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ECONOMICS AND MANAGEMENT OF NATIONAL ECONOMY

IMPROVING RISK MANAGEMENT PRACTICES IN PRODUCT DEVELOPMENT AT ENTERPRISES OF THE SPACE INDUSTRY

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The development of space products is an important activity for enterprises in the space industry, which are faced with the task of not only constantly producing new products, but also reducing development time, reducing costs, and improving product quality. Western space companies have successfully responded to this challenge by adopting lean manufacturing practices, focusing on critical value and tracking resource waste. However, risk management is still poorly integrated into the product development process, including in Russia, although it strongly affects the effectiveness of the product development process [1]. That is, there is a need to improve the practice of risk management in product development at the enterprises of the space industry, which is the purpose of this study. To achieve this goal, through a literature review, it is necessary to highlight the various risk management practices, product development management and maturity models applied in the space industry. The object is Russian and foreign enterprises of the space industry. Subject - management relations arising in the process of risk management during product development at the enterprises of the space industry.

Results: 1) Gained a clear understanding of the various methods currently used in risk management and product development management. 2) Engineers and management are provided with a list of relevant, space-specific criteria for evaluating the effectiveness and maturity of the product development process, which they can use as a basis for future decision-making processes. The results have an applied focus and can be used in risk management in product development at enterprises of the rocket and space industry in Russia.

Specific characteristics have been established that can be used as a benchmark risk management practice in the development of space products. Russian and foreign scientific publications became the sources of information. Research methods: analysis, synthesis, classification, comparison, abstraction, generalization, modeling.

Keywords: product development, risk management, maturity, performance, performance, space industry.

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ON ASSESSING THE EFFECTIVENESS OF STRATEGIC PLANNING IN THE FIELD OF ALTERNATIVE ENERGY IN THE RUSSIAN FEDERATION

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The authors' article addresses the issues of assessing the effectiveness of strategic planning in the field of alternative energy in the Russian Federation. The designated object of the study is the sphere of alternative energy in the Russian Federation, and the object is the effectiveness of strategic planning in it. The theoretical significance of the study is manifested through the formation of an author's interpretation of the criterion approach (including the development of a specialized set of criteria) used to assess the effectiveness of strategic planning in the field of alternative energy. The applied and practical importance of research originates in the formation of a set of recommendations suitable for use in the Russian Federation to increase the effectiveness of strategic planning in this area. Practical results, formalized by means of presentation of the developments proposed by the authors, can be used in the process of analysis and formation of optimization measures of an extensive list of scientific problems in the field of energy, management and economics.

Keywords: strategic planning, strategy, alternative energy, Russian Federation, efficiency, sphere, initiative.

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**FMCG-RETAIL: PECULIARITIES OF CATEGORY MANAGEMENT UNDER
CONDITIONS OF UPDATING BEHAVIORAL CONSUMPTION PATTERNS,
GROWING ONLINE SALES, COMPLICATIONS OF PRODUCT DIFFERENTIATION
AND CHANGES IN BUSINESS MODELS TRADING BUSINESS**

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In the article, the authors touch upon a wide range of changes in the operation of retail chains, from the consolidation of supply in product categories and the transition of FMCG retail to a multi-channel sales model to the formation of new patterns of consumer behavior in the context of a general deformation of the market consumer base. Empirically articulated and scientifically substantiated individual examples and methods of managing product categories, branding and consumer value differentiation in the context of existing marketing tools, as well as the increasing role of price, which reduces the value of USP as the basis for differentiation with a general weakening of the value-differentiating base of a product category. The authors highlight the prospects for multichannel conjugation of stationary sales and the online sales

channel with the expansion of the number of product categories as a new systemic imperative for more efficient collection of customer traffic in the stationary and digital environment of the FMCG market.

Keywords: product category, category management, brand, branding, differentiation, strategies, price, price elasticity.

PREREQUISITES FOR RESTORING INTERNATIONAL TOURISM IN THE ARAB WORLD

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Prior to the Covid-19 pandemic, international tourism played a prominent role in the economies of Arab countries. The purpose of this study is to assess the prerequisites for restoring the international tourism in these countries based on an analysis of trends and patterns of the previous period. The results obtained can be useful to researchers of the problems of tourism development and regional politicians responsible for the development of this industry.

Keywords: tourism, international tourism, competitiveness index in the tourism and travel sector, tourist flow, factors of tourist flow, Middle East and North Africa, Arab countries

INFORMATION CAPITAL AS PART OF THE ENTERPRISE INTELLECTUAL CAPITAL

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The transformation of the economic space leads to an increase in the importance of the intangible component in achieving its strategic effectiveness. In a market environment, intellectual capital, which has been actively studied over the past decades, becomes a key resource. At the same time, issues in the field of intellectual capital are continuously being improved under the influence of the ambiguous dynamics of the environment, in particular the processes of digitalization. In this article, it is proposed to consider the category of information capital, which, in the conditions of the formation of the knowledge economy, becomes the determinant element of incoming development in the economy and society. As a result, the place of information capital in the intellectual capital was determined.

Keywords: intellectual capital, information environment, information capital, innovative development, digital environment, new economy, intellectual transformation, knowledge economy.

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ASSESSMENT OF THE IMPACT OF THE PANDEMIC ON THE FINANCIAL STABILITY OF CONSTRUCTION COMPANIES

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The article considers the assessment of the impact of the pandemic on the construction industry. The construction industry in Russia remains one of the most stable and dynamic industries in the country's economy, despite the economic instability within the industry. The purpose of the work is to analyze the current state of the industry and draw conclusions about the consequences of the pandemic.

The coronavirus infection and the trends that have been taking place for several years in this industry have had a serious impact on the decline in the pace of new housing commissioning in the country. The slowdown in the industry is mainly due to the postponement of the deadlines for the completion of facilities, provided that developers tried not to suspend construction and work.

The construction business in Russia is well developed only in those regions where more funds are invested. It will be easier for these organizations located closer to the capital to master the funds that are planned to be invested in infrastructure within the framework of the national project. In other regions, the risks of inefficient expenses are higher due to the lack of experience working on large projects from local contractors and customers.

In order to eliminate the identified weaknesses in the functioning of the organization, strengthen the already established mechanisms, ensure the necessary control over organizational and financial activities, develop strategies and tactics for the future, predict changes in key indicators and, in general, the position of the construction organization in the modern market, it is necessary to analyze its financial stability. The analysis carried out is able to determine the existing deviations according to the calculated coefficients or indicators, violations in the established norms and rules, an imbalance between the parts of one whole.

The assessment of financial stability, which is one of the components of financial analysis, indicates the problem areas that the organization has, as well as possible ways of development and improvement. On its basis, further development of the strategy of the organization's activities is carried out, as well as control over the dynamics of key indicators and management decisions made within the organization.

Based on the conducted research, the authors made conclusions about the state of the construction industry, as well as recommendations for solving current problems.

Keywords: construction, construction industry, consequences of the pandemic, trends, financial stability, solvency, dynamics, financial coefficients.

ANALYSIS OF THE FINANCIAL STABILITY OF THE OIL AND GAS SECTOR IN THE CONDITIONS OF ECONOMIC SANCTIONS

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The world has changed rapidly over the past few years. The hydrocarbon raw materials market has had a significant amplitude of fluctuations over the past 2 years. In 2020, the volume of oil production in OPEC+ countries decreased by 43%, according to the report. The COVID-19 virus came to Russia in March 2020, therefore, when considering the oil and gas sector reports, it is necessary to take into account not only the impact of the OPEC+ deal, where the main share of the reduction in oil production fell on Russia, but also a significant drop in demand for hydrocarbons due to global lockdown and production shutdown. Such a drop in demand on world markets affected not only the largest exporters of oil and gas, but also federal budget revenues, since revenues from hydrocarbon exports occupy a significant share in the structure of federal budget revenues, only the receipt of taxes for the use of natural resources in 2020 decreased by 8.9%. In addition, «green» energy, the transition to which is predicted in the next decade, requires not only significant costs for its production, but also those wastes that will arise during its production pollute the environment even more, therefore, in the coming decade, the hydrocarbon market will maintain its leadership not only in Russia, but also in world markets. If the oil market is relatively stable today, then due to 75% full European gas storage facilities, the market is in a fever to a large extent, so only for the period from September to October 2021, futures for 1 thousand cubic meters of gas increased from \$ 500 to \$ 1900, then after reaching their peak fell by 36%. This dynamic may continue until the European Union and Gazprom come to an agreement, since transit through Ukraine is impossible due to the lack of economic benefits.

This article examines the impact of the pandemic and the effects of economic sanctions and other restrictions on the financial stability of the oil and gas sector by studying the financial statements of organizations, for this purpose, the largest oil and gas exporters were studied from the position of a coefficient analysis of financial stability, and a rating assessment was made to determine the class of financial stability.

The main purpose of the financial stability analysis is to assess the degree of independence of oil and gas sector organizations from borrowed sources of financing. In the process of analyzing financial stability, it becomes clear to what extent the organization is independent of the attracted sources of financing, the level of this independence is increasing or decreasing, and what state the active and passive parts of the balance sheet are in. In order to obtain the necessary information to reliably and fully describe the financial condition of an economic entity, it is necessary to calculate a number of financial stability coefficients.

Keywords: financial stability, financial stability coefficients, oil and gas sector, pandemic, net profit, dynamics, rating assessment.

ON ANALYSIS OF COVID-19 IMPACT ON INTERNATIONAL FINANCIAL MANAGEMENT

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The authors' article addresses the issues of analyzing the directions of the influence of Covid-19 on international financial management. The object of the study is international financial management, and the object is the direction of influence of the Covid-19 pandemic on it. The theoretical significance of the study lies in the development of the theory and methodology of mutual analysis of multifactorial dynamical systems. The theoretical value of the study is also manifested by expanding ideas about local analysis in conditions of uncertainty of the external environment. The practical and applied significance of the research is contained in the systematization and quantitative tracing of the directions of influence of Covid-19 on international financial management in the global coordinate system. The obtained research results in practice can also be applied in order to solve issues of management and economics.

Keywords: problems, directions, analysis, solutions, impact, pandemic, Covid-19, international financial management.

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ANALYSIS OF THE MAIN INDICATORS OF MINING OF STONE COAL IN THE TERRITORIES OF THE ARCTIC ZONE OF THE RUSSIAN FEDERATION IN THE PERIOD 2000–2020

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The Russian Arctic zone is a traditional mining region producing a wide range of minerals, among which coal is one of the most in demand. The article analyses the statistical data of coal mining in the territories of the Arctic zone, on the basis of which a conclusion is made about the insufficient growth of the coal industry in this region. Analysed are the main projects aimed at the development of the coal mining industry and the modernization of transport infrastructure in the Arctic. The directions of the priority state policy for realizing the potential of developing coal reserves in the territories of the Arctic zone are proposed.

Keywords: Arctic, coal reserves, deposits, coal industry, transport infrastructure, ports

UPDATING REMOTE EMPLOYMENT DURING THE PANDEMIC

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The pandemic caused by the spread of coronavirus infection has affected the nature of labor relations. The requirement to comply with the self-isolation regime contributed to the development of remote employment. This article discusses the potential benefits for enterprises from attracting employees to remote work, as well as the legal side of the relationship between employees and employers. Special attention is paid to the issue of compensation of employees' expenses in connection with their performance of their work function.

Keywords: remote employment, remote work, costs, pandemic, human capital, labor relations, taxation.

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ONLINE TRADE AND LOGISTICS OF RUSSIAN E-COMMERCE IN THE CURRENT PHASE OF MARKET DEVELOPMENT: THE ECONOMY OF DIGITAL PLATFORM GROWTH IN 2020–2025

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The article presents the author's vision of the specifics, drivers and limitations of modern growth and scaling of marketplaces in domestic online commerce, the strategic marker of which is a regional focus with an increase in intra-industry investments in fulfillment, last mile and express delivery logistics. The results of the work are the author's justification of the limitations and difficulties in the development of e-commerce in Russia, as well as a scientific and practical reassessment of its role and importance in the supply of goods to the consumer sector. The scope of application is cost economics management in the logistics management system and scaling of the online retail business model, taking into account its high capital intensity relative to traditional trade.

Keywords: marketplace, fulfillment, last mile, express delivery, online trading

BALANCING SUPPLY CHAINS IN THE POST-SHAPED DEVELOPMENT PHASE OF PULP AND PAPER PRODUCTS SEGMENTS: FROM OUTSOURCING DELIVERY TO VERTICAL INTEGRATION OF INDUSTRY VALUE CHAINS

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The authors diagnose logistical constraints, price disparities and industry specificity of the transformation of supply chains in the domestic pulp and paper industry (PPI) in the post-sagging phase of development, the empirical analysis of which brings scientists to a wide range of problems of their current functioning, a set of measures to solve which is proposed by the authors in the article. The results of the work are the diagnostics of the specifics of the current imbalance in the supply chains of the pulp and paper industry in Russia under the conditions of coronavirus restrictions and the determination of the target vector of solutions aimed at resolving them. Scope — management of value chains of pulp and

paper industry in the context of individual links of the production and commercial cycle of production and distribution of products.

Keywords: pulp and paper industry, supply chain, value chain, containerboard segment, cellulose and wood-pulp products, price disparities, outsourcing.

FINANCIAL AND ECONOMIC ASPECTS OF THE STRATEGIC DEVELOPMENT OF ENTREPRENEURIAL ACTIVITY

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The current practice of implementing the strategic development of entrepreneurial activity is largely determined by the financial and economic capabilities of enterprises. In modern conditions, the requirements for maximizing the financial and economic efficiency of doing business are increasing many times, since maintaining a standard (static) level of entrepreneurial efficiency is unacceptable in a dynamically changing macroeconomic space. The current circumstances confirm the relevance of conducting research on the analysis of financial and economic components in the business processes of companies. This article is devoted to the study of issues of strategic development of entrepreneurial activity with an emphasis on the financial and economic elements of management, the dynamics of which can ensure increased competitiveness and create a sustainable potential for the incoming development of the enterprise. To do this, it is proposed to analyze the theoretical aspects of the conceptual significance of financial and economic elements in the construction of the strategic development of the enterprise. As a result, it becomes possible to select a set of indicators for assessing the strategic opportunities of entrepreneurial activity, considering the potential interaction of the enterprise with counterparties (competitors and partners). The proposed approach is planned to be tested in the future at machine-building enterprises to improve their strategic development, which will allow working out the tools for interaction of enterprises, considering their position in the industry and financial capabilities.

Keywords: strategic development, financial and economic aspects, development strategy, entrepreneurial activity, interaction of enterprises, strategic partnership.

ANALYSIS OF THE IMPLEMENTED STATE MEASURES TO SUPPORT NON-PROFIT ORGANIZATIONS IN THE MURMANSK REGION

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Ensuring sustainable socio-economic development of the country largely depends on the interaction of non-profit organizations, social business and public authorities, local self-government in solving the most important social tasks. That is why the scientific article is devoted to conducting a research analysis of the characteristics and features of state support measures for non-profit organizations at the regional level (using the example of the Murmansk region). The article analyzes the federal and regional regulatory framework regarding the forms of providing state support to non-profit organizations. In conclusion of the article, the author found that thanks to the measures of state support for non-profit organizations in the Murmansk region, these business entities are motivated to solve social problems of the population of the

region by improving the quality and diversity of services in the social sphere. For this reason, the prospects for the participation of the regional government in the management of the non-governmental sector is the expansion of state support activities, especially the provision of financial assistance in the framework of procurement activities, tax breaks and information support for non-profit organizations.

Keywords: nonprofit organizations, subsidies, state support, social activities.

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FEATURES OF INTERACTION BETWEEN LEGISLATIVE AND EXECUTIVE AUTHORITIES IN A PARLIAMENTARY MONARCHY: THE EXPERIENCE OF MODERN JAPAN

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Parliamentary monarchies are strikingly different from republics in the structure of power. Modern parliamentary monarchies are different even among themselves, which makes their study particularly difficult, and requires a deep analysis of each such state. The modern state structure of Japan is characterized by the authenticity of political traditions, together with modern reforms that came from the United States

in the postwar period. The alignment of political forces in Japan, which at first glance seems simple, in fact has a huge number of nuances and controversial decisions.

Keywords: Japan; Parliament; interaction of authorities; Emperor; Government; system of checks and balances.

SATELLITE ACCOUNTS AS A TOOL FOR MACROECONOMIC MANAGEMENT OF TOURISM DEVELOPMENT

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The role of tourism in the economies of developing countries has grown rapidly in recent decades, but questions of its quantitative assessment remain open. The article examines auxiliary (satellite) tourism accounts as a tool for macroeconomic assessment and management of tourism development. It describes the benefits that destination countries can gain from the development and implementation of such accounts and the conditions that must be met.

Keywords: tourism, macroeconomic management, tourism management, tourism satellite accounts, regional tourism satellite accounts, developing countries

THE ROLE OF THE INFORMATIONAL BACKGROUND IN THE DYNAMICS OF CAPITALIZATION OF TECHNOLOGICAL COMPANIES

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The article examines activities of technological companies and mechanisms of information exchange between technological firms and their main stakeholders. A comparison is made between traditional

media and social networks as the main intermediaries in the exchange of information, and their role in the dynamics of the capitalization of technological companies is analyzed as well.

Keywords: tech sector, market cap, social networks, mass media, reputation, news, information.

MODELING THE VALUE CHARACTERISTICS OF CRYPTOCURRENCIES BASED ON THE QUANTIFICATION OF THE INFORMATION ENVIRONMENT

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Over the past few years, cryptocurrencies have been exerting more and more influence on the world around us, the money supply is being redistributed in connection with the rise in the bitcoin rate, the number of existing cryptocurrency projects is increasing every day. In the light of these events, there naturally comes a time when a higher level of understanding of this new financial instrument is simply necessary in order to see the causes and consequences of the events taking place and to react appropriately. This work is devoted to the history of the cryptocurrency market, the analysis of the current situation in the digital money market, as well as the compilation of a suitable model of the influence of human attention to the topic. as well as drawing up a suitable model of the influence of human attention to a topic on the state of a given market in order to structure the most important information about cryptocurrencies and make it easier for the general public to understand.

Keywords: tech sector, market cap, social networks, mass media, reputation, news, information.

DESIGNING A PACKAGE OF SMART CONTRACTS TO ENSURE THE ECONOMIC SECURITY OF MORTGAGE CLUSTER ENTITIES USING WALLETAPI METHODS OF THE SBERBANK BLOCKCHAIN NETWORK

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The modern mortgage lending market is developing intensively and, as a result, requires the development and implementation of new tools to support the lending process. This article discusses an

example of creating a system for issuing a mortgage, which can be created using the WalletAPI blockchain library from Sberbank. The Sberbank blockchain platform, its features and capabilities, the main methods of the WalletAPI library applicable in the field of mortgage lending are also considered.

Keywords: mortgage, mortgage token, depository, cryptographic protection, legal clarity, letter of credit, Rosreestr, identification, Sberbank, blockchain token, CNFT, WalletAPI, registry, ID, issuer, CryptoPro.

ON THE DEVELOPMENT OF ALTERNATIVE ENERGY IN THE RUSSIAN FEDERATION

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The author's article examines the development of alternative energy in the Russian Federation. The object of the study is alternative energy in the Russian Federation, and the object is its development in all possible aspects. The theoretical significance of the study consists in an in-depth study of the development of complex multicomponent (including energy) systems at the federal level. The theoretical significance of the study is also determined by the improvement of the methodological basis for the analysis of complex processes in dynamics. The practical and applied importance of the study is included in the definition of promising directions for the development of alternative energy in the Russian Federation for the next five years with the indication of quantified priorities. The scientific and practical results obtained in the process of disclosing the analysed issue can be used to solve a wide range of problems in the field of economics and energy.

Keywords: alternative energy, issues, development, dynamics, efficiency, directions, renewable energy source, Russian Federation.

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EDUCATION AS A TOOL FOR IMPLEMENTING A SUSTAINABLE DEVELOPMENT STRATEGY

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The relevance of the study is due to the need to clarify the mechanism of sustainable development, which remains declarative despite the presence of many policy documents and scientific research. The article analyzes the need to transform educational processes taking into account the goals and objectives of sustainable development of modern society. In the course of the study, the analysis of the evolution of ideas about the principles of sustainable development was carried out, which made it possible to substantiate the importance of the values formed in the education system for a qualitative change in the strategy of the progressive dynamics of modern society. It is concluded that the paradigm of sustainable development is currently of a declarative nature, which is due to the poor development of the mechanism for its implementation. An analysis of the program documents of the United Nations (UN), federal laws of the Russian Federation and the National Education Strategy for Sustainable Development of the Russian Federation showed that at the beginning of the 21st century there was a transition from the sporadic inclusion of certain disciplines devoted to environmental protection measures in the educational process to an interdisciplinary approach to the formation process of universal competences in this area. The priorities of the sustainable development policy have been determined, taking into account of which allows to form the worldview of future generations, focused on maintaining the socio-ecological and economic balance.

Taking into account the priorities of sustainable development the role of various actors of the educational space in the reforms of education is presented. It is concluded that the transition to education for sustainable development will allow resolving the contradictions between the long- and short-term planning horizons based on the integration of new values into the students' system of ideas. The solution to this problem involves the opening of new master's programs, the inclusion of issues of greening reproductive relations in the content of the taught disciplines, even if the future field of activity of the graduates would be different, retraining and retraining of the teaching staff, the introduction of a practice-oriented teaching model.

Keywords: Education for sustainable development, practice-oriented education, UN resolution, strategy of the European Economic Commission, educational programs, educational technologies, transdisciplinary approach to education.

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EFFECTIVENESS OF IMPLEMENTATION OF THE STATE PROGRAM «FEDERAL PROPERTY MANAGEMENT» FOR 2013–2020»

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This article provides an analysis of the effectiveness of the implementation of the state program of the Russian Federation «Federal Property Management»: the number of shares in the share of the Russian Federation in the authorized capital of joint-stock companies in 2013–2020, the volume of actual revenues and planned values of funds from the sale of shares and other forms of participation in capital under federal ownership for the period 2013–2020, income to the federal budget for the main projected income administered by the Federal Property Management Agency rate in 2013–2020.

The conclusion on suspension of privatization of efficient state enterprises is justified

Keywords: state program, management, efficiency, federal property, shares, profit, dividends, privatization, state and private property.

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IMPLEMENTATION OF “LEAN MANUFACTURING” TECHNOLOGIES IN THE SPHERE OF PUBLIC ADMINISTRATION ON THE EXAMPLE OF THE ACTIVITIES OF THE REENGINEERING DEPARTMENT

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The article discusses the experience of implementing lean manufacturing technologies in the Committee on Industrial Policy, Innovation and Trade of St. Petersburg. The key results of the implementation of these technologies in the Committee and its subordinate institutions are noted, for which a specially created structural unit is responsible — the reengineering department of the Committee’s Infrastructure Development Department. The article also discusses the theoretical foundations of process management and business processes, defines the characteristics and functions of processes.

Keywords: process management, business processes, lean manufacturing, efficiency, modern technologies, effective region.

METHODOLOGY OF PRICE FORMATION OF RELEASED CAPACITY OF A WPP ON THE WECM

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The work carried out a study on the current situation and prospects for the development of wind energy in Russia and foreign countries. The practical experience of foreign countries in the development of mechanisms for supporting renewable energy has been studied. The electricity and capacity market in the Russian Federation is considered in detail and the analysis of existing mechanisms for pricing capacity on the wholesale electricity and power market is carried out. A methodology has been developed for determining the price of the supplied capacity of a wind farm on the wholesale electricity market after the expiry of the term for renewable energy supply. The approbation of the research results is presented.

Keywords: wholesale electricity and capacity market, capacity supply agreement, competitive selection of capacity, renewable energy sources, wind farm.

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BANK LOAN PRICING AS AN ELEMENT OF STIMULATING CREDIT ACTIVITY IN THE ECONOMY: FACTORS OF INFLUENCE AND DEVELOPMENT OF THE MECHANISM

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The article examines the problem of the systematic nature of the emerging prices for bank loans, specifies: the impact of the cost component of the economy; factorial influence of commerce; dependence of the credit potential of banks on the chosen and used methods of differentiating loans to borrowers. Substantiations are proposed for approaches aimed at enhancing the lending activity of commercial banks, ensuring that they comply with the general equally directed requirements set by the Central Bank of the Russian Federation. The effectiveness of using the price of a loan is considered in relation to its cost. The analysis of various components of the regulation of prices for loans, including taking into account inflationary issues and finding positive changes in the existing practice, has been carried out.

Keywords: credit, price, banks, lending activities, regulation, efficiency, inflation, indicators, indicators.

THE ROLE OF THE NATIONAL PROJECT «ECOLOGY» IN CHANGING THE ADVERSE ENVIRONMENTAL SITUATION IN RUSSIA

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The scientific article analyzes the practical role of the national project «Ecology» in ensuring environmental safety in Russia. A brief description of the national project «Ecology», its goals and targets is considered. The federal project «Implementation of the best available technologies» is analyzed. The main problems and barriers to the implementation of the national project are considered.

Keywords: ecology, environmental policy, environmental safety, environmental protection, national projects, project «Ecology», green technologies, sustainable development model.

COMPARATIVE ANALYSIS OF THE LEVEL OF CLUSTERING OF SOCIO-ECONOMIC SYSTEMS IN THE RUSSIAN FEDERATION AND FOREIGN COUNTRIES

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The article presents a comparative analysis of some indicators of the level of clustering of socio-economic systems in the Russian Federation and developed foreign countries, identifies the main clustering models, and considers the priority areas for their possible application in Russia.

Keywords: cluster, clustering, cluster policy, clustering indicators, foreign experience, decomposition models, dirigiste and liberal cluster policy.

STATE SUPPORT FOR THE DEVELOPMENT OF SCIENTIFIC RESEARCH IN UNIVERSITIES AND THEIR PARTICIPATION IN SCIENTIFIC AND TECHNOLOGICAL DEVELOPMENT

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The article shows the role of universities in scientific and technological development in Russia. The measures taken by the state for the development of university science and the participation of universities in scientific and technological development are considered. The normative documents on the development of university science are analyzed. The reasons and constraining factors for the development of university science, as well as ways to eliminate them, are identified.

Keywords: scientific and technological development, scientific research, state support for scientific research, university science.

MECHANISM OF EFFICIENCY MANAGEMENT OF SOCIO-ECONOMIC DEVELOPMENT OF REGIONS

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In the proposed article, the object of research is the mechanism for managing the socio-economic development of regions, as well as the achievement of sustainable economic growth and the development of a competitive national economy. A developing market economy presupposes the accumulation of theoretical achievements and the assessment of their impact on their own environment. The modern period is characterized, on the one hand, by the evolution of all organizational and economic forms of economic activity, by the activity of companies, and, on the other hand, by an increase in competitive tension in world markets, the formation of specific forms of competition, a tendency towards integration into world economic processes, which predetermines a change in priorities in the direction of qualitative development of the real sector of the economy. The novelty of the research is the change of priorities in economic development, the rejection of traditional industrial policy and the transition to a new innovative one.

Keywords: mechanism, socio-economic systems, regional policy, institutional mechanism. knowledge-based economy.

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ANALYSIS OF CITIZENS' PROPOSALS IN THE SELECTION OF PUBLIC GOALS OF THE MINISTRY OF LABOR, EMPLOYMENT AND SOCIAL PROTECTION OF THE REPUBLIC OF TATARSTAN FOR 2022

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In the course of an open online voting on the selection of public goals of the Ministry of Labor, Employment and Social Protection of the Republic of Tatarstan for 2022 citizens proposed their own options for goals, aimed at developing the system of social services. This article is devoted to the analysis of these proposals and citizens' comments, given during the voting, in the context of the situation in the sector and the real measures taken by the Ministry.

Keywords: Ministry of Labor, Employment and Social Work of the Republic of Tatarstan; public goals of executive bodies of state power; online voting; poverty alleviation; rising of citizens' incomes.

ECONOMIC EFFICIENCY OF SUNFLOWER CULTIVATION UNDER CONDITIONS OF LOCAL APPLICATION OF FERTILIZERS

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The issue of economic feasibility of using liquid complex fertilizers in various doses with their surface distribution and local method of application is considered. The cost of fertilizers was calculated depending on the proposed plant nutrition schemes. It was found that the local method of introducing HCS on average by options contributed to an increase in the profitability of oilseed production by 3 times, and each kilogram of the active substance of fertilizers, with targeted application, was 4–6 times more efficient for the plant to form a crop, providing an additional harvest of 4.4–6.1 kg of oilseeds with a fat content of 48–49%. It is proposed to reduce the dose of fertilizer by 50% when using LCS in a local way.

Key words: economic efficiency, sunflower, mineral fertilizers, local application, yield.

ASSESSMENT OF HUMAN DEVELOPMENT IN THE RUSSIAN FEDERATION

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The article assesses human development in the Russian Federation. Analyzed the data of the human development index, calculated according to the methodology of the UN Development Program, for 2015–2020. The analysis of the influence of changes in the components of human development in the regions of the Russian Federation on the calculated human development index is carried out. The influence of the creative economy on the formation of the country's GDP is determined.

Keywords: human development, economic growth, human development index, modernized human development index, life expectancy of the population, creative economy, human potential.

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ON THE PROBLEM OF READINESS OF HIGHER EDUCATION INSTITUTIONS FOR THE IMPLEMENTATION OF THE PROGRAM «PRIORITY 2030»: RISKS AND ECONOMIC OPPORTUNITIES

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The article by the authors addresses the problem of the readiness of higher education institutions to implement the Priority: 2030 program in terms of risks and economic opportunities. The object of the study is the Priority 2030 program, and the object is higher educational institutions of the Russian Federation in terms of risks and economic opportunities by joining the program. The theoretical significance of the study lies in the development of risk theory. The theoretical significance of the study is also indicated by the expansion of the possibility of interaction between various educational institutions at the federal level. The practical and applied significance of the study is to identify and analyze the economic opportunities of higher education institutions from the implementation of the program «Priority 2030». The results can be used in practice to solve a wide range

of problems, including risk management, the economy and the higher education system.

Keywords: problem, readiness, higher education institution, program, implementation, risks, economic opportunities.

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FEATURES OF THE ECONOMY OF KNOWLEDGE AND ITS INFLUENCE ON THE EFFICIENCY OF DEVELOPMENT OF INNOVATION-ORIENTED FIRMS

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The article clarifies the composition of the elements of the knowledge economy, considered at the micro-level of development of economic systems, which makes it possible to increase the efficiency of innovation-oriented firms through the integrated involvement in the production process of the educational potential of employees, intangible assets, digital platforms and educational and communicative resources, activation of investments in development and subsequent commercialization in the R&D market of intellectual property objects, improvement of local institutional support for activities based on systematic accounting of external institutions of the knowledge economy. The composition of the institutions of the knowledge economy has been supplemented by including such independent institutions as the institute of digital platforms, the ICO institute, the e-learning (remote education) institute, the institute of social networks within the Internet space, the institute for project lending for innovative initiatives, institutes of crowdsourcing and innovative franchising. The supplemented composition of the institutions of the knowledge economy will make it possible to rationalize the system of state regulation of this segment of the post-industrial economy in the direction of increasing the efficiency of development of innovation-oriented firms of various sizes and profiles of activities. It is shown that the innovation infrastructure has a significant and multidirectional impact both on the improvement of the mechanisms of the modern knowledge economy and on the functioning of a significant part of innovation-oriented firms, especially those that are cooperative and integrated with objects of this kind of infrastructure. The elemental and subjective composition of the modern innovation infrastructure is characterized, their influence on the development of institutions and mechanisms of the knowledge economy is shown.

Keywords: knowledge economy, firm, innovation, institutional transformations, innovation-oriented firms, educational potential, intangible assets.

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INFORMATION POTENTIAL AS A DEVELOPMENT FACTOR OF THE RUSSIAN FEDERATION

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The article presents the results of the analysis of the positioning of the Russian Federation in terms of indicative indicators of the development of the information economy in global rankings. It is noted that the results of methodological developments at the world level contribute to an adequate comparative analysis of the dynamics of the development of the information economy in the Russian Federation and other countries, as well as to determine the key factors of information potential that determine the formation of strategic decisions aimed at improving and strengthening this potential.

It is concluded that the implementation of the idea of electronic or digital government is a means of improving the quality of public services provided by improving the criteria of transparency, accountability and inclusiveness, as well as the involvement of individuals, which, in general, contributes to progressive sustainable social and economic development of society.

The importance of e-government is increasing in the context of providing support to those countries whose main direction of progress is the intensification of activities to achieve the Sustainable Development Goals, which necessitates interaction between governments not only among themselves, but also based on the principles of effective partnerships.— partnership with all stakeholders, including technology leaders and representatives of small and medium-sized businesses, and defines new «digital standards» for responding to global challenges and ensuring sustainable socio-economic development.

Keywords: e-government, e-services development index, telecommunication infrastructure index, e-participation index, services index, capital index

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SUPPLY WITH ENERGY RESOURCES AS A FACTOR OF THE QUALITY OF LIFE OF THE POPULATION OF THE REGION

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The provision with energy resources and the state of the energy market in Russia and the Republic of Tatarstan are considered from the standpoint of meeting the needs of the population. The prospects are analyzed, the structural features of the direction of development of the energy sector of the region are identified, and the goals of the regional energy policy of the Republic of Tatarstan are formulated.

Keywords: energy market, economic development.

TOPICAL ISSUES OF THE FORMATION OF INFORMAL EMPLOYMENT

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The article examines the phenomenon of informal employment and its impact on individuals and society, especially in the context of the global economic downturn. The share of informal employment tends to increase during economic shocks, as informal work can serve as a buffer when people quit in the formal sector. Despite the fact that informal employment offers a fallback option for maintaining a livelihood, it comes with certain costs. First of all, in times of crisis and upheaval, informal work is vulnerable in the first place.

Keywords: informal employment, jobs, crisis, social security, state, labor legislation, labor contracts, poverty level, world labor force, occupational risks, wages.

FEATURES OF THE IMPLEMENTATION OF STATE HOUSING PROGRAMS IN THE USA AND RUSSIA

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The research evolution of the state development of housing programs in the US and Russia, based on the identified features of their attempt to analyze the reasons for leading housing programs to success or failure against the backdrop of the US and Russia.

Keywords: housing provision, government programs, housing policy, housing affordability, urban environment

STRATEGIC PRIORITIES OF INNOVATIVE ACTIVITIES OF HIGH-TECH COMPANIES

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The article reveals the strategic features of the organization high-tech companies innovative activities. The specifics of the implementation of the innovation strategy are shown, the strategic priorities and competitive advantages of high-tech companies are outlined. The paper notes that the innovative strategy not only helps to concentrate the company's efforts on certain areas of long-term activity, but also allows to strengthen strategic leadership. The effectiveness of the implementation of innovative activities depends on a combination of strategic management tools in a single system, a set of sequential actions that ensure the search for unique solutions to production and non-production tasks, transform ideas into business concepts and provide a strategic choice of priority areas.

Keywords: strategic management, strategy, strategic priority, innovation, technology transfer, startup, business model, company.

SPECIFICS OF ATTRACTING INVESTMENTS IN INNOVATIVE ACTIVITIES OF PHARMACEUTICAL COMPANIES IN RUSSIA

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In this article the current state of the pharmaceutical market and innovative activities of pharmaceutical companies in Russia is considered. The author analyzes the mechanism of attracting investments using forms and mechanisms of PPP with the aim of innovative development of the pharmaceutical industry in Russia.

Keywords: innovations, investments, pharmaceutical production.

THE IMPACT OF INFORMATION SECURITY ON THE PACE OF ECONOMIC DEVELOPMENT OF THE COUNTRY

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This article is devoted to the study of the dependence of the direction and rate of development of information security and cybersecurity on the territory of the Russian Federation. Cybersecurity threats and attacks affect the formation of information security at the level of the individual and individual enterprises, regions and the state as a whole. The development and implementation of an integrated approach to the formation of information security systems will ensure due to determining the trajectory and rates of socio-economic development at various levels.

Keywords: information security, cybersecurity, information security threats, cyberattacks, indicators of the level of information security, digital technologies, digitalization of the economy, information environment.

EVALUATION OF THE MULTIPLIER OF DIGITAL INVESTMENTS IN THE PROJECT FOR THE INTRODUCTION OF PAPERLESS INTERACTION TECHNOLOGY FOR PARTICIPANTS IN THE INTERNATIONAL TRANSIT OF GOODS IN CONTAINERS

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The article proposes the concept of the digital investment multiplier, defines the methodological sequence of its evaluation, on the basis of which the assessment of direct and indirect effects in the digital technology of paperless interaction of participants in the international transit of goods in containers through the Russian territory «Intertran» is given. The methods of the technical and economic basis, modeling, balance calculations and a number of others were used. Results for specialists of transport and logistics companies involved in the planning and design of the introduction of digital technologies.

Keywords: investment multiplier, digital investments, return on digital investments, digital technology «Intertran».

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DEVELOPMENT OF RESEARCH AND PRODUCTION CAPACITY IN THE DEFENSE-INDUSTRIAL COMPLEX

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The classification of enterprises of the military-industrial complex is presented in relation to the ability to diversify production. The resources of the enterprises of the military-industrial complex, which form the basis of the scientific and production potential, are listed. The problems that have a negative impact on the development of scientific and production potential of enterprises of the military-industrial complex are highlighted. The main directions of solving the problems presented in the article are proposed.

Keywords: military-industrial complex, military-industrial complex, industrial policy, research and production potential, diversification of production, research and development work, civilian, dual-use and military products, consumer goods, import substitution.

ESTIMATION OF MIGRATION FLOWS IN THE FAR EASTERN REGION BASED ON MEDIUM-TERM FORECASTING

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For short-term forecasting and assessment of the outflow of the population from the Far Eastern Federal District, econometric models built on panel data were used. A time series closing algorithm was previously applied to the initial data. The Adaptive Holt-Winters model was used to calculate the forecast points. It is concluded that for the current period, the results of the application of new migration instruments in the Far Eastern region do not allow to get the expected effect in the form of reducing the outflow of the population of the territory

Keywords: migration flow, econometric model, panel data, migration policy tools

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STRATEGIC OUTLOOK ANALYSIS OF ECONOMIC INTERACTION BETWEEN RUSSIA AND CHINA

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The paper discusses some areas of cooperation between Russia and China, due, among other things, to the strengthening of the PRC not only in the Far East, but also on the Eurasian continent as a whole. There is a constant discussion of Russian-Chinese cooperation in the Russian economy. At the same time, it is noted that there is a great interest in economic development — the «Chinese miracle», which led to a powerful breakthrough in a number of areas of the economy, carried out at the beginning of the new millennium by the government of the PRC. In the course of the study, publications of political scientists, diplomats, economists, scientists, teachers of large Russian and foreign universities, who have been working on the analysis of the specifics of cooperation between the Russian Federation and China for many years, were studied. At the same time, there are various assessments of Russian-Chinese cooperation in the scientific literature. For the first time, the term «strategic partnership» appears in the «Treaty of Good Neighborliness, Friendship and Cooperation between the Russian Federation and the People's Republic of China». It is in this agreement that such a concept as «strategic partnership» first appears. The paper notes that in the academic environment, trade and economic cooperation between Russia and

China is ambiguously assessed. It is widely believed that initially, when building partnerships with the Russian Federation, the PRC considered access to the natural resources of Siberia and the Far East one of the priority tasks for the implementation of all large-scale investment projects within the framework of cooperation.

Keywords: cooperation, China, Russia, education, economy, cooperation.

THE ROLE OF THE IMPLEMENTATION OF CRM-SYSTEMS IN THE PROCESS OF ENTERPRISE MANAGEMENT

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The article is devoted to the theoretical and practical aspects of the implementation of CRM-systems in the process of enterprise management, as well as the features of the digitalization of business processes in modern realities. The advantages and threats of introducing CRM-systems, as well as a comparison of popular software products are presented.

Keywords: CRM-system, digitalization of production, enterprise management, data processing, customer focus, informatization.

THE DEMAND OF HIGHER EDUCATION IN FEDERAL UNIVERSITIES IN THE INFORMATION ENVIRONMENT

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The demand for higher education, the demand for the university is determined by many factors, in particular, the recognition of the university brand on the Internet. In the context of digitalization, the university brand is formed largely in the information environment and influences the choice of the applicant. The purpose of this study is an operational analysis of the demand for education in federal universities through the analysis of the dynamics of demand for demand in the information environment.

Keywords: the need for education, information environment, brand of a federal university, operational analysis, digitalization, search query.

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ZONAL EFFICIENCY OF PLACEMENT AND SPECIALIZATION OF GRAIN CROPS IN THE OMSK REGION

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The article discusses the issues of improving the placement and specialization of grain crops in the zones of the Omsk region. The zonal profitability of grain production has been determined, and the integrated indices of individual grain crops and an index showing which one is more effective when cultivated in a given area have been calculated. The areas of production of high-quality wheat grain and the zone of potential opportunities (northern forest-steppe zone) have been specified.

Keywords: Omsk region, grain production, efficiency, placement, specialization.

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EVALUATION OF SERVICES OF CULTURAL OBJECTS AS A FACTOR OF SOCIO-ECONOMIC DEVELOPMENT OF THE TERRITORIES

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The paper proposes and tests a new approach to assessing the services of cultural objects. The economic effects are calculated on the example of the Yelabuga State Historical, Architectural and Art Museum-Reserve. An integrated approach to assessing the economic effect of the Yelabuga Museum allows us to assert that it is two and a half times more than the budget of the city of Yelabuga.

Keywords: cultural services, economics of culture, economic effect, creative industries, socio-economic development of territories.

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STUDY OF THE PRODUCTION OF INTANGIBLE CAPITAL «HEALTH» IN THE SOCIO-ECONOMIC SYSTEM

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The study of socio-economic systems is a priority on the way to sustainable development. The Covid-19 pandemic has extrapolated the existing contradictions and weak links in the «economy-ecology-social sphere» system. The world community is in search of problems of the crisis situation of the healthcare system, which is experiencing a fiasco and requires compensatory measures, competent regulation and management [5]. The author of the study made an attempt to create an integral management system for the main areas of sustainable development of the socio-economic system, reproducing intangible capital

that can have a regulatory impact on compensating for failures in the healthcare system with household funds, which has both positive and negative consequences.

The subject of the study is the process of production of intangible capital. The object of the study is the mechanism of formation of the health of citizens. The development of an algorithm for solving the problem of complex reproduction of intangible capital in the socio-economic system, taking into account instability, the crisis phenomena of the Covid-19 pandemic, determines the theoretical and practical significance of the study.

Keywords: intangible capital, healthcare system, health, sustainable development, human capital, pandemic, capital, resources, socio-economic system.

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FACTORS OF SUSTAINABLE DEVELOPMENT IN THE SYSTEM OF HEALTH FORMATION

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The study is devoted to the analysis of the factors of sustainable development of the health care system and «health» as a structural component of human capital. The author made an attempt to create a new approach to the systematization of the factors that determine the stability of healthcare systems in crisis conditions. The relevance of the study is due to the increased degree of impact of the Covid-19 pandemic on the dynamics of socio-economic processes [9].

The object of the study is the factors that determine the stability of the health care system of the Russian Federation. The subject of the study is the socio-economic relations arising from the actualization

of health resources at various stages of the life cycle. The theoretical, methodological and practical significance of the study is due to the development of recommendations for the expanded reproduction of human capital, in particular its forming factor «health».

Keywords: human capital, healthcare system, healthcare system crisis, health, quality of life, sustainable development, human capital reproduction.

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ANALYSIS OF THE CURRENT STATE OF THE SPREAD OF INDUSTRY 4.0 TECHNOLOGIES AMONG RUSSIAN INDUSTRIAL COMPANIES

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Today, the introduction of Industry 4.0 technologies is becoming a key factor ensuring the competitiveness of organizations, which leads to a significant transformation of economic sectors. At the same time, according to a study conducted jointly by SAP, Deloitte, and the IR&D Club in late 2020 — early 2021, Russian industrial companies as a whole lag behind the level of the world's best digitalization practices. Within the framework of this study, the key directions of digital transformation of Russian industrial companies were analyzed, as well as the problems hindering this process were identified.

Keywords: digitalization of industry, digital transformation, industrial companies.

FEATURES AND FACTORS OF INFORMATION AND COMMUNICATION SECTOR DEVELOPMENT

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Currently, there are significant achievements of the global information society in the development of the information and communication technology sector, which is a key tool for economic development based on types of economic activities associated with the production of intended or contributing to the performance of the functions of processing, transmission and display of information based on electronic means of products, including transmission and display of product information.

The paper presents an assessment of the development opportunities for the industry of information and communication technologies in the Russian Federation. It was revealed that the factors of the formation of a favorable institutional environment and the penetration of technologies into all spheres of life (over 80%) have the greatest positive influence. It should be noted that the prospects for the development of the information technology industry directly correlate with the measures of state support for the sectors of the country's economy. By the end of 2020, a significant increase in the volume of services related to data transmission, access to the Internet on the basis of wired and mobile communications was revealed, ranging from 300 to 600%. At the same time, there was a twofold decrease in the demand for wire telephony and a fivefold reduction in IP-telephony services. At present, the greatest demand is noted for equipment that provides the organization of remote work, such as server and telecommunications equipment aimed at scaling up systems for providing remote access: terminal access, virtual desktop infrastructure, equipment for contact center operators and equipping call centers, laptops, nettops, personal computers, monitors, tablets, mobile routers.

Keywords: information and communication technologies, information technology industry, activities in the field of telecommunications, ICT production segment, ICT development.

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SPECIFICITY OF FORMAL ANALYTIC METHODS APPLICATION ON RUSSIAN STOCK MARKET

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In this article we examine the conditions determining the possibility of application of formal analytic methods designed for highly efficient developed markets on the Russian stock market. We define specific features of modern Russian stock market to be considered by stock market analytics.

Keywords: stock market, market efficiency, investment analysis

MODERNIZATION PROCESSES IN THE REGIONAL ECONOMY AS A PROBLEM OF ELITE CONSENSUS

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The article shows the role of the processes of modernization of the region's economy in the context of achieving consensus among the ruling elites in it. The inconsistency of the very concept of modernization is established, its signs are formulated. The integrity of the processes of formation and change of technological patterns is characterized, the ratio of modernization dynamics in the economy with the change of technological patterns is determined.

Keywords: modernization, modernization dynamics, technological structure, state innovation policy, rationalization, sociocultural dynamics, innovation activity, economic growth, economic development, Vitruvian man.

INSTITUTIONAL REGULATION OF INTERACTION BETWEEN PARTICIPANTS IN HOUSING RELATIONS IN THE RUSSIAN FEDERATION

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The article analyzes the institutional regulation of the interaction between the participants in housing relations that form the housing stock in Russia. The role, rights and obligations of each subject of these relations in the process of forming the housing stock of the Russian Federation are considered.

Keywords: housing relations, housing stock, apartment buildings, developers, equity construction, escrow accounts, utility providers, management organizations

DEVELOPMENT OF INTERNET MARKETING IN PANDEMIC CONDITIONS ON THE EXAMPLE OF DIY HYPERMARKET OBI

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The article is devoted to the analysis of the development of Internet marketing in the context of a pandemic on the example of the federal DIY trade chain Obi. The analytics on the dynamics of the development of e-commerce sales in the regional market of St. Petersburg, as well as in Russia as a whole, is presented. The article discusses the reasons that provoked a sharp shift in the views of retail chains on online trading. Also analyzed are the modern marketing tools used by the OBI for the development of an online store and a mobile application.

Keywords: retail chains, online marketing, digital environment, email newsletters, social networks.

CLUSTER AS A METHOD OF EFFECTIVE MANAGEMENT

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Modern economic realities require the formation of competitive advantages in ensuring the continuity of economic development. Theoretical and practical analysis confirms that this can be achieved by implementing a cluster strategy. Clusters create opportunities to increase the potential of their subjects, to ensure their effective and high-quality activities. And this, in turn, directly affects the competitiveness of the national economy. Ensuring the continuity and competitiveness of the activities of economic entities depends on the correct definition of their management strategies. Increasing the sustainability and efficiency of the cluster members» activities can be achieved by increasing labor productivity and production efficiency. At the same time, it is necessary to take into account the geographical proximity of enterprises operating in a comfortable logistics environment, the coordination of joint activities between enterprises, the formation of partnerships between enterprises, etc. important factors increase the efficiency of enterprise management.

Keywords: local production systems, territorial production cluster, innovation activity, competitiveness of the region, cluster policy.

DYNAMIC INDICATORS OF AN ORGANIZATION IN INNOVATION RISK MANAGEMENT AT DIFFERENT STAGES OF THE INNOVATION LIFE CYCLE

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The article analyzes the main approaches to defining the life cycle of innovations, considers the characteristics of each stage of the life cycle and determines the degree of significance of the risks of innovation, both in making decisions on the development of innovations and in achieving the set goals of innovation. To ensure the stability of the result of innovation, the main dynamic indicators of the activity of an innovative organization and methods for their management and interaction are proposed for consideration, the question of the strategic nature of the organization of the process of innovation is raised.

Keywords: innovation, innovation activity, innovation life cycle, innovation management, innovation risk, innovation risk management, dynamic indicators of innovation activity

PROBLEMS AND PROSPECTS OF INNOVATIVE ENTREPRENEURSHIP IN RUSSIA

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The article presents arguments in favor of the expediency of the transition of the Russian economy from a conservative to an innovative, socially oriented development pattern. A brief description of the general innovation activity in Russian entrepreneurship is presented. A number of problems have been formulated that hinder the development of business in the country and hinder the rational use of resources. The most famous innovative companies in Russia that are actively working with intellectual property and open innovations are considered.

Keywords: entrepreneurship, innovation, technology

TRANSFORMATION OF THE CATEGORY OF QUALITY OF LIFE OF THE POPULATION DURING THE COVID-19 PANDEMIC

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The article examines the impact of the COVID-19 pandemic on the quality of life of the population. The category of quality of life of the population is supplemented with new elements that are analyzed. The dynamics of the development of the elements of the quality of life of the population is considered and its new elements are identified. The indicators of the health of the population and the labor market since the beginning of 2020, i. e. since the start of the COVID-19 pandemic.

Keywords: quality of life of the population, pandemic, COVID-19, elements of quality of life, human capital, coronavirus infection.

INTANGIBLE CAPITAL AS THE BASIS FOR THE TRANSFORMATION OF THE REGION

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The article is devoted to the theoretical aspects of the study of intangible capital as a potential basis for the transformation of regional socio-economic systems. The relevance of the article is due to the increased need to study the crisis of managing socio-economic processes, in the center of which is an economic entity, «economic man» manifests itself in a new digital environment that requires an in-depth study of the properties of the «new reality», supplemented by digital, Internet resources. The increase in the aggressiveness of the external business environment was exacerbated by the Covid-19 pandemic, the search for effective tools to combat which is a top priority for most countries at the present stage [6]. The study contributes to the development of the theory of intangible capital as a factor in the transformation of the socio-economic system, finding a strategy for resonantly overcoming the management crisis.

The authors clarified and supplemented the interpretation of intangible capital as a resource for transforming the system, which makes it possible to more accurately predict scenarios for the sustainable development of the region. The implementation of the proposals formulated by the authors on the reproduction of intangible capital will make it possible to neutralize the negative consequences of the management crisis, reduce the costs of entropy, which determines the relevance, theoretical, methodological and practical significance of the study. The object of the study is the total intangible capital of the regional socio-economic system, potentially contributing to its evolution. The subject of the study is the socio-economic relations that arise in the process of production, use and conversion of capital at various stages of the life cycle.

Keywords: intangible capital, management system, management system crisis, information, region, socio-economic system, sustainable development, resonant management.

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SIGNS OF THE DEVELOPMENT OF REGIONAL SOCIO-ECONOMIC SYSTEMS

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Modern conditions for the development of any socio-economic system, both within the Russian Federation and on a global scale, are characterized as «turbulent» or unstable, as evidenced by a large number of scientific publications devoted to the study of management in the conditions of transformation of socio-economic systems, instability, paradigm shift control [1]. The constructiveness of managing the development of the regional socio-economic system requires a preventive response to weak signals, indicators of changes throughout the entire volume of the regional space. The classification of signs of the development of regional socio-economic systems, supplemented by the authors, will more accurately form a managerial impulse to strengthen the balance and sustainability of regional development, which determines the relevance, theoretical, methodological and practical significance of the study. The object of the study is the intangible capital of the region as an indicator of the infrastructure that forms trust and socio-economic stability in the region. The subject of the study is the socio-economic relations regarding the reproduction of intangible capital in the regional socio-economic system.

Keywords: intangible capital, region, socio-economic system, inferral development, trust index, sustainable development, instability, management.

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PLANNING AND MANAGEMENT: EXPERIENCE, TRENDS, PROSPECTS

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This article analyzes research in the field of planning and management. The evolution of the concept of «management» is considered on the basis of the analysis of interpretations of the concept by domestic researchers. The authors also present a research methodology that has been practically tested on the articles of domestic scientists posted in the scientific electronic library Elibrari.ru. As a result of the analysis, six main areas of scientific research in the field of organization, planning and management were identified, the period of the greatest publication activity of domestic research and the citation of articles was determined, and the prospects for the development of management science were determined.

Keywords: management, planning, organization, field of study, modern management

ON THE ISSUE OF ENSURING PERSONNEL SECURITY IN HUMAN RESOURCE MANAGEMENT IN ORGANIZATIONS OF VARIOUS FORMS OF OWNERSHIP

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The relevance of the article lies in the fact that in modern conditions of development of economic relations, the issues and problems of personnel security of the organization are typical for each organization. Solving the tasks of organizing personnel security requires execution and is relevant not only in a crisis economy, moreover, their importance increases in a developing and stable economic environment. The article deals with the issues of content disclosure, the study of aspects of the organization's personnel security, as well as the principles of ensuring personnel security in the organization.

Keywords: personnel security, personnel management, human resource management, personnel potential, enterprise personnel security problems, personnel security threat processes, personnel risks, ways to improve personnel security, principles of personnel security, personnel policy.

TO THE QUESTION OF MANAGING THE COMPETITIVENESS OF THE PERSONNEL OF THE ENTERPRISE

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The relevance of the article lies in the fact that in modern conditions of the development of economic relations, competition between enterprises of all forms of ownership is increasing at an intensive pace. One of the factors of production is labor resources. According to experts, it is important to take into account the correlation between the competitiveness of labor resources and the estimated results of the enterprise. In the context of the globalization of economic relations, the management of the competitiveness of labor resources is a success factor.

Keywords: management, personnel, competitiveness of the enterprise, management of competitiveness of labor resources, problems of competitiveness of the enterprise, ways to increase the competitiveness of personnel, factors of competitiveness of personnel, quality of personnel.

THREAT FACTORS AND APPROACHES TO THEIR MANAGEMENT IN THE IMPLEMENTATION OF THE PERSONNEL POLICY OF THE STATE (MUNICIPAL) SERVICE

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The relevance of the article lies in the fact that in modern conditions of the development of economic relations, issues and problems of personnel policy are paramount and always significant. The improvement of personnel policy, its monitoring, and updating in accordance with the changing economic situation require consideration and consideration of a number of individual processes and elements of the human resource management system, both in a crisis, in a developing, and in a stable economic environment. The article discusses the issues of disclosure of the content, the study of aspects of the personnel policy of the organization, as well as the principles of ensuring personnel security on the example of the state municipal service.

Keywords: personnel security, personnel management, human resources management, personnel potential, problems of personnel policy, personnel risks, ways to improve personnel security, deviant behavior, recruitment, personnel policy, public service, state (municipal) service.

IMPLEMENTATION OF INNOVATIVE PROJECTS WITHIN THE FRAMEWORK OF EURASIAN INTEGRATION IN THE CONDITIONS OF TURBULENCE

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The article outlines the modern benchmark of the Eurasian Economic Union to increase the level of innovative development in economic turbulence conditions. The author examines the mechanisms and institutions aimed at the implementation of innovative projects on the territory of the participating countries. The recommendations are the creation of sectoral project offices and funds in the structure of the EAEU in priority areas of industry.

Keywords: EAEU, innovative projects, innovative development, economic integration, institutes for development, industrial cooperation, project office, foresight-research.

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DEVELOPMENT OF THE TOURISM INDUSTRY AS A FACTOR IN THE COMPETITIVENESS OF THE REGION

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In modern conditions of disequilibrium of economic sectors in most countries and regions, the task of finding new ways to enhance competitiveness is becoming more urgent, taking into account the unique features of the environment, spaces, territorial and regional features. The purpose of the article is a comprehensive study of the development of the tourism industry as a competitive factor. The subject of the study is the tourism industry as a key factor in the competitiveness of the region. The object of the study is the socio-economic relations that arise in the process of activating the resources of the tourism industry.

The relevance of the study is due to the need to resolve the systemic contradiction in the tourism market: on the one hand, due to the Covid-19 pandemic, there is a pent-up demand for tourism services, on the other hand, the simultaneous threat of blocking the tourism industry provokes the emergence of new forms of meeting the needs of the hospitality industry [6]. In this study, the author analyzed the tourism industry as a catalyst for the competitiveness of the region, which determines the theoretical and practical significance of the study.

Keywords: tourism, competitiveness, intangible capital, industry, sustainable development, human capital, Covid-19 pandemic, socio-economic system.

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HISTORICAL MODEL OF STUDIES OF THE QUALITY OF LIFE OF THE POPULATION

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The paper presents the evolution of studies of the quality of life of the population. The existing ideas about the quality of life of the population are analyzed, their advantages and disadvantages are identified, and the author's interpretation is presented.

Keywords: quality of life of the population, standard of living of the population, welfare, human capital

INFLUENCE OF CULTURAL FACTORS ON MIGRATION GROWTH IN THE CENTRAL FEDERAL DISTRICT

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Subject. Migration processes in the regions of Russia.

Goals/tasks. The analysis is carried out within the framework of considering the relationship between the migration rate of the population to the Central Federal District and socio-cultural factors and the environmental situation in the region.

Methodology. The correlation and regression analysis technique is used for data analysis and model development.

Results. The study was conducted in several directions: identifying positive or negative correlations between the key factors of the model, determining the presence and significance of the relationship between the variables of the econometric model, testing the prerequisites of the Gauss-Markov theorem to determine the properties of linear regression coefficients. This model reflects the strong influence of socio-cultural factors on the migration of the population to the central Federal District. The model is suitable for forecasting.

Keywords: Central Federal District; population migration, environmental factors, socio-cultural factors.

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ECONOMIC THEORY

FORMATION OF INSTITUTIONAL CONDITIONS FOR THE DEVELOPMENT OF SIBERIA AND THE FAR EAST: URBAN PLANNING ASPECT

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Historical, foreign and modern Russian views and strategies on structural changes in the economic development of Siberia and the Far East are analyzed from the point of view of the formation of their institutional conditions and taking into account foreign experience. Negative tendencies slowing down this process are indicated. Recommendations and suggestions are given that contribute to their elimination.

Keywords: development strategy, urban agglomerations, population migration, administrative resource, socio-economic development, institutional features, infrastructure, population mobility, mentality.

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FINANCE, MONEY CIRCULATION AND CREDIT

APPROACHES TO FORMATION OF A MODEL OF KEY COMPETENCES OF THE DIGITAL ECONOMY, AGREED WITH THE COMPETENCIES OF THE FGOS, TAKING INTO ACCOUNT THEIR CONTINUITY IN HIGHER EDUCATION LEVELS

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In order to develop approaches to the implementation of the activities of the federal project «Personnel for the Digital Economy» of the national program «Digital Economy of the Russian Federation», aimed at achieving the goal determined by the Decree of the President of the Russian Federation of July 21, 2020 No. until 2030”, which will contribute to the achievement of the following target provisions:

- improving the education system to provide the digital economy with competent personnel;
- creation of a motivation system for mastering the necessary competencies of the digital economy;
- determination of key areas of transformation of the labor market in accordance with the requirements of the digital economy.

A study was carried out on the formation of approaches to the development of a model of key competencies of the digital economy, consistent with competencies.

Keywords: competence-based approach, digital economy, digital competencies, FSES competencies, levels of higher education.

ANALYSIS OF THE FEATURES AND RISKS OF DIGITALIZATION DEVELOPMENT AND ITS CONSEQUENCES FOR THE STATE

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The rapid spread of digital technologies is destroying established models of production and trade, creating both opportunities and challenges for sustainable development.

The purpose of this research article is to systematize methods and approaches to identify risks of the state and society in the context of global digitalization.

To achieve this goal, the paper analyzes the features of the development of digitalization and its consequences for the state.

Digital technologies bring not only new opportunities, but also new risks. These risks need systematization, classification, assessment of their impact on the economy and society, as well as the development of concepts and tools for their management. The protection of Russian companies and citizens, both legal and technological, is currently one of the main topics of the digital transformation of the economy. It is necessary to find a compromise between working with large amounts of data and confidentiality of information. The task of the regulator and politicians is to provide guarantees for the development of digitalization in Russia at a high technological level and to minimize risks for the state and society.

Keywords: digital economy, economic security, risk monitoring program, digital risk management.

BOOK KEEPING, STATISTICS

RENT ACCOUNTING: QUESTIONS AND PROBLEMS OF THE TENANT

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In 2022, the new accounting standard FSB 25/2018 «Lease Accounting» comes into force on the territory of the Russian Federation. Organizations, starting to apply this standard, are faced with such new concepts and definitions as «right to use an asset», discounted value, present value of future lease payments. The correct economic and financial meaning of these concepts, their use in the practice of applying the new standard is important for effective accounting and the formation of reporting indicators.

Keywords: accounting, IFRS, operating lease, finance lease, lessee, right to use the asset, discounted value, present value, fair value.

BALANCED SCORECARD FOR ASSESSING THE ACTIVITIES OF TOURISM ORGANIZATIONS

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Tourism is one of those industries that, due to the spread of the virus, have found themselves in the most difficult situation. Therefore, in anticipation of more favorable conditions, representatives of the tourism sector need to focus now on reducing costs and increasing communication channels with potential consumers of services, building a partner ecosystem with neighboring organizations.

Keywords: tourism, tourism activity assessment indicators, balanced scorecard, sustainable development.

RECOMMENDATIONS FOR IMPROVING THE CURRENT SYSTEM 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 provides recommendations for improving the current system of internal financial control

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

NEW FINANCIAL ANALYSIS TOOLS IN COMPANY MANAGEMENT

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Effective management of the enterprise is based on the study and analysis of business processes, which makes financial analysis in the process of management and formation of the company's development strategy unsuitable, for this reason the consideration of new, creative methods and approaches in analysis is an urgent task solved within the framework of economic science. The purpose of the scientific work is theoretical understanding of the application of creative (non-standard) approaches for conducting financial analytics to improve management processes in the company. To achieve the goal, the research used such methods of scientific cognition as analysis, comparisons and historical. The main results of the study are the following: increased information flow leads to the need to use modern information and analytical systems at the enterprise, but the available solutions to date do not cover all business processes and require significant costs for their implementation; the development of databases by enterprises leads to the need to use new methods and algorithms in financial analysis, in this direction the most promising can be considered the use of artificial neural networks. The direction of further research is seen in the consideration of the possibilities of using information technologies and, in particular, neural networks in the analysis of the real activities of the enterprise and the formation of a strategy for its further development.

Keywords: analysis, financial analysis, management, statistics, data analysis, enterprise, business processes, neural networks.

THE CONCEPT OF SOCIAL BUSINESS RESPONSIBILITY

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The introduction of corporate social responsibility is primarily due to the fact that companies are aware of their obligations to society. Increasingly, in the modern world, companies strive to implement their activities taking into account the social tasks and problems facing society. Companies that think about the consequences of their activities make CSR (corporate social responsibility) their strategic priority.

Keywords: accounting, analysis, audit, taxation, regulations, national level

DEVELOPMENT OF AN ACCOUNTING REGULATION SYSTEM AT THE NATIONAL LEVEL

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In recent years, the accounting regulation system at the national level has undergone significant changes through the publication of new regulations and changes and additions to previously issued regulations. The global practice of reforming accounting and reporting, changes in the global economic and financial market conditions have a significant impact on the accounting regulation processes at the national level.

Keywords: accounting, analysis, audit, taxation, regulations, national level

AUTOMATION OF STRATEGIC PLANNING AS AN IMPROVEMENT TOOL FOR BUSINESS INFORMATION SPACE

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In the XXI century the idea of building a single information space for an organization has become popular. The article examines the problem of improving the quality of the information space of a business, identifies and systematizes the factors influencing the appearance of barriers in cross-functional business processes of information flows. Based on the concept of boundary objects by S. Star, the author of the article formulates a hypothesis about the possibility of using the ANAPLAN software platform for strategic planning purposes as a means of integrating the efforts of employees to remove barriers and achieve mutual goals.

Keywords: strategic planning, cross-functional business processes, information space, information technology

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METHODOLOGY OF INTERNAL CONTROL SYSTEM BASED ON SARBANES-OXLEY LAW

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The Sarbanes-Oxley (SOX) Act was passed in the United States back in 2002 with the aim of protecting investors from fraudulent actions by the management of organizations in relation to the latter's financial statements. The main requirement of this legislative act is the construction and functioning in economic entities whose securities are registered with the US Securities and Exchange Commission (SEC), an effective system of internal control over the formation of financial statements.

Keywords: accounting, analysis, audit, automation, modeling, internal control system, risk-based approach

FINANCIAL OBLIGATIONS MANAGEMENT AS A PART OF THE COMPANY'S STRATEGIC PLANNING SYSTEM

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This article reveals the main aspects of the formation of financial obligations, their impact and importance on the economy of the enterprise, considers the importance of financial obligations as the main source, evaluates the key points of their administration.

Keywords: financial obligations, payments, debt, obligatory payment, key source, administration, crisis, default, financial stability.

BUSINESS PROCESS SIMULATION BASED ON MODERN SOFTWARE

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Entering the era of the digital economy, every organization is faced with the need to change many aspects of its activities. The introduction of information technologies and IT systems is an important condition for maintaining the competitiveness of an organization in the market. Modeling business processes involves solving rather complex problems, which are discussed in this article.

Keywords: accounting, analysis, audit, automation, modeling, internal control system, risk-based approach

AUTOMATION OF SIMULATION OF THE INTERNAL CONTROL SYSTEM BASED ON A RISK-BASED APPROACH

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In modeling the system of internal control of financial reporting, the most effective is the use of a risk-based approach. Accordingly, automation must also be carried out on the basis of building a model, taking into account the possible risks.

Keywords: accounting, analysis, audit, automation, modeling, internal control system, risk-based approach

TRENDS IN FINANCIAL STATEMENTS DURING A PANDEMIC

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This article examines the financial crises of the banking sector, changes in the accounting (financial) statements of companies, as well as the relationship of the banking sector with the economy. Impact of the Covid-19 pandemic on the accounting (financial) statements of banks, their changes. Identifying existing trends and new ways of growth.

Keywords: accounting (financial statements), banking sector, financial crisis, liquidity, statement of financial results, multipliers, trends, financial liability

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