

Economics and Management in Branches and Spheres of Activity

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Systemic prerequisites of the development of public-private partnership as a condition of regional economic security formation. P. 9-25.

Abstract. Formation of regional economic security is characterized by a long time span and occurs subject to the presence of certain prerequisites. In the complex of these prerequisites, their special category is distinguished, having a systemic manifestation independent of the factor of regional differentiation of socio-economic development. The purpose of this work was to substantiate and analyze the practice of the emergence and development of systemic prerequisites for the development of public-private partnership, determined by the condition for the formation of the economic security of the regions. The study was based on a systematic approach to the knowledge of the processes and phenomena of modern socio-economic realities of regional development. The work has implemented methods for studying the conceptual apparatus and the legal framework, organizing partnerships, benchmarking foreign and Russian experience in their development, institutional, functional, structural, rating analysis of the best practices in implementing partnership projects ensuring the formation of regional economic security. Subject differences of forms of partnership are revealed with clarification of terminological differences in the interpretation of its essence in foreign and domestic legislation. Institutional changes in the system of public administration were investigated for the development of public-private partnership in the implementation of infrastructure projects. Using the example of social infrastructure, we analyzed the practice of organizing partnerships and the ranking positions of the regions of the Central Federal Territory in terms of the development of public-private partnerships. The system problems of the development of social infrastructure that require the organization of public-private partnership to enhance regional economic security are highlighted.

Keywords: regional economic security, public-private partnership, infrastructure projects, social infrastructure.

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Use of diversity management opportunities in the process of organization's strategic management in dynamic market space. P. 26-44.

Abstract. Awareness of the problem of managing diversity at both macro and micro levels occurs due to the development of the scale of diversity in the business space. In accordance with this logic, in the socio-spatial dynamics of modern business life, the management of diversity becomes an important tool for the effective management of an organization. The purpose of the work is to consider the management of diversity as an interdisciplinary field of knowledge and the concept of personnel management. The implementation of research objectives was achieved on the basis of an analysis of socio-economic processes. Methodological potential includes methods of comparative, system-structural and institutional analysis, systematization and typology, statistical processing of information. Cross-cultural studies have a special place in this article. The epistemological relationship of concepts is defined: diversity, variety, heterogeneity, diversification. Characteristics of staff heterogeneity in dynamics are demonstrated by the example of JSC Belgorod Cold Storage Plant. The importance of the law of the necessary diversity for the construction of an effective system of management of the organization has been revealed. It is shown that diversity can and should be managed, taking full advantage of its advantages and minimizing the disadvantages. The management of diversity is viewed through the lens of intercultural management. Studying the use of the possibilities of the management of diversity allows us to understand the continuum of awareness of diversity; consider intercultural management as the institutional basis of diversity management; to highlight the importance of diversity trainings that contribute to the acquisition of

skills for the effective management of heterogeneous labor collectives; systematize the approaches (anti-discrimination, pragmatic and educational) to the management of diversity, which are often used in the practice of managing heterogeneous organizations; define the conceptual contour of diversity management.

Keywords: diversity, variety, diversity management, variety management, principles of diversity management, heterogeneity of organizations, diversification, diversity trainings, diversity research methods.

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Transformation of local self-government of Kazakhstan in context of sustainable development of territories. P. 45-54.

Abstract. The article reveals current trends, analyzes the problems of development of local government in Kazakhstan as one of the most important factors of sustainable development. Local government, providing the executive bodies of the lower hierarchical level and the population the opportunity to directly interact, as well as solve socially and economically significant issues of local importance, contributes to the formation of common interests and special relations between government and society. This, in turn, has a positive effect on the solution of socio-economic and environmental problems of the territories. The development of the domestic institute of local self-government is characterized by changes in the administrative management system, as a result of which its own model of local self-government is being formed, however, despite positive trends, there are still factors hindering its full development. First of all, they can be attributed to the insufficient level of legal culture and the development of the legal consciousness of the population, regarding the understanding of their rights and opportunities in the real embodiment of local self-government. Also, the active involvement of the population in solving local problems, discussions of draft budgets directly depends on the state of awareness of the population, which is characterized by a low degree of knowledge of the information, which causes the problem of ensuring the wide involvement of the local community in the decision-making process concerning the life of the territory. In order to develop practical recommendations aimed at creating conditions for enhancing the potential of local government, the study analyzed domestic and foreign experience of state regulation of the functioning of this institution identified problems constraining the further effective development of the national model of local government and suggests solutions.

Keywords: local community, local government, budget process, local issues.

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On the role of tax system in poverty and social inequality alleviation. P. 55-70.

Abstract. The permanent feature of a socially oriented state, which, according to the basic law of the country is Russia, is the dual role of the tax system: economic, ensuring that the income part of the budgets of all levels is filled with cash; social, ensuring the redistribution of income and the implementation by the state of the social protection function of the population. The purpose of this work was to study the role of the tax system in solving the problem of overcoming poverty and reducing social inequality, which corresponds to the social component of the population income taxation, with the identification and justification of problems that impede the effective implementation of state tax policy. Research methods. The study was conducted on the basis of the methodology of synthesis of scientific and empirical

knowledge of socio-economic processes and phenomena in their interconnection and interdependence. The work has implemented methods for analyzing the regulatory framework, practical experience and its evolution, economic and statistical analysis, a review of international practice, and scientific substantiation of problems in relation to the subject of the study - the role of the tax system in overcoming poverty and social inequality. The results of the study. Some statistical data describing the parameters of poverty of the population and social inequality are given. The main causes of poverty of the population (uneven distribution of national social wealth, undifferentiated taxpayers in tax legislation, the existence of a "gray economy", limited sources of livelihood), essentially interrelated with the problems of taxation of personal income, are identified and substantiated. The composition of these problems revealed an ineffective policy of regulating the unified social tax rates, the contradiction of the principles of equality and fairness of taxation, the insufficient level of state tax control of new types of economic activity, the imperfection of the system of tax deductions. Separate recommendations are presented for solving the highlighted problems of taxation of incomes of the population, contributing to the overcoming of poverty and social inequality.

Keywords: tax system, taxation of incomes of the population, income differentiation, poverty, social inequality, social security.

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Approaches to the decision making support system development at personnel selection and assessment as a factor of ensuring economic security of information infrastructures of banking sphere. P. 71-80.

Abstract. The purpose of this article is consideration of approaches to development of the system of support of decision-making at selection and performance appraisal as factor of ensuring economic security of information infrastructures of the bank sphere. During the research general scientific methods (observation, comparison) were used; economical and statistical methods of data processing (group, comparison, the analysis of impact on business (BIA)), the analysis of causes and effects, the adoption of personnel decisions aimed at providing quality management of ACS of KSII. The possibility of representation of the respondent of KSII operating ACS in the form of the scalar value representing convolution of several factors and in the form of a vector is result of a research. A number of new approaches on satisfactions of requirement of KSII of subjects of the bank sphere as system integrator of the bank sphere is offered. The analysis of problems in the field of development of the system of support of decision-making at selection and performance appraisal for work with ACS of KSII of the bank sphere is carried out. In the article the main approaches in adoption of personnel decisions, according to modern views in the field of human resource management are designated. On the basis of the analysis of functions of a system of assessment of decision-making support procedure at selection and performance appraisal (SPPR) complex use of the set characteristics of security system quality management of ACS of KSII is proved. The considered results allowed to formulate the integrated groups: planning of the set SPPR indicators, the SPPR organization at the set characteristics of quality management of a security system of ACS of KSII, the management of the set SPPR indicators, quality control of a security system of ACS of KSII. The number of functions of a system of assessment procedure of support of decision-making at selection and performance appraisal (SPPR) will be defined at the same time by the set characteristics of quality management of a security system of ACS of KSII. Such campaign allowed to analyze indicators of SPPR of the integrated groups with use of methods of the multiple-factor analysis of data.

Keywords: key systems of information infrastructure of the bank sphere, system of decision-making support at selection and performance appraisal, management information or information and telecommunication system, crucial objects, adoption of personnel decisions, quality management of a security system of ACS of KSII, principle of coherence of information activities, principle of an organization's functional resource reservation for the benefit of the set SPPR indicators, principle of simultaneous realization of two diverse types of information activities in the conditions of the set SPPR indicators, principle of organization's information activities efficiency balance at the set SPPR indicators, function of personnel assessment procedure, matrix of orderliness of the SPPR procedures, factors ponderability coefficient.

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Professionalization of business analyst in the concept of competence approach. P. 81-93.

Abstract. Implementation of the strategic goal of "breakthrough" economic development, defined by the new economic policy of the state, actualizes the importance of analytical activities of economic entities. In the sphere of business, its new direction is being formed - business analysis, requiring specialists with an expanded composition of professional competencies necessary for carrying out analytical work in the face of increasing complexity of the business environment and its large-scale informatization. The purpose of this study was the development of theoretical and methodological provisions that reveal the specifics of professionalization of a business analyst in the aspect of the existing ideas about the competencies necessary for conducting business analysis. The study is based on a competence-based approach to the professionalization of a business analyst in the concept of the required knowledge and skills for carrying out analytical work in the field of business. The paper uses the methods of terminological analysis of the conceptual apparatus in relation to the professionalization of a business analyst; methods of functional analysis in relation to the content of his professional activity; methods of comparative analysis in relation to the establishment of a "standard" set of professional competencies of a business analyst. By studying the existing definitions of a business analyst, the provisions on the multivariance of the presentation of its functionality, alternative approaches to determining the composition of the necessary competencies disclosed in the aspects of "requirements", "duties", and "criteria" are substantiated and a "standard" set of requirements corresponding to the basic structural elements of business analysis is formed. The reasons constraining the professionalization of a business analyst in practice are argued.

Keywords: professional competence, professional specialization of business analyst, functional business analytics.

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Actualization of the directions of rural settlements' social infrastructure development. P. 94-101.

Abstract. The article discusses the state of the social infrastructure of villages at the present time, determines the relevance of its development based on the identification of new modern directions that meet the requirements of the population. The aim of the study is to focus on the relevance of the development of the infrastructure of rural settlements as a condition for the effective functioning of various spheres of public life, ensuring a high level and quality of life of the population. To achieve the stated goal, general scientific research methods were used, including the study of the nature of socio-economic phenomena, mental-logical (analysis and synthesis, comparison and synthesis of information) and empirical (observation, description, measurement). The study showed that the social infrastructure of a rural settlement is a system of objects necessary for the livelihood of the population, as well as organizations providing social services to the population. The main purpose of the functioning of the elements of the social infrastructure of a rural settlement is the full and comprehensive development of a rural resident by satisfying his needs at the household, cultural and spiritual level. The use of newly identified areas can allow residents of rural settlements to join themselves in the search for the necessary means of their

implementation, through the organization and development of local self-government, in order to solve social issues, improve the environment, create a modern social infrastructure of a rural settlement.

Keywords: infrastructure, rural settlement, population, development, quality of life, region.

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Assessment of regional projects efficiency of public and private partnership. P. 102-109.

Abstract. The article presents the procedure for justifying the choice of public-private partnership (PPP) as a form of implementing an infrastructure project. However, its form and degree of elaboration differ significantly depending on the region. To date, there is practically no experience of applying such a procedure in the framework of the implementation of specific projects. The purpose of the article is to identify the features and basic elements of evaluating the effectiveness of regional projects of public-private partnership. To achieve the goal, the methods of abstract thinking, analysis and synthesis, monographic, sociological approaches were used; decomposition, comparative and system analysis, structural and functional approach to the study of conceptual grounds, the method of expert assessments. The analysis of scientific papers and publications in the field of implementation of public-private partnership projects made it possible to establish that given the rapid development of national PPP markets in the regions, as well as the growing demand for infrastructure cooperation between them, it seems appropriate to study the existing experience of evaluating PPP projects in the regional and global markets. practice, identify differences in approaches to such an assessment, and develop ways to synchronize and improve this procedure in the framework of economic yuz. The article presents an approach to substantiate the comparative advantage of the PPP project. The current international practices of the PPP projects of the EAEU member countries are reviewed and the prospects for the development of assessment methods based on VfM criteria should be based on relevant indicators.

Keywords: state and private partnership, project, region, infrastructure.

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To the question of the critical path finding method usage based on the Bellman-Kalaba algorithm for the network model of the investment projecting processes. P. 110-121.

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Abstract. Investment projecting is an integral process of development of any business entity in the modern conditions of development of the business environment. Managers, analysts, and investors need to justify its attractiveness in order to make adequate control decisions. The article discusses current issues of controlling the process of investment projecting for an economic entity. To solve the problem of optimizing the control of investment projecting it is proposed to use network modeling methods that are used to control complex systems. The purpose of this work is to apply the method of finding a critical path using the Bellman-Kalaba algorithm for network modeling of investment projecting control processes and, based on its analysis, the formation of possible uses of network systems. This technique allows you to create a network model that includes the entire sequence of the work package of investment projecting. The generated network model serves as the basis for constructing the schedule for the implementation of all activities and calculating the optimization parameters of the network model of investment projecting. The technique is illustrated on a substantive practical example, the field of public catering was chosen as the field of application, since a large amount of small business investment is associated with it. The results and conclusions obtained in the article suggest that the proposed use of the method of finding a critical path

based on the Bellman-Kalaba algorithm as a tool for solving the problems of control the investment projecting process in the activities of an economic entity enhances its efficiency and leads to an increase in the enterprise competitiveness. Further directions of development of this topic can be directed to the development of optimization models for control investment projecting and to solving many practical problems of investment analysis and projecting.

Keywords: investment projecting, network model, Bellman-Kalaba algorithm, optimal path, control optimization.

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Selection of the system of taxation by agricultural sector business entities. P. 122-134.

Abstract. The purpose of this article was to study taxation systems for economic entities of the agricultural sector, the conditions for their use in modern economic conditions. The value of a particular tax regime in the economy is crucial for shaping the conditions for economic growth. When choosing a tax system, the main difficulty lies in its sufficient economic feasibility. The goal of the study was to identify the positive and negative sides of taxation regimes for agricultural producers with the subsequent calculation of their impact on the financial results of agricultural enterprises. To achieve the objectives of the research, the following methods were used: dialectical, systemic and integrated approaches to the study of economic phenomena and processes, general scientific methods (observation, analysis, synthesis, and comparison). As part of the study, the features of tax regimes that are possible for use by agricultural enterprises were studied. Based on the data of the Department of Agrarian and Industrial Complex of the Belgorod Region, an analysis of the dynamics and structure of tax payments of agricultural enterprises was carried out, the structure of enterprises using various tax regimes was studied, and the tax burden of agricultural enterprises in the region was analyzed. A comparative analysis of the main taxation system and taxation system for agricultural producers (UAT) according to the data of a particular enterprise has been carried out. The factors that impede the application of UAT are considered.

Keywords: tax, tax regimes, single agricultural tax, simplified taxation system, tax burden.

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Bank credit risk study with account of individual peculiarities of the borrower by the method of econometric modeling. P. 135-142.

Abstract. In a market economy, the activities of any financial institution (bank, stock exchange, investment company, brokerage, etc.) are associated with certain risks. That is why the ability to manage risks is the key to its successful functioning. Usually are identified market risk, credit risk, liquidity risk, operational risk, as well as systemic and legal risks. In this article we will focus on the first type of risk. According to expert estimates, over the past few years, the Russian banking sector has almost halved, with active development being noted only in the “loans to payroll” segment. However, lending, despite profitability, is also the most risky part of banking operations. Credit risk is the basis of the relationship between the bank and the client, and its degree depends on both the client and the bank. In this regard, issues related to credit risk methodologies are relevant. The article discusses the importance of studying credit risk and analyzes the current situation in the field of credit policy of the banking sector of the Russian

Federation. The purpose of the article is to study the dependence of bank credit risk on such individual characteristics of the borrower as the amount of the loan taken; income of an individual; interest for which the loan was granted; outstanding loan amount; repaid loan amount; creditworthiness of the borrower; probability of loan default; number of loans taken; Maturity (in months). When managing external factors, as is known, the possibilities of banks are rather limited, but competent operational actions and analysis based on mathematical modeling can, to a certain extent, mitigate the negative impact and prevent major losses. There is no consensus among analysts regarding the composition, classification and even the names of the coefficients, which allow analyzing the financial condition and creditworthiness of borrowers. Due to the probabilistic nature of the credit risk, statistical methods were chosen as a tool for the study. The paper proposes options for regression models, the joint use of which allows a comprehensive approach to the assessment of bank credit risk, taking into account the qualitative and quantitative parameters representing the individual characteristics of the borrower. Using the developed models will significantly reduce the share of credit risk and improve the efficiency of the bank's credit policy.

Keywords: credit risk, deposit, lender, borrower, creditworthiness, modeling, econometric model, regression, correlation, indicator, efficiency.

Economy of Labor and Labor Relations

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**Theoretical and methodological aspects of enterprises' labor potential research.
P. 143-153.**

Abstract. The purpose of the article is to deepen the theoretical and methodological provisions and the development of tools for the study of the labor potential of enterprises. The basis for the operation of the enterprise and the factor contributing to the introduction of changes for the gradual transition to the needs of the information society is its staff. One of the key resources of the economy is the labor potential of the enterprise. Modern aspects of forecasting and planning the development of labor resources and ensuring the quality of the labor potential of enterprises need to be refined. The article discusses the theoretical and methodological foundations of the study of the labor potential of the enterprise. The author's interpretation of the quality of labor potential is given, key indicators of its assessment are highlighted. It is substantiated that the solution of the task of forming labor potential begins with analysis and is based on the use of such regulatory documents as job specifications and personal specifications, which form, respectively, professional and personality analysis blocks. The stages of planning the development of the labor potential of the enterprise, namely: assessment of the formation of labor potential; forecasting and planning the need for human resources for the future; planning for quality improvement, restructuring and renovation of labor potential in the enterprise; development of a program to meet the company's need for human resources from external and internal sources human resources for the future are defined. The advantages and disadvantages of attracting additional human resources from internal and external sources are revealed. The employer's expenses associated with the use of human resources in the enterprise are systematized, and a method for calculating the cost of human resources is proposed.

Keywords: labor potential of an enterprise, specification, stages of planning the development of labor potential, external and internal sources of attracting human resources, quality of labor potential.

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Development of competence as a condition for improving the quality of work of educational services sphere employees. P. 154-165.

Abstract. The purpose of the article is to examine the problems of improving the quality of labor of educational workers on the basis of the development of competence, examine certain regulatory documents that establish requirements for higher school teachers, and identify problems hindering the effective regulation of labor relations in education. Methods: the study used methods of comparative theoretical analysis, definitional analysis, methods of induction, deduction and synthesis of the results, analysis of public statistical reporting. Results: the study revealed the need to improve certain legal documents that set requirements for teachers of higher education, the quality of their work and develop the competence of teachers of higher education based on the unity of theoretical and practical skills, knowledge and skills as one of the conditions for improving the quality of educational services workers' labor. Conclusions: the main condition for improving the quality of labor of workers in the field of educational services is professionalism or professional competence, which, in our opinion, should be based on a deep knowledge not only of the taught disciplines, but also of pedagogy and psychology; pedagogical skills; wide scientific outlook; to innovation, innovative learning technologies and scientific creativity; the presence of a degree (title), possession of scientific search methods and methods of teaching disciplines; innovative mobility, the constant desire to improve personal and professional qualifications. These qualities contribute to the development of teacher competence and, as a result, they are one of the factors for improving the quality of labor of employees in the field of educational services.

Keywords: quality of workers' labor in the sphere of educational services, directions of improving labor quality, competence, a teacher of higher education, pedagogical skills, moral and business qualities of a teacher, directions of improving pedagogical skills.

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Retrospective and prospective analysis of the demographic situation in the Lipetsk region. P. 166-181.

The article is written with the financial support of the Russian Foundation for Basic Research (project № 18-410-480003 pa "Impact of demographic and migration processes on the regional employment system and gross regional product")

Abstract. Socio-economic development of the country (subject) is determined not only by the level and scale of development of the economic complex, but also by those who live in this territory, who are able to ensure its progressive movement. Demographic development is one of the important elements of sustainable socio-economic development of the state (and its individual subjects) and at the same time a factor of its national security. To assess the impact and relationship of demographic processes and indicators on the economic development of the region, it is necessary to analyze the demographic situation in retrospect and in the future. The basis for the analysis of demographic processes in the region are the data of official statistics on fertility, mortality and migration, as well as the data of the all-Russian population census. The degree of accuracy of the demographic forecast, its compliance with the demographic dynamics that will actually take place, depends on how well the hypotheses of the prospects of changes in fertility, mortality and migration will be determined. The aim of this study is to assess the hypotheses of the prospects of changes in fertility, mortality and migration in the Lipetsk Region of the 2005 econometric model to determine their implementation on the basis of actual data. The novelty of the study is the use of retrospective and predictive comparison of data to test the existing methods and models (V.N. Arkhangel'skii) in order to identify the factors (hypotheses) that need to be adjusted to build in the future the author's model of forecasting the demographic situation in the Lipetsk Region.

Keywords: population, birth rate of the population, mortality, migration, population projection.

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Youth projects as a basis for sustainable global community development and youth unemployment problem solution. P. 182-192.

This article was prepared with the financial support of the Russian Federal Property Fund. in the framework of the research project No. 18-010-00340 "Business Model companies as a basis for the formation of common values and social capital"

Abstract. Achievement of sustainable development that meets the needs of the present day without compromising the ability of future generations to meet their own needs, increasingly becomes a global agenda in addressing economic, environmental and social problems. This study raises the question of the possibility to achieve United Nations Sustainable Development Goals and solving the problem of youth unemployment on the basis of involving young people into entrepreneurial projects. The object of the study is an international Enactus program, which originated in the US and now brings together students and business leaders in 36 countries (including Poland and Russia). The research methodology is based on the Triple Bottom Line Conception (a way of accounting factors in economic, environmental, and social impacts) and includes analysis of literature, comparison, generalization, content analysis. The UN Sustainable Development Goals are considered in comparison with the Millennium Goals. The main findings of the study include the analysis of Enactus projects in terms of their relevance to the concept of sustainable development and the UN goals. The contribution of projects to the sustainable development of the world community has been assessed. It was noted that the involvement of youth in project activities can be a solution to the recently significantly aggravated problem of youth unemployment, and in the future will ease tensions in the labour market.

Keywords: sustainable development, sustainable development goals, youth, youth unemployment.

Marketing, Commerce and Logistics

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Interrelation of goods expertise and marketing research as a factor of effective assortment formation. P. 193-203.

Abstract. Modern competitive environment prevailing in the food market of the Trans-Baikal Territory, involves systematic conduct of different levels of research. In order to form an optimal assortment at industrial and commercial enterprises, it is necessary to have information that is really available only when conducting comprehensive studies. The aim of the study is to confirm the relationship of commodity and marketing research to form an effective range. The characteristics of the principles of marketing research from the perspective of an integrated approach are given. To achieve this goal, the authors developed a program that suggests this approach to the study. The program includes the following stages: setting goals; formulation of the main tasks; formulation of a working hypothesis; identification of sources of information (collection methods); collection of information; period of conduct, information analysis, formulation of conclusions and proposals. Merchandising studies allow to confirm or refute the representativeness of data obtained by the method of questioning. In conducting the study, sociological, organoleptic, measuring, and expert methods were used. The research of the quality of fermented milk products was carried out by specialists of a commercial enterprise and teachers of the Chair of Commercial Merchandising of the Trans-Baikal Institute of Entrepreneurship of SibPK. Comprehensive studies have led to the conclusion that the reason for the lack of demand is not quality, but other factors influencing the choice of brand of fermented milk product.

Key words: marketing research, commodity research, quality, safety, methods, integrated approach, demand, assortment, survey, principles, fermented dairy products.

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**Brand development innovative component as a type of marketing communication.
P. 204-211.**

Abstract. The article reveals the role of the innovative component of brand development as a type of marketing communication, defines the types of marketing communications. The reduction in the price of a certain product should be accompanied by the preservation in the minds of consumers of the perception of high quality of their products, different from competitors. This is the competitive struggle with new prices without product positioning. The article describes the concept of "brand", which allows to focus on the target audience. The formation of brands in the market of innovations is studied by science-branding, which allows creating trusting long-term relationships with customers and, as a result, significant competitive advantages. Currently, organizations are actively using the concept of branding and thus create a strong competitive advantage in the minds of potential consumers. The article also focuses on the value of the brand, which is the main factor in the selection and purchase of goods/services, the scheme of formation of the brand as a type of marketing communication that contributes to the effective promotion of goods and services.

Keywords: brand, brand values, marketing communications, innovations.

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**International experience of plumbing products promotion at wholesale companies.
P. 212-224.**

Abstract. Plumbing products in Russia, for today, are dynamically developing. Considering forecasts for the near future, this trend will remain. Therefore it is important to carry out the analysis of wholesale selling of plumbing products, considering the experience of international enterprises. Considering all components of plumbing products wholesale marketing activities in the Russian Federation, the analysis of plumbing products wholesale marketing departments at international enterprises is carried out. The submitted scientific article on the basis of the analysis of commercial activity of plumbing products wholesale enterprises and the carried-out analysis of economic indicators considers in detail various marketing plans for promotion of the specified products in the international wholesale market. The purpose of the work is carrying out a research of specifics of strategic marketing promotion of plumbing products in the world wholesale market. Proceeding from a goal in this work a number of tasks was formulated and executed. The research includes complex use of analytical, comparative and estimated methods. The analysis of plumbing products modern market is carried out, ways and instruments of promotion of these goods in the international wholesale market and also change in trends of marketing mixes during an economic crisis are considered. Besides, the most relevant marketing strategy in the modern world is defined. Receiving theoretical and methodological foundation for a further research in the field of plumbing products promotion at wholesale enterprises became the result of the work. This work is unique in terms of its relevance and a tendency to practical application, in it all modern ways of marketing promotion of goods; it reveals and considers all modern ways of goods marketing promotion and provides recommendations for optimum choice of this or that strategy for the subsequent application in real life.

Keywords: promotion of plumbing products, wholesale market, international market, marketing, promotion strategy, plumbing products industry.

Cooperation and Entrepreneurship

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Social responsibility and potential development of consumer cooperation. P. 225-234.

Abstract. The purpose of the article is to show that the main cause of the crisis of the Russian consumer cooperation is that, being a socially oriented organization by its nature, which served as an example of a socially responsible business and a new format – a national enterprise, it gradually loses its social mission. It is proved that the loss of shareholders, policies and practices of the social mission, affects the volume and competitiveness of all sectors and activities, autonomy and independence in the following areas: investment, lending, customer base, material resources. Justified is the priority of the development of the “Procurement” industry as a strategic driver for the social and economic development of consumer cooperation. For the first time, the signs distinguishing the blanks from the traditional trade and procurement activities were formulated, and on their basis a definition of the “Procurement” industry was proposed. The paper shows problems and unused opportunities for internal and external marketing. It is proved that procurement is profitable and highly effective in the integration field. Such proven forms of integration are proposed as a procurement and production complex, a procurement-production and trade complex, a territorial cluster, a co-operative, if it has not lost the economic management function of industries and activities. The authors come to the conclusion that the demand for consumer cooperation in rural areas determines the level of development of the procurement industry. The necessity of reviving cooperative educational and vocational education is shown.

Keywords: consumer cooperation, business social responsibility, autonomy and independence, procurement - the driver of a social economy, signs of procurement, shareholders and deliverers.

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Cooperation as a social institute and the factor of stability of socio-economic system: historical aspect. P. 235-243.

Abstract. The aim of the article is to study the development of cooperation not only as an economic phenomenon, but also as a social institution, and as a factor in the stable functioning of socio-economic systems. The relevance of this topic is due to the need to study the theory and practice of the cooperative movement itself, as a special form of activity that contributes to the growth of labor productivity in agriculture and the rise of industrial production. In connection with the search for a new development model for modern Russian society, the ideas of solidarism, civil society, which we regard as a society of free individuals who are able to unite into free associations and organizations and protect their interests and rights, take on particular interest. And as a result – the development of ideas of cooperation, which require today to rethink and take a fresh look. The historical experience of the cooperative movement is invaluable. Therefore, the article discusses the work of the practitioner and theorist of the cooperative movement Vladimirov Miron Konstantinovich (Sheinfinkel) (1879–1925), People's Commissar of Food (1921), People's Commissar of Finance of the RSFSR (1922–1924), Deputy Commissar of Finance of the USSR and People's Commissar of the RSFSR, Deputy Chairman VSNH SSSSR (since 1924). In his letters and articles, he gives a special place to the cooperative movement in solving the problems of the sustainable and balanced development of the country's economy and bringing it out of the crisis in the NEP years. Particularly noteworthy are his ideas about the need to eliminate the budget deficit, the effective development of the regions, the strengthening of the currency and the establishment of strict control over tax and non-tax collections.

Keywords: cooperation, cooperative movement, stability of socio-economic development, solidarity, solidarism, civil society, credit and creditworthiness.

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**On the problems of small entrepreneurship development in the republic of Tajikistan.
P. 244-254.**

Abstract. The paper deals with the role of small business in the economic development of the country. It is noted that there are many problems on the way of its development. First, hundreds of small enterprises and thousands of individual enterprises are liquidated in the country every year. Secondly, the Republic is more in need of industrial entrepreneurship, which remains underdeveloped. With the commissioning of the Rogun hydropower station wide opportunities are opening up for the development of entrepreneurship, in particular, a manufacturing one. However, there are several obstacles to the development of small business. In order to identify them, the author of the article conducted a questionnaire survey with managers of small enterprises and individual entrepreneurs. Some of the surveyed residents noted that their business is approaching liquidation. Residents as the main factors and reasons hindering the development of small business noted: the impossibility of obtaining the necessary profit for the proper functioning; the tax burden for small business; violations in economic activity and tax regime, high interest bank loans; the emergence of ideas about a new business or sale of business; lack of own funds for modernization and expansion of activities; lack of qualified specialists in working professions; lack of highly qualified lawyers in tax code; high cost of industrial entrepreneurship; corruption; frequent inspections of their activities, etc. The initiatives of President Emomali Rahmon in the Message to the Majlisi Oli of the Republic of Tajikistan dated December 26, 2018 in terms of protection and support of entrepreneurship, which will largely contribute to solving problems and removing obstacles to small business development are presented.

Keywords: entrepreneurship, small enterprises, individual entrepreneurship, production, problems, obstacles, tax burden, loans.