the implementation of corporate social responsibility of an educational organization are disclosed, the content of the socio-ethical component of the strategic marketing activities of the university is formalized, the prospects for expanding the range of subjects of the organization of the marketing activities of the university necessary for the implementation of social ethical priorities, the socio-ethical features of the implementation of the marketing complex of an educational institution and personnel as a key internal marketing partner of the university in terms of marketing support for the implementation of CSR have been investigated.

*Keywords: corporate social responsibility, social and ethical marketing concept, strategy and marketing complex of the university.*

## **ANALYSIS OF THE ATTRACTION OF THE RUSSIAN FEDERATION FOR FOREIGN TRANSNATIONAL CORPORATIONS AT THE PRESENT STAGE**

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The article analyzes the aspects that will make it possible to assess the attractiveness of the Russian Federation for foreign transnational corporations (hereinafter TNCs): 1. Dynamics of foreign direct investment in Russia and the geography of investor countries; 2. The place of the Russian Federation among the countries in terms of FDI; 3. Relationship between FDI and foreign trade indicators.

The practical application of the study lies in the possibility of its use in the formation of methodological foundations for improving the activities of TNCs in the Russian Federation.

*Keywords: foreign direct investment, transnational corporations, sanctions, investment climate in the Russian Federation, positive impact of foreign direct investment, Russian Federation, foreign capital, international division of labor.*

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## COMPARISON OF VIEWS OF USER REVIEWS IN THE BANKING SECTOR

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The paper discusses the tasks of user reviews, their purpose. Reviews/comments from other consumers influence the consumer's choice. These other users already have experience interacting with the object. Users with experience after interacting with an object (for example, an organization) reflexive on the Internet. Refixing means leaving a review on the Internet. Organizations are aware of the «purchase–experience–reflection» sequence that improves their service. Improved service helps to promote products/services on the market. User reviews have a task, such as the formation of knowledge from a potential buyer in conditions of uncertainty of information. In the empirical part of the work, we analyzed the reviews (N=82051) of users from the site [banki.ru](http://banki.ru) about Sberbank. Hypothesis: Users read negative reviews more often (or users read positive reviews less often than negative reviews) than positive ones. To test the hypothesis, we analyzed the number of views and ratings of reviews. The results of the study partially confirm the hypothesis. The partial nature of the confirmed hypothesis means that we attributed reviews with a rating of «4» and «5» to positive reviews. We can see from the results of the study that only reviews with a rating of «5» confirm the hypothesis.

*Keywords: reviews, online communications, reputation management, online marketing.*

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## THE MORTGAGE MARKET IN THE CONTEXT OF THE COVID-19 PANDEMIC

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The modern economy has not yet faced such a global phenomenon as the pandemic caused by the COVID-19 virus. The pandemic affected not only the level of demand, but also its overall structure. Due to the quarantine, remote services have become an integral part of life for most of our planet's citizens. In this regard, this study is so important, which analyzes the current state of the mortgage lending market, its leaders and further development trends. Government programs implemented by the government in the area of mortgages undoubtedly helped a speedy recovery, and many banks were eager to take advantage of this to increase market share. In an environment of low rates, easing requirements for mortgage borrowers and limited production capacity, property prices rose sharply. In the article, the authors analyze the main trends in the mortgage lending market and present their conclusions.

*Keywords: mortgages, banks, loans, COVID-19, market analysis, descriptive statistics, pandemic.*

## INNOVATIVE DEVELOPMENT OF AGRICULTURE IN THE AGE OF DIGITALIZATION

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The article examines the agricultural industry in the era of digitalization and active innovative development. The definition of innovation is given as the ability to identify points of view on the main areas of capabilities of the parties in support of goals in agriculture and to develop high-priority formulations of aspirational goals that create a vision of green results, oriented solutions or discoveries that should be developed in each of the areas of innovation clusters to support of the stated tasks. It is determined that agriculture is environmentally friendly, economically viable and consumer-oriented, and its success is due to the open approach of the state to innovation. The subject of the research is the branch of agriculture. The object of the research was innovative technologies in the field of agriculture. The works of leading experts in the field of agriculture were considered: Baboshkina P.A., Aletdinova A.A.

Three main aspects of sustainability were given, which form the basis for the development of innovations: economic, environmental, social. It was determined that the agricultural sector is embracing a trend of general interest in growing crops, trees and animals that have higher productivity, resistance to stress, pests and diseases, and higher nutrient efficiency. Implementing these solutions requires new platforms and processes that dramatically accelerate the breeding process, including advances in predictive genomics that drive desired genetic changes that produce specific phenotypic outcomes. For example, sensors and biosensors are needed in all agricultural sectors, providing real-time information with high spatial resolution in areas of active cultivation. Standards are essential for collecting, processing, and managing data so that devices can operate seamlessly on the Internet of Things. Digital tools should also collect data that quantify environmental benefits to validate conservation programs and create markets for ecosystem services and carbon sequestration markets.

*Keywords: innovation, agriculture, automation, Internet of Things, digitalization, ecology, drones, productivity.*

## INNOVATION IN AGRICULTURE: MODERN SOLUTIONS AND ADVANCED TECHNOLOGIES

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The article examines the agricultural industry in the era of innovative implementations and digital solutions. It describes that agricultural resource companies need to be helped to meet the growing demand for food and remain competitive with new digital businesses that are entering the market. A method of using differentiated fertilization is given, which means the use of fertilizers in different parts of the field according to a previously developed map of the given field, which is based on different types of information. The subject of the research is the branch of agriculture. The object of the research was innovative solutions and technologies in the field of the national economy. The works of leading experts in the field of national economy were considered: Yu. A. Savinov, V. P. Yakushev, S. Nikolaenko.

The concept of coordinated (precise) farming is described, which involves the use of the most complete set of information for the development of agrotechnical solutions, their optimization for soil-climatic

and other conditions, as well as their differentiated application for basic technological operations. The principle of introducing unmanned aerial vehicles to create a map of vegetation and orthophotomaps (digital image of the terrain) is also given.

The article shows that the advantages of digital technologies are numerous and include increased profitability, improved living conditions for animals, improved working conditions, better monitoring of production (eg remote monitoring, real-time data access) and improved delivery of critical production data. The process of forming a map of the vegetation index is described, where zones with a low and high index are displayed, which becomes the basis for a five-year generalized image of maps.

The concept of traditional livestock production is given as a sector that is not given due attention and is under-served, although it provides the necessary renewable natural resources. Blockchain technology is described that can trace the origin of food and thus helps to build reliable food supply chains and build trust between producers and consumers. As a reliable way of storing data, it makes it easy to use data-driven technologies to make farming smarter.

*Keywords: innovation, differentiated fertilization, drones, optimization, blockchain, agriculture, machine learning, precision farming.*

## INFORMATION ENVIRONMENT QUANTIFICATION AS A TOOL FOR INVESTMENT ANALYSIS

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The article examines the relationship between investor behavior in the information environment and stock prices of various companies. With the help of analysis of variance and t-statistics, it was determined that the prices of shares of different companies change unevenly and the number of requests depends to a greater extent on time, that is, on events that occurred at a certain time. The article reviews research on this topic, analyzes the existing methods of influence of investor sentiment, assessed using machine learning methods, expressed in social networks, news forums and thematic sites, on stock quotes. Scientific novelty lies in the simultaneous consideration of this issue from two sides: assessment of investor sentiment using both the tonality of the information environment and the content component. As a result of the article, a conceptual model was drawn up and substantiated, which characterizes two components processed and analyzed using machine learning methods using social networks and affecting stock prices. It is emphasized that the conceptual model is based on considering the influence of both positive, negative and neutral components of the information message, as well as the mention of individual words and their frequency on stock prices, which, in turn, ensure the investment attractiveness of a company / asset.

*Keywords: information environment, natural information, quantification of natural information, investment analysis*

## THEORETICAL ASPECTS OF MANAGING THE INNOVATIVE DEVELOPMENT OF BIOECONOMICS INDUSTRIES

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This study examines the theoretical aspects of managing the innovative development of bioeconomy sectors. At the present stage, the prerequisites for the formation of the branches of bioeconomy are the growth in the use of renewable energy sources, the emergence of new methods and technologies for the deep processing of various raw materials, as well as the introduction of biotechnologies in all spheres of human life, while the innovative development of the branches of bioeconomy is an essential condition in the transition from a raw material economy to innovative economy.

*Keywords: bioeconomics, innovation, biotechnology, management system, innovation process.*

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## **ORGANIZATIONAL AND LEGAL FOUNDATIONS OF THE INVESTMENT CLIMATE IN THE SPHERE OF THE MILITARY-INDUSTRIAL COMPLEX: METHODOLOGICAL APPROACHES TO THE FORMATION**

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The article considers methodological approaches to one of the directions of forming the organizational and legal foundations of a favorable investment climate in the military-industrial complex — the development of organizational and legal documents that contribute to the streamlining of the activities of structural divisions and management bodies of defense industry enterprises.

*Keywords: organizational and legal documents, development methodology, development stages, source data bases, complex and structure of documents, legal expertise of the draft document.*

## **INSTITUTE OF MENTORING IN THE CORPORATE TRAINING SYSTEM**

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The paper considers the modern institute of mentoring as one of the methods of corporate training. The issues of mentoring in modern companies, the signs and functions of mentoring, requirements for mentors are investigated. The general direction of the development of the mentoring institute and the mentoring system in modern conditions is considered. Examples of the implementation of mentoring experience in Russian and foreign companies are given.

*Keywords: mentoring, mentoring institute, corporate training, mentoring, human capital, andragogy*

## **DIFFERENTIATION OF RUSSIAN REGIONS BY BUDGET SECURITY LEVEL: PROBLEMS AND WAYS OF SOLUTION**

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The high degree of inequality of the regions of Russia, manifested in a wide range of socio-economic indicators (GRP, investment in fixed assets, average incomes of the population, production volumes, population size and structure, employment level, etc.) determine the parameters and nature of the formation of consolidated budgets. subjects of the Russian Federation. The trends in the development of territorial economic systems that have formed to date are characterized by growing interregional disproportions, exacerbating the asymmetric type of development of the national economy.

The article examines the problems of forming the budgets of territories, mechanisms of financial equalization of the budgetary provision of the regions of Russia, in the context of reducing interregional differentiation. Based on the findings, the directions for improving interbudgetary regulation have been determined.

*Keywords: budgetary security, budgetary sustainability, public debt, differentiation, subsidies, interbudgetary relations, transfers*

## **PROBLEMS OF ENERGY SAVING MANAGEMENT IN GAS TRANSPORTATION STRUCTURES OF GAZPROM PJSC IN THE CONTEXT OF OPTIMIZATION OF FUEL AND ENERGY RESOURCES COSTS DURING GAS TRANSPORTATION**

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The article analyzes the energy saving management system in Gazprom PJSC, which affects the processes of planning and controlling the costs of fuel and energy resources for gas transportation. The organizational structure, methodological base, control features characterizing the effectiveness of the created system are described. At the same time, the problems that reduce the efficiency of management are identified, methods for solving them are proposed.

*Keywords: energy saving, fuel and energy resources, gas transportation, natural gas.*

## **ABOUT THE OPERATION MECHANISM OF THE DEPOSIT INSURANCE SYSTEM IN FOREIGN PRACTICE**

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The functioning of the deposit insurance system has been repeatedly discussed in the publications of domestic researchers. At the same time, such tasks as deposit insurance system design that contributes to the development of a compensation mechanism in several areas of the financial market, solving the moral risk problem, require additional study. Within the framework of this article, an overview of foreign publications is presented, which reveals the problematic field in terms of the deposit insurance system functioning in different countries and indicates fundamental views on the above tasks. This review reveals the basis necessary for further research of the compensation mechanism in the banking and investment spheres.

*Keywords: bank, deposit insurance system, «runs» of depositors, depositor, moral risk, deposit insurance system design.*

## **MONITORING OF TAX SECURITY MANAGEMENT OF A TERRITORY BASED ON A RISK-BASED APPROACH**

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The practice of applying a risk-based approach to tax administration has gained recognition both among tax officials and among business entities. This approach views tax risks as a central category of management. The level of well-being of the state as a whole and of each of its subjects in particular depends on the competent choice of methods of influencing risk. There are various classifications of risks and factors under the influence of which it is formed. Based on the assessment of the qualitative and quantitative characteristics of the risk, the preferred method of managing it can be selected. In this article, the authors consider a system for monitoring tax security in the region, based on risk analysis and risk management.

*Keywords: taxes, tax security, economic relations, monitoring.*

## FEATURES OF INNOVATIVE DEVELOPMENT OF THE NON-OIL SECTOR IN AZERBAIJAN

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The focus is on the non-oil sector in the modern and promising development of Azerbaijan. In particular, the innovative development of this sector and serious investments in this area are of great importance. The article focuses on the innovative development of the non-oil sector in the Republic and studies the problems associated with innovative activities. Taking into account modern requirements, views are put forward on the development of innovation activity in the Republic.

*Keywords: innovation, innovation policy, investment, economic development, scientific and technical progress, financing mechanism, non-oil sector, tax benefits.*

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## **A MODERN MECHANISM OF INTERACTION BETWEEN A PRIVATE PARTNER AND THE STATE IN PROJECTS FOR THE CONSTRUCTION OF TRANSPORT HUBS, AS A TOOL FOR INCREASING ECONOMIC SECURITY**

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The author of this article considers a model of interaction between a commercial partner and the state in the construction of transport hubs in the territory of Moscow. On the example of TPU “Khoroshevskaya” the functions of the project participants are analyzed and the established interaction scheme is formed. A conclusion is made about the risks of the current scheme and suggestions are made for its improvement.

*Keywords: public-private partnership (PPP), transport interchange hub (TPU), concession, infrastructure, contract.*

## **FEATURES OF THE INTRODUCTION OF DIGITALIZATION HYBRID MODELS IN THE FIELD OF RAIL TRANSPORTATION**

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Hybrid business models of digitalization are relevant at the stage of transition to digital business, when, along with traditional technologies, the organization of operational processes, the old ways of providing consumers with a value proposition, new digital platforms, CRM systems of online relationships and interaction with customers, software tools for managing autonomous and connected transport based on technical vision and machine learning are emerging. The article proposes the definition of a hybrid model of digitalization, substantiates the economic advantages, as well as the risks and threats of additional costs when introducing hybrid digitalization models. The research uses methods of descriptive diagnostics, content analysis, comparative analysis and a number of others. The results will be useful for companies' management to understand the essence of transitional – hybrid models within the framework of corporate digitalization projects and programs.

*Keywords: hybrid model, hybrid digitalization business model, railway transport, business model hybridization.*

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## ON THE ISSUE OF APPLICATION OF PATIENT-CENTERED MANAGEMENT BY HEALTHCARE ORGANIZATIONS

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The possibilities of using the basic principles of client-oriented management for the organization of patient-oriented management in healthcare in the treatment of somatic diseases are investigated.

*Keywords: client-oriented management, patient-oriented management, somatic diseases, activation of patients' participation in the treatment process.*

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## **ESTIMATION OF THE PROBABILITY OF GRP GROWTH DEPENDING ON THE STRUCTURE OF INVESTMENTS IN THE FAR EASTERN FEDERAL DISTRICT**

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Modern conditions for the development of the economy required a qualitative assessment of the structure of investments in order to accelerate the growth of GRP. A probabilistic approach and a binary classifier are proposed to assess the growth of GRP depending on the distribution of investment investments and the proportionality of the structure of the economy on the basis of logistic regression. The obtained results can be used as an auxiliary tool of the investment policy of the Far Eastern region when making decisions on the direction of investment flows.

*Keywords: investment distribution, structural shift, binary classifier, limit effect*

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## ASSESSMENT OF THE IMPACT OF THE INVESTMENT STRUCTURE ON THE GROWTH OF GROSS REGIONAL PRODUCT

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The article considers the concept of quality of economic structures and proposes an indicator – the quality index of the investment structure. With the help of the panel regression model, significant factors were identified and quantitative estimates of GRP growth per capita in the Far Eastern Federal District were obtained. It is established that the creation of additional «territories of advanced development» has an insignificant effect on the growth of GRP. The developed model will allow to determine scenarios and form complexes of actions on economic and social development on the basis of detailed regional statistics

*Keywords: economic growth, structure of gross regional product, investments, econometric model, quality of structure*

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## RANKING OF INVESTMENT RISK FACTORS IN THE FAR EASTERN FEDERAL DISTRICT

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The article analyzes the growth rate of investments in the Far Eastern Federal District. Investment risk factors are identified and grouped. Using the method of hierarchies analysis by Saati, a ranking of risk factors was carried out. It is established that the main factors are the weak level of development of transport and energy infrastructure, as well as the shortage of qualified personnel. The ranking of risk factors determined the priority and the main direction of investments in the Far Eastern region.

*Keywords: investments, method of hierarchies analysis, investment risks, ranking of factors*

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## MAIN TRENDS AND FACTORS STIMULATING THE DEVELOPMENT OF THE TOURIST AND RECREATIONAL INDUSTRY IN THE RUSSIAN FEDERATION AT THE PRESENT STAGE

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The article presents the dynamics of the gross value added created by the tourism industry in the Russian Federation, as well as the main indicators of the development of the tourism industry in the Russian Federation for the period 2014–2020, reflects the contribution of tourism to the gross domestic product of the Russian Federation, substantiates the organizational, economic and regulatory instruments to stimulate the solvent the demand of the citizens of the Russian Federation for the tourism products produced in the country, the projected socio-economic effect arising from the implementation of the proposed measures is stated.

*Keywords: tourism, development, economy, Russia, industry, mechanism, instruments, regulation.*

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## **PROBLEMS AND PROSPECTS OF REALIZATION OF THE INSTITUTIONAL POTENTIAL OF INTEGRATION OF RUSSIA AND ARMENIA**

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The article discusses the issues of integration of the economies of Armenia and Russia, including within the framework of the EAEU. The main directions of economic cooperation of the states are shown. The possible integration actions of economic sectors, in particular the integration of industrial enterprises of Russia and Armenia, with the aim of realizing the competitive advantages of high-tech enterprises of the Republic of Armenia and entering the internal markets of the EAEU are analyzed.

*Keywords: integration, EAEU, institutional potential*

## **ROLE OF HERALDIC IN THE MODERN TERRITORIAL IDENTIFICATION OF THE CITIES IN THE REGION**

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The article examines the issues of perception of the symbols of the coats of arms of the cities of the region, the formation of an associative array with a specific municipality. The results of a sociological survey on the recognition and relevance of the coats of arms of 14 Crimean cities are presented. It was revealed that the complexity, confusion and ambiguity of the symbols of the coats of arms of cities could be misleading, hinder their recognition and recognition, the construction of associations with the cities under study.

The study was carried out with the financial support of the RFBR and the EISI within the framework of the scientific project No. 21-011-3322

*Keywords: city, region, coat of arms, symbol, perception, sociological survey, territorial identification, positioning.*

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## THE USE OF INNOVATIVE AUTOMATION TOOLS TO ANALYZE THE IMPACT OF THE DEVELOPMENT OF THE INFORMATION ENVIRONMENT ON HUMAN WELL-BEING IN THE CONTEXT OF DIGITAL TRANSFORMATION

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The article provides an in-depth analysis of existing studies on the influence of the information environment on the psychological health of a person. With the help of modern methods of analysis, factors have been identified that have a significant impact on the psychological health of a person. The dependence of the psychological health of a person on the introduction of innovative technologies in the field of ICT has been confirmed. This dependence emphasizes the possibility of increasing risks and the need for their further study, as a result of the digital transformation of the Russian economy.

*Keywords: digital transformation, technology innovation, data analysis, information environment, news background, Python*

## **ANALYSIS OF FACTORS AFFECTING THE SOCIO-ECONOMIC DEVELOPMENT OF COUNTRIES IN THE CONTEXT OF INNOVATIVE TRANSFORMATIONS**

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The article provides a deep analysis of the works of foreign authors in the field of the influence of the development of socio-economic aspects on the number of women in politics. The dependence of the degree of development of the state on the proportion of women in politics has been proved, thereby revealing the need to support initiatives aimed at involving, first of all, girls in social and political movements, since the presence of women in leadership positions has a positive effect on the socio-economic position of the state, expressed by the following indicators: GDP at purchasing power parity, international happiness index and corruption perception index

*Keywords: innovative transformations, the level of development of the state, socio-economic development, the proportion of women in politics*

## **DEVELOPMENT OF A CONCEPTUAL MODEL FOR MANAGING ENVIRONMENTAL INNOVATION PROJECTS IN AN ORGANIZATION**

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The article provides an analysis of deep scientists in the field of environmental innovation project management, on the basis of which the conceptual model of environmental innovation project management in the context of digital transformation. The model allows you to form a sequence of actions for the subjects of organization management in order to choose the most effective methods for achieving the goals of enterprises, taking into account external and internal factors.

*Keywords: environmental innovation projects, conceptual model, analysis of approaches to environmental project management*

## CLASSIFICATION AND TYPES OF CONSUMER BEHAVIOR OF ECONOMIC ENTITIES

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The paper clarifies the content of the consumer behavior model, which is a complex of interrelated stable stereotypes and mechanisms of consumer choice of the subject of socio-economic relations, which is formed and implemented on the basis of macroeconomic, mesoeconomic, institutional and socio-psychological factors, financial capabilities and limitations of the economic entity and their expectations. changes in the future, focused on ensuring a sustainable increase in the individual socio-economic efficiency of such a subject (personal well-being of an individual or a household, financial performance and market value of an organization as a subject of commercial consumption, the degree and quality of implementation of state functions in the field of state and municipal orders). The classification of types of consumer behavior has been expanded according to such differentiation signs as the degree of validity, integrativity, legality, social efficiency of consumer behavior and the possibility of using the experience of other economic entities in the process of its development. In general, the expanded classification of types of consumer behavior will allow economic entities to choose the most preferable option based on their own development strategy and the state of external financial and economic factors, and the state regulatory authorities — to form a policy of intensive development of the most preferable types of consumer behavior in the social and economic terms in the national economy.

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

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## METHODOLOGY OF THE COMPREHENSIVE ASSESSMENT OF THE EFFICIENCY OF CONSUMER BEHAVIOR IN THE NATIONAL ECONOMY

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The paper substantiates a methodology for a comprehensive assessment of the effectiveness of consumer behavior, which makes it possible to assess the efficiency of consumer behavior of individuals within the economic system of various levels (state, region, municipality) in the context of comparing the parameters of the intensity of changes in various components of consumer behavior with the rates of development of related socio-economic processes, first of all, the generation of income and the rate of change in labor productivity and employment, as well as to determine, on this basis, the most significant reserves for increasing the level of efficiency of consumer behavior. As shown by the approbation of the methodology substantiated by the author, the level of efficiency of consumer behavior in the national economy of the Russian Federation as a whole in 2020 was only 10.65%, which, in accordance with the unified scale of the proposed methodology, is an unsatisfactory value. To a large extent, this situation was due to the lack of monetary resources of most groups of the population necessary for the implementation of sufficient consumption of goods and services. The main reserves for increasing the efficiency of consumer behavior, which can be determined by the criterion of maximizing the inversion of ranks, respectively, are: a decrease in the level of income differentiation of the population of Russia that by increasing the middle class in its structure will consistently increase the consumption of a wide range of goods and services of everyday demand; due to the further progressive development of the institution of self-employment and average wages, which, in fact, is an objective financial basis for increasing the efficiency of consumer behavior in the national economy; ensuring further growth in the effectiveness of the policy of national protectionism aimed at increasing the production of domestic goods, primarily in the segment high-tech consumer goods.

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

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## FACTORS OF INTERCONNECTION AND MUTUAL INFLUENCE OF HUMAN CAPITAL AND LABOR POTENTIAL

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In the modern digital economy, a person plays an exceptional role with his knowledge, skills, social experience and creativity. This objective phenomenon is adequately reflected in economic theory. In recent decades, the theory of human capital has been developing. The work reveals — the formation of human capital occurs throughout a person's life, depends on both internal and external investments. A person forms internal investments by developing skills, gaining knowledge, acquired mainly at school, at a young age and which help to realize it throughout his life. External investments represent the contribution of the state, the employer for the implementation of political and economic needs. The most active use of the accumulated skills is carried out in the process of labor activity. Therefore, the acquisition of new personal knowledge is relevant for enterprises. Knowledge is acquired through formal and informal training. Further training is carried out thanks to the investment of the enterprise in the retraining of the employee. As a result, knowledge and skills are accumulated, innovative developments, patents are in demand and relevant for the company and society as a whole.

*Keywords: human capital, labor potential, innovation, knowledge, skills, factors of production.*

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## BOOK KEEPING, STATISTICS

### **THE PRACTICE OF USING BUSINESS PERFORMANCE SYSTEMS IN STRATEGIC MANAGEMENT**

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The article examines the practice of using the most popular and recognized by academic science systems for evaluating and analyzing business performance, gives their comparative characteristics, identifies areas of application, advantages and disadvantages. At the same time, the main problems in assessing the effectiveness of the functioning of complex economic systems are clarified, as well as the fundamental principles of building methods for assessing business efficiency. Based on the conducted research, common characteristic components of business performance assessment systems are identified.

*Keywords: business efficiency, efficiency measurement, efficiency management, business efficiency systems.*

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## **COST OPTIMIZATION FORMATION IN THE PHARMACEUTICAL INDUSTRY**

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The organization of the cost management system is aimed at identifying reserves for reducing the costs incurred to optimal values and at introducing the latest technologies for further rational use of resources. Both of these processes can provide economic efficiency and competitiveness in a strategic perspective.

*Keywords: accounting, analysis, audit, financial reporting, cost optimization, pharmaceuticals*

## **FEATURES OF COST ACCOUNTING AND CALCULATION OF COST IN PUBLIC CATERING PLANTS**

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Fulfilling its main task, accounting provides complete and reliable information about the activities of the organization and its position to internal and external users — managers, founders, owners, investors, creditors. The article discusses the features of cost accounting and cost calculation at public catering establishments.

*Keywords: accounting, analysis, audit, taxation, cost price, cost calculation*

## **DIAGRAM OF THE INTERNAL FINANCIAL CONTROL ORGANIZATION IN THE FRAMEWORK OF EXPENDITURE OF FEDERAL PROJECTS**

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Improving the efficiency of the execution of federal projects, in terms of spending the funds allocated for them, is based on the operational and preventive tools of internal financial control. In the article, the implementation of internal financial control in terms of spending budget funds allocated for federal projects is considered from both the managers of budget funds and the recipients of these funds.

*Keywords: budget violations, internal financial control, federal project, industry risk, key risk indicators.*

## **KEY PRINCIPLES AND REQUIREMENTS FOR OPERATIONAL AND PREVENTIVE INSTRUMENTATION FOR THE IMPLEMENTATION OF INTERNAL FINANCIAL CONTROL**

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The effective execution of federal projects, in terms of spending the funds allocated for them, relies on the operational and preventive tools of internal financial control. The article discusses the key principles and requirements of operational and preventive tools for the implementation of internal financial control.

*Keywords: budget violations, internal financial control, federal project, industry risk, key risk indicators.*

## **ACCOUNTING POLICIES AS A SUSTAINABLE DEVELOPMENT STRATEGY TOOL**

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In the current difficult economic situation for any economic entity, a sustainable development strategy is based on internal and external influence. A prerequisite for the existence of an organizational structure in the short and long term is the development of a sustainable development strategy, which includes a number of activities aimed at making the right management decisions. The solution of management tasks is carried out by collecting information on the internal and external activities of the subject, as well as accounting reports, which consist of three elements — economic, environmental and social. The article discusses accounting policy as a tool for sustainable development strategy.

*Keywords: accounting, analysis, audit, accounting policy, financial reporting, disclosure*

## THE PROBLEM OF IMPLEMENTING IFRS 19 «EMPLOYEE REMUNERATIONS» AND ITS IMPACT ON TRANSPARENCY OF REPORTING IN THE DIGITAL ECONOMY

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Ensuring the disclosure of employee benefits in the financial statements of companies is necessary so that the interested user can most objectively assess the financial position of companies, taking into account possible liabilities.

*Keywords: accounting, analysis, audit, financial reporting, relationship, disclosure*

## COMPARATIVE ANALYSIS OF INTERREGIONAL DIFFERENCES IN THE RUSSIAN LABOUR MARKET IN TERMS OF UNEMPLOYMENT IN THE ASCENDING AND DESCENDING PHASES OF THE BUSINESS CYCLE

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Unemployment is an integral part of the market economy, it has a negative effect, in particular the under-production of gross product, a decrease in the standard of living of the population, average per capita incomes and an increase in crime, but on the other hand, this mechanism allows to increase the professionalism of workers, carry out the transfer of labor from one industry to another and launches a mechanism of labor migration. In addition, unemployment is one of the main indicators of the state of the economy, which, with a shock impact on the country's economy, is significantly increasing. In this regard, we believe that studying the behavior of the unemployment rate under the influence of the crises of 2008, 2014, 2020 is an urgent task for the study. The aim of the study is to assess the impact of global and intra-country crises on the dynamics of unemployment in the regions of Russia. As a result of the statistical analysis, the following patterns of unemployment development in the regions of Russia were revealed: Over the period 1991–2020, there is a steady trend towards a decline in unemployment, interrupted only by crises, indicating a gradual «growing up» of the country's economic system, which effectively copes with shocks and returns to the global trend; unemployment in the regions of Russia had the greatest surge under the influence of the 2008 crisis, recipient entities received the greatest shock, mainly the republics of the North Caucasus Federal District, where there is an excess of labor; covid crisis led to the release of labor and as a result, the incomes of Russians decreased in 2020 compared to 2019, while the level of expenses for paying for goods and services increased, which negatively affected the social situation in the country. An assessment of the factors that have a key impact on changes in unemployment and the construction of econometric models of interconnectedness can be highlighted as a direction for further research.

*Keywords: economic cycle, crisis, covid crisis, labour market, employment, unemployment.*

## ACCOUNTING AND CONTROLLING IN ECONOMIC ACTIVITIES

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The article examines the issue of organizing accounting and controlling in the system of an economic entity and their relationship, and interdependence. Possible factors (external and internal) affecting the activities of an economic entity are determined, as well as ways to reduce various business risks by introducing a controlling model using data from the accounting system.

*Keywords: economic entity, accounting, controlling.*

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