

Economics and Management in Branches and Spheres of Activity

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Infrastructural potential influence as a source of sustainable competitive advantages formation on the university development model choice in the conditions of the economy digitalization. P. 9-22.

Abstract. The purpose of this work is to substantiate a model for the development of a university, taking into account the imperatives of the digital economy and the potential for infrastructural support of the process of providing educational services to students. The architecture of the formation of the infrastructural potential of the university is presented, taking into account the specifics of the functioning of the educational institution of the higher education system, the features of the educational service as a manufactured product, which, together with its knowledge component, allows to ensure stable competitive positions in the educational services market and provide a significant contribution to the formation of knowledge infrastructure. A strategic concept for the development of the infrastructural potential of the university in the digital educational space has been developed, covering the prerequisites for the formation of a strategy and the factors of transition to it, the rationale for the choice of a strategy focused on the development of "growth points" and an algorithm for identifying them, which determine the vector of development of infrastructure potential in the direction of forming a model of a digital university. as the most preferable for ensuring sustainable competitive advantages in the conditions of intensive digitalization of socio-economic relations. A conceptual model "Digital University for BUKEP" has been formed, within which, from the point of view of goal-setting, all business processes of educational and research work, as well as the university management system, have been synchronized into a single digital educational environment, which allows expanding the format of existing infrastructure support modules.

Keywords: infrastructure, infrastructural support, infrastructure potential of the university, sustainable competitive advantages of the university, higher educational institutions, the model of development of the university, digital economy, strategy of the educational organization.

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Digitalization of customs processes as a basis for improving the federal customs service activities. P. 26-33.

Abstract. Over the past decade, society has plunged into the world of information technology progress. The economic sphere has undergone the greatest changes, since the need for its transformation is great. At the present stage of world economic development, each country strives to master new technologies. For the Russian Federation (RF), which is at the stage of intensive development of economic relations, it is especially important to introduce innovative digital technologies into business processes. The purpose of this article is to study the digitalization

of customs processes carried out by the Federal Customs Service (FCS of Russia), systematize and evaluate the results achieved. To achieve it, general scientific and economic methods were used, characterizing the development of digitalization processes in the activities of the customs authorities of the Russian Federation. Digital technologies penetrate into all spheres of human life and economy thanks to the ability to collect and process digital data using the Internet. Computer technologies make it possible to give recommendations for decision-making, and in some cases - replace human process control. The results obtained using digitalization are stored on various digital platforms due to their active use by individuals, social groups or business structures. The use of digitalization in the context of economic globalization affects all countries and each person individually. At the same time, the use of promising innovative technologies becomes the key to the success of any activity. At the same time, the FCS of Russia is one of the most dynamically developing state bodies. The article summarizes the key directions of the development of customs processes for the creation of an intelligent customs. The dynamics of changes in various indicators indicating the modernization of the system of work with customs procedures in the Russian Federation for the period from 2015 to 2019 is given. The author's interpretations of the categories of efficiency and effectiveness of the activities of customs authorities based on the digitalization of customs processes are proposed.

Keywords: digital technologies, customs management, electronic declaration centers, customs activities, electronic customs, customs administration.

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Consumption economy development: theoretical and ecological-practical aspects.
P. 37-44.

Abstract. The article deals with the main aspects of the development of the consumer economy in Russia and in the world as a whole. The main features of the consumer economy that are inherent in it in modern economic conditions are determined. The authors' interpretation of the concepts of "consumer society" and "consumer economy" is formulated in the article. A study of consumer spending and the availability of durable goods in households in the Russian Federation were conducted. Based on the study of consumption and the reasons for its excessive growth, the main characteristics of the consumption economy are identified and described. The authors also highlighted critical problems in the functioning of the economy of consumption with respect to the negative impact on the environment, population, economic structure, etc. It is proved that finding ways to solve these problems will contribute to the effective development of the economy and ensure its environmental and economic security. The article also focuses on the environmental aspect of the development of the consumer economy. In general, the article focuses on the fact that in modern conditions, a development paradigm is needed that can ensure both the welfare of society and the protection of the individual, nature and the national economy as a whole. Research methods: observation, scientific experiment, scientific measurement, scientific description of objects and objects of knowledge, analysis and synthesis, and others. Research results: expanding the theoretical foundations of the development of the consumer economy, studying the environmental and practical aspects of its development and identifying the most acute problems of functioning. It is concluded that these problems must be solved in a timely manner to ensure the safety of society.

Keywords: consumer economy, consumer society, characteristics and problems of functioning of the consumer economy, environmental aspects of the development of the consumer economy.

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Export of timber materials of the Russian Federation: problems and directions for improving the quality of customs control. P. 47-57.

Abstract. The purpose of this study is to offer reasonable directions for improving the quality of customs control in relation to export timber. The purpose of the study was achieved on the basis of the results of analysis and assessment: identifying trends in the development of timber commodity items; establishing the main importing countries; identifying the problems of customs control when declaring timber that hinder the improvement of its quality and the growth of the effectiveness of export activities of the Russian Federation (RF). The results of the study show that Russian timber, both as a whole and individual commodity items, are in demand on the world market. The export of timber is one of the productive areas of activity of Russian participants in foreign trade activity, confirmed by the share of timber exports in the export of goods of the Russian Federation, as well as the number of countries-importers of this commodity group of the unified Commodity Nomenclature of Foreign Economic Activity of the EAEU (TN VED EAEU) during the study period. However, the problematic points identified by the customs authorities during both documentary and actual control in the process of customs declaration indicate a violation of the provisions of both state and customs regulation by exporters when exporting timber from the Russian Federation, which was the basis for developing ways to improve its quality. The study of the effectiveness of the export of timber and the conduct of customs clearance in relation to them predetermined the use of general scientific theoretical and empirical research methods.

Keywords: export, export of timber, exporters, commodity items, customs control, quality of customs control.

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Analytical toolkit in the comprehensive assessment of the operation results of the abrasive production enterprise in the region. P.61-68.

Abstract. The purpose of this article is to study the issues of using modern analytical tools for a comprehensive assessment of the economic entities level functioning. The study used the methods of systematization and generalization, methods of observation and comparison of analytical indicators, systemic and integrated approaches. The informational basis was the current research of Russian scientists on the problem under study, as well as the data of the official reporting of OJSC Belgorod Abrasive Plant, which acted as a key information resource in assessing the financial situation and results of the enterprise's functioning. The study substantiated the need for financial analysis on the basis of a structured, unified, publicly available and mandatory reporting. The features of financial analysis against the background of its importance in identifying factors, threats and opportunities for the future development of an enterprise are outlined. The article focuses on various methodological approaches to assessing the level of the financial condition and the results of the functioning of the enterprise, as a predominant one, the complex is highlighted. Based on the construction of the rating

number, a comprehensive assessment of the level of functioning of OJSC “Belgorod Abrasive Plant” was made, which made it possible to determine the priority directions of its strengthening.

Keywords: comprehensive assessment of the results of functioning, financial condition, reporting, directions for improving the results of the functioning of an enterprise in the region.

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Information economy development concepts P.71-78.

Abstract. In this article, an attempt is made to note and highlight the undeniable priority features of the information economy, which significantly adjust and rationalize the interaction of scientific achievements and the latest developments in the manufacturing sector, to study the dominant position in the economy of the concept of the information society, the transformation of economic processes in modern society. Many scientists, economists, statesmen, sociologists and political scientists consider the transformation processes taking place in the economy and note that the main trends in the development of the information economy are currently the production of new information products, services and technologies that contribute to their active penetration into all spheres of human life. The semantic ambiguity of the term "information" brings us to the understanding that the ontological and methodological strategy (paradigm) of understanding cannot explain all the diversity of the meaning contained in it. We propose to consider information in the form of an algorithm for constructing a system that reflects this information directly in the mind of a person, with its concrete implementation in a certain type of activity. The process of obtaining and using information is the process of our adaptation to the contingencies of the external environment and our life in this environment. It follows from this that information as the generation of meaning in society, and the economy as a practical directive, becomes in the 21st century a characteristic necessity in the life of all mankind and to a greater extent depends on the awareness and ability of a person to effectively use the incoming information. Information and economics create a single dialogue space in which the main features of the information economy are manifested, thanks to which it differs significantly from other economic models. Information is currently becoming the main resource, contributing not only to the transformation of all spheres of the economy, but also, along with finance, materials and energy, determines the need to create an integrated system of economic security for each country.

Keywords: information economy, manufacturing sector, transformation processes, information products, services, technologies, algorithm, dialogue space, economic spheres.

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Preparation and analysis of data for making management decisions for criterial selection of optimal strategies or assets. P. 81-85.

Abstract. To solve some problems in economic applications and management, it is necessary to indicate an algorithm for preparing data for their solution and give recommendations on the

presentation of data and their aggregation into tables, which is convenient for presenting data in electronic form. Optimal presentation of data will enable professionals to solve problems using versatile tools, technologies and available software. The article proposes a sequence of data processing and their tabular presentation at each stage of analysis. The purpose of the analysis is to select the optimal strategy from the proposed strategies. A strategy can be characterized by data on the changing value of an asset, for example, shares on the stock market. The value of an asset is determined for a specific period of time. The result is an assessment of the expected utility, the expected economic effect of the strategy, which will allow you to choose the optimal strategy, the optimal asset for investing free cash, buying, forming an investment portfolio.

Keywords: data, tables, assets, strategy, cost, loss, income, forecasting, planning, automation, aggregation, grouping, time interval, probability, utility, economic effect.

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Public administration on the way of digital transformation. P. 88-97.

Abstract. Digitalization has led to a change in the modern social system, to a change in social relations, to the formation of new types and methods of communication between people and each other, as well as public institutions with the citizens of the country. On the one hand, the positive impact of this trend is obvious, on the other hand, there are a number of views that note the negative impact of digitalization. The format of interaction between public structures and the country's population has also undergone certain changes. In view of this, it is relevant to study the stages of digitalization of state institutions in the country. In the Russian Federation, the process of digitalization of state management institutions is carried out within the framework of the creation of "electronic government" and the further formation of a digital government. To begin with, special electronic platforms were created, which made it possible to carry out the basic and most important functions of state institutions through the use of the Internet, and thus, in fact, the goal aimed at creating electronic government was realized. At the present stage, the previously created complex of platforms, united in the electronic government, is undergoing further changes, which are aimed at converting into digital format all stages of the work of state institutions, from citizens' appeal to the execution of a service. Such digitalization will allow in the future to implement even more global goals of the state, such as the creation of artificial intelligence until 2030. The study revealed that different regions in Russia are at different stages of digitalization. In some regions, programs for the digitization of state institutions have been developed, in other regions the development process has not even been launched. Such a gap in the pace of digitalization in the future can become a big problem that impedes the effective interaction of government institutions and the provision of services to citizens. The analysis of the digitalization process led to the conclusion that the impact of digitalization on modern society is extremely ambiguous. On the one hand, there is an obvious positive impact, on the other hand, digitalization is turning into a global tool of total control, which can be used by interested persons or structures for their own purposes. In the course of the analysis, it was concluded that at present, state management institutions are faced with a number of problems associated with digitalization and arising from the incompleteness of the digitization process itself and the unwillingness of state institutions to introduce digital technologies. So, there are risks associated with the national security of the country and dependence on foreign technologies, risks of ensuring security from unlawful use of data, underdevelopment of the legislative framework aimed at protecting biometric data, problems related to the regulatory support of electronic interaction of state institutions of various levels and their interaction with other subjects of economic relations, technological problems of various kinds, problems associated with the low level of professionalism of personnel and many others.

Keywords: digitalization, state institute, management, digital economy, technologies, information exchange, program, project, strategy.

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Development of the Russian Federation goods export in the context of accelerating economic growth of the country and strengthening its world positions. P. 101-113.

Abstract. The purpose of this study is to determine the relationship between the volume of exported goods of the country and the achieved level of its economic growth, as well as to identify the possibilities of the Russian Federation (RF) to enter the leading world positions on the basis of a strategic approach to the country's development, focused on the growth of the number of exporters, the range of non-commodity exports and, accordingly, its volume, as well as the expansion of the geography of focus. The achievement of the goal is predetermined by the fact that the strategic approach to the development of export activities in the Russian Federation is currently one of the key guidelines of the country in strengthening its socio-economic development and its position in the world arena in conditions of instability and transformation of world economic relations, in the context of a change in the qualitative structure world commodity markets, in the context of strengthening protectionist policies and other possible challenges of the globalized economic environment. In the course of the study, the authors analyzed: the volume of world exports, the share of Russian exports in the country's gross domestic product (GDP), the share of Russian exports and Russian imports in world export and import indicators, the volume of non-resource non-energy exports of the Russian Federation, the dynamics of Russian exports of high technologies (high-tech), the share of Russian high-tech products in exports, the percentage of finished products in the volume of Russian exports of high-tech products, the export of Russian innovative products, the number of participants in foreign trade. Particular emphasis is given to the relationship between economic growth and the volume of national exports. The results of the study made it possible to identify the directions of using the country's export potential and to determine the benchmarks for the export activities of economic entities aimed at increasing the rate of development of the country's economic growth. The research is based on a systematic approach, which led to the use of general scientific methods (dialectical logic, induction, deduction, analysis and synthesis), as well as economic and mathematical, comparative, dynamic research methods, correlation and regression analysis.

Keywords: export of goods, structure of export of goods, high-tech export, innovative export, world export of goods, economic growth of the country.

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Harmonization of federal and regional investment policies as a condition for reducing interregional differentiation in innovative development. P. 117-127.

Abstract. Purpose: development of guidelines for harmonizing federal and regional investment policies in order to reduce interregional differentiation of technological development of the agricultural sector. Methods: generalized methodological approaches to the regulation of investment processes, to identify the consistency of federal and regional investment policies. Results: Based on the analysis of federal and regional investment programs in the agro-industrial complex of the regions of Russia, the disproportions between the existing high quality of the scientific and intellectual potential of the agro-industrial complex and the level of its financing were determined; revealed an imbalance of goals, objectives, priorities of state investment policy at the federal and regional levels. A critical analysis of new investment mechanisms, reflected in the National Action Plan, ensuring the restoration of employment and incomes of the population, economic growth and long-term structural changes in the economy is carried out. Methodical approaches to assessing the effectiveness of budgetary policy

based on indirect effects are proposed, provided that the principles of planning, coordination, flexibility, agility and prevention are observed. Conclusions: Substantiated methodological recommendations for the harmonization of federal and regional investment policies in order to reduce interregional differentiation of technological development. Proposals have been formulated to improve state support for investment in the direction of a breakthrough scenario of scientific and technological development, which will enhance the multiplier effect for production and exports. It is scientifically substantiated that for the formation of an export-oriented agricultural sector of the economy and ensuring its sustainable growth, it is necessary to radically transform the innovation and investment policy: harmonization of management mechanisms at the federal and regional levels; the use of additional organizational, economic and financial measures to stimulate accelerated technological development.

Keywords: agro-industrial complex, investment resources, innovative development, federal and regional investment policy, harmonization, principles of planning, coordination and agility.

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Current state and value of international postal service. P. 130-136.

Abstract. The article examines the modern foundations of international postal communication and analyzes the role of the mutual exchange of postal correspondence between countries. The aim of the study was to analyze the current state and importance of international postal services. Achievement of this goal was ensured by methods of analysis, synthesis, logical, historical and complex approach. The place of international postal communication in the socio-economic infrastructure of society is shown. The postal industry is an integral part of the industrial and social infrastructure and operates in almost all countries to meet the needs associated with the use of international postal services. Based on the results of the study, it was concluded that it is necessary to maintain and gradually improve international postal communication through effective cooperation of all countries of the world. The development of postal services will continue to be carried out in the context of intensified competition, as well as significant changes in the international postal market in connection with the global development of the information society, the replacement of traditional forms of delivery of documents and goods and the development of a transnational network of logistics companies. It is argued that the main directions of development of international postal services should be the development of new directions of postal logistics through the introduction of innovative technologies, as well as improving the quality of postal services through the introduction of digital technologies and optimization of the network infrastructure.

Keywords: postal communication, postal services, correspondence, international postal communication, postal administration, Universal Postal Union.

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Evaluation of financial sustainability of fishing industry enterprises with the saratov region as a case study. P. 139-145.

Abstract. In modern conditions, considerable attention is paid to the qualitative characteristics of the enterprise. In this regard, the issues of financial sustainability of the development of enterprises and their ability to respond promptly to any changes in the Russian and world markets are relevant. The article examines the financial indicators that affect the sustainability of enterprise development. The aim of the study is to study the indicators of financial stability of enterprises in the fishing industry. When carrying out this study, the main sources of initial data were the financial statements. For comparative analysis, 2018-2019 were selected. The research methods are comparative and logical

analysis, horizontal and vertical analysis, the method of financial ratios, the method of calculating the rating number (the model of Sayfullin R.S. and Kadykov G.G.). This method is based on the sum of five financial indicators, numerically adjusted for their standard value. The object of the research is the fish industry enterprises of the Saratov region: LLC Center for Environmentally Safe Technologies for Water Use and Production, LLC Fish Nursery Kalininsky, PK Eruslansky, LLC Rybovod. In the reporting period, all analyzed enterprises increased their profit from sales, which may indicate a stable economic condition. At enterprises, it is necessary to make a timely assessment of financial stability in order to assess the real state of affairs of the enterprise, to plan activities that will allow the efficient use of resources in order to strengthen their position.

Keywords: sustainable development, financial stability, indicators of financial stability, profit, profitability, fishing industry, agro-industrial complex.

Economy of Labor and Labor Relations

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Modeling the creation and use of human capital. P. 147-155.

Abstract. Globalization and informatization of the economy as key elements of the transformation of the system of relationships of modern world development actualize the growth of interest in human creative abilities, their activation, intellectual activity and determine the priority of the task of substantiating the directions of strategic management of human capital at different levels. The purpose of this study is to scientifically substantiate methodological approaches to the development of a multi-level model for the creation and use of human capital. The study used a complex of general scientific and special research methods, in particular the method of theoretical generalization and comparison, system analysis, the method of scientific analogy and abstraction, the functional-system method. The article provides an overview of the development of the concept of human capital. The main features that allow attributing knowledge, skills, abilities and other properties of an individual to production resources are highlighted, presenting them as an appropriate form of capital. The author's interpretation of the category "human capital" is proposed. The levels of human capital formation in the context of globalization are highlighted and supplemented, namely: personal (individual), micro-level, meso-level, macrolevel, globalization (the level of formation and development of human capital of transnational corporations). A multi-level model for the creation and use of human capital is proposed, according to which the processes occurring in the field of human capital creation at the household level (first level of the model) and in the use of human capital at the enterprise level (second level) are formalized; the interaction of producers of human capital (households) and consumers (enterprises) mediate market relations (third level); the fourth level reflects the socio-economic efficiency of human capital.

Keywords: human capital, factors of production, concept, levels of human capital formation, model of creation and use of human capital.

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Peculiarities of formation and development of enterprise's labor potential. P. 158-169.

Abstract. Formation and development of the labor potential of an economic entity are the basis for its development in the long term. Therefore, ensuring the quality of the formation and use of labor potential is one of the strategic goals of each business entity, the result of the interaction of all structures of the organization aimed at improving the efficiency of activities. The aim of the study is to develop theoretical provisions and practical recommendations in the field of enterprise's labor potential formation and development. The study was carried out on the basis of the use of methods for analyzing cause-and-effect relationships, studying the nature of socio-economic phenomena. In the article, based on the study of scientific literature, it is established that, depending on the objectives of the study, the concept of "labor potential" can be applied at different levels of management of the modern economic system (employee, enterprise, industry, region, country). In a scientific study, the authors identified the elements of the enterprise's labor potential, and also presented a classification of factors that influence the formation and development of the enterprise's labor potential. The analysis of the factors made it possible to establish causal relationships arising in the process of forming the labor potential of the enterprise, to identify the most problem areas, risks and threats. To develop the labor potential of an enterprise, it is necessary to use a systematic approach to the processes of labor resource management. The article describes the process of development of the labor potential of the enterprise, proposes directions for the development of the labor potential of the enterprise and provides the main methods of developing the labor potential of the personnel of the enterprise. Based on the study, conclusions are drawn.

Keywords: labor potential, labor resources, formation and development, efficiency of use, directions of development of labor potential of an enterprise, methods of development of labor potential of personnel of an enterprise.

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I Influence of demographic situation on the development of the labor market in the republic of Tajikistan. P. 172-180.

Abstract. Market transformations carried out in all post-Soviet states to adapt the economy to the new conditions of economic activity have a significant impact on all spheres of the economic life of countries. Market reforms have had a significant impact on the functioning of the labor market, the degree of development of which has not only economic importance, but also social and partly political. One of the factors that have a direct impact on the state and development of the labor market is the demographic situation. The purpose of the study is to identify the impact of the current demographic situation in the Republic of Tajikistan on the national labor market and to develop proposals to mitigate the negative impact. The basic methods for conducting the research were induction and deduction, analysis and synthesis, as well as methods of comparison, generalization and systematization of the results of scientific thought on the problems of work, and others. Based on the results of the analysis, it was revealed that a favorable demographic situation is developing in the Republic of Tajikistan, characterized by an increase in population due to high birth rates and an increase in life expectancy. However, the level of economic development of the republic does not allow providing jobs for the population of the country, which requires the development of directions for solving this problem.

Based on the results of the study, the article proposed directions for reducing the negative impact of the demographic situation in the Republic of Tajikistan.

Keywords: labor market, demography, demographic situation, fertility, mortality, migration, economically active population, labor resources, labor force participation in economic activity.

Marketing, Commerce and Logistics

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Innovative and marketing context of strategic environmental decisions in municipal structures. P. 172-180.

Abstract. In the article, the authors paid attention to the ecological direction in general, which primarily focuses on the study of the cultural aspect. In this regard, ecological culture is considered as the basis of the existence of a modern man and its components: ecological consciousness, ecological behavior. Attention is focused on environmental education as a means of forming environmental culture. The educational ecosystem, environmental awareness and environmental awareness of management, as well as environmental awareness of consumers are considered. It is noted that the current environmental situation requires an in-depth consideration of environmental management, which is shown by the authors. Considering that the development of environmental management is facilitated by the development of strategic environmental decisions and their timely adoption, the emphasis is placed on the fact that in the current situation the innovation and marketing context of environmental decisions in municipal structures is actualized. In modern conditions, environmental marketing, environmental entrepreneurship, environmental safety, etc. play an increasing importance in the formation and implementation of the functions of environmental policy. The authors draw attention to the importance of the environmental trend, which, as the results of practical activities show, is actively used in marketing strategies of state and municipal structures. In the course of the research, the analysis and systematization of scientific and methodological literature were used. The authors give a fragmentary representation of the formation of an organization's digital ecosystem. The basic principles defining the process of implementation of the environmental management system at the enterprise are systematized. Attention is drawn to the need to change the status of security problems, including environmental ones.

Keywords: environmental culture, environmental awareness, environmental behavior, environmental education, environmental change, environmental awareness of consumers, ecosystem, environmental management, environmental decisions, environmental policy, environmental marketing, environmental entrepreneurship, environmental safety.

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Trends, problems and prospects for the development of electronic commerce in the sphere of internet trade. P. 197-204.

Abstract. Due to the rapid digitalization of society, e-commerce has now become a dynamically developing sector of the economy. The Internet provides an opportunity for many goods and services to enter not only the Russian market, but also beyond it, therefore, over the past two decades, Internet commerce has been actively developing both in Russia and abroad. In the context of the coronavirus pandemic, the volume of sales of Russian online stores grew by almost 20%. The purpose of this article is to study trends, identify problems and determine the prospects for the development of e-commerce in the field of Internet commerce. In the course of the analysis, desk research methods were used: analysis of scientific and methodological literature on the topic under study, generalization and classification of scientific research and existing Russian experience in the field of Internet commerce. In the study of this problem, a systematic approach and comparative analysis were used. The authors of the article analyzed the dynamics of the development of online commerce in Russia, identified problems that impede its effective functioning, such as: randomness and information overload of sites, inconvenient navigation for the user, lack of professional specialists in the field of Internet marketing, limited use of credit cards, distrust of banking system, poor quality service in online stores, violation of the delivery time of the paid product to the buyer. In order to effectively develop Russian Internet commerce, the authors of the article proposed directions for improving e-commerce in the field of Internet commerce.

Keywords: internet commerce, online sales, average check, online store, internet marketing.

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Territories marketing as a basis for increasing the strategic attractiveness of municipality. P. 207-214.

Abstract. Business entities carry out their activities within a certain territory, interacting with other entities and the population within their municipality, and also comply with the established legal norms of economic behavior provided for all economic entities in this territory. Fulfillment of its own strategic development tasks by each business entity, but taking into account compliance with the requirements of the law, as well as the interests of other entities and the population of the municipality, contributes to an increase in the attractiveness of the municipality and inevitably leads to the need to find solutions to emerging problems on the basis of territory marketing. When writing the article, the authors pursued the goal of clarifying the content and justifying the need to introduce territorial marketing tools to increase the validity of management decisions in municipal administration and increase the strategic attractiveness of the municipality. During the study and substantiation of theoretical provisions, as well as the development of practical recommendations for solving the stated problem, a systematic approach was used as a scientific method of cognition based on a critical analysis of special domestic literature. In the article, the authors, on the basis of the analysis of the initial socio-economic situation of the Starooskolsky urban district and the assessment of its attractiveness by the population and business structures, determine the main problems and strategic directions of the district's development in order to strengthen its positive image.

Keywords: territory marketing, municipal marketing, municipal formation, territory development strategy, interregional competition.

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Internet messengers as a way of brand promotion in the digital environment.

P. 217-225.

Abstract. The article examines the growing role of instant messengers, primarily in communications used to promote a brand. In general, the pandemic pushed the development of the IT sector of the economy, including the segment associated with promotion on the Internet. At the same time, as the authors note, a number of Internet marketing tools are no longer in demand. Recipients do not respond well to newsletters by e-mail, and interest in Internet sites decreases. Messengers, on the contrary, acquire new functions and acquire a new quality. The authors describe the new functionality of messengers, analyze their advantages in terms of brand promotion, and point out the role of messengers in simplifying and accelerating communications between an organization and its customers. The article emphasizes that instant messengers are actually replacing those Internet marketing tools that can now be considered traditional. It is noted that instant messengers are more useful as promotion tools in the consumer rather than in the business market. The authors conclude that the inclusion of messenger marketing in the overall marketing strategy is already becoming a necessity. In fact, the decisive and rather long-term factor in accelerating this process was the pandemic, which made its own adjustments to the structural development of the economy.

Keywords: messengers, internet resource, social networks, marketing, b2c-sector, b2b-sector, email newsletters, messenger marketing, digital environment.

Cooperation and Entrepreneurship

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Contribution of consumer cooperation organizations to achieving sustainable development goals. P. 228-240.

Abstract. The aim of the study is to analyze the contribution of cooperatives to the achievement of the sustainable development goals identified by the UN in the Global Agenda in 2015, to determine indicators that allow analyzing the activities of cooperatives in achieving the set goals. In the course of the study, priority was given to the goals of sustainable development, in the implementation of which consumer cooperation organizations are more involved: the elimination of poverty; the elimination of hunger; good health and wellbeing; quality education; gender equality; decent work and economic growth; industrialization, innovation and infrastructure; reducing inequality; sustainable cities and towns, etc. The research methodology includes an analysis of domestic and foreign literature on sustainable development, socio-economic activities of cooperatives, assessment of the contribution of consumer cooperation organizations to the development of rural areas. The study used analysis and synthesis, a method of comparison, a method of generalization, as well as systematization of the results based on the statistical reporting of the Central Union of the Russian Federation. The article analyzes the activities of consumer cooperation organizations of the Central Federal District to achieve certain sustainable development goals according to the proposed indicators using the data presented in the statistical reporting.

Keywords: consumer cooperation organizations, sustainable development goals, indicators for assessing the achievement of sustainable development goals.

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Effective internal control as an important component of business functioning.

P. 244-252.

Abstract. To reduce the possibility of distorting the facts of economic activity, financial reporting indicators and to prevent the use of fraudulent schemes, organizations must create an internal control system, the effectiveness of which depends on the quality of information support for both managers of various levels and external users. The purpose of this study was to determine the requirements of direct and indirect business participants to the internal control system, which ensures their effective and efficient cooperation. At the same time, general scientific methods of theoretical research were used: description, analysis and synthesis, generalization and formalization of data, abstraction, and concretization. The analysis made it possible to determine that the majority of business participants are interested both in an effective internal control system of their own and in an effective internal control of their counterparties. But each of them presupposes the formation of special requirements for the internal control system, ensuring the receipt of reasonable confidence in the stability of work, the reliability of an economic entity, both a legal participant in the transaction and a conscientious taxpayer, in the prevention of deliberate violation of legislative acts, rules established by internal regulatory documents, creation of conditions preventing theft and fraud, the formation of ethical behavior of all employees, etc. In general, internal control should be aimed at ensuring legitimate activities, maintaining the safety of assets and the reliability of the financial information presented, increasing the efficiency and effectiveness of innovative operations. For this, the internal control service needs to ensure the relationship between the economic entity and all interested parties. It is this approach that will be the key to the effective functioning of a business in modern economic conditions.

Keywords: internal controls, financial reporting, fraudulent schemes, stakeholders, controls.

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Economic content of business. P. 256-262.

Abstract. The aim of the study is to reveal the economic content of entrepreneurial activity. Entrepreneurs, carrying out their activities in conditions of uncertainty, taking risks, implement various projects, performing an important socio-economic function. The article discusses in detail the interpretation of the definitions of entrepreneurial activity, given by various authors. The analysis made it possible to single out the main criteria that distinguish entrepreneurship from other types of economic activity. Also, additional, in our opinion, inherent in entrepreneurship criteria were identified, including: the presence of competition; efficiency; result orientation; other. Based on the analysis, we

have formulated our own definition of entrepreneurial activity. Of particular interest is the disclosure of individual criteria for entrepreneurship, consideration of their historical component. The clarification of the concept of economic benefits as a result of entrepreneurial activity, depending on the business entity, is given. The main functions of entrepreneurship are indicated and disclosed in detail. The most important, from an economic point of view, the functions of entrepreneurship, in our opinion, are - economic and business. To achieve this goal, various general scientific and economic methods were used. As a result of the study, the economic content of entrepreneurial activity was disclosed in detail, the main functionality, essence and types of entrepreneurship activities were revealed.

Keywords: entrepreneurship, entrepreneurial activity, business entities, small and medium-sized businesses, risk.