

Economics and Management in Branches and Spheres of Activity

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Assessment of the achievement of sustainable development goals by public catering enterprises of consumer cooperation. P. 9-22.

Abstract. The aim of the study was to identify the role of public catering of consumer cooperatives in ensuring sustainable development, to develop a system of indicators for assessing the achievement of the Sustainable Development Goals (SDGs) related to the elimination of hunger, to ensure food security and improve nutrition of the population, and to conduct a comprehensive assessment of the achievement of public catering enterprises of consumer cooperation in Russia. SDGs. The article analyzes the public catering of consumer cooperation in relation to assessing its contribution to the achievement of the SDGs to eliminate hunger, improve the nutrition of the population, and ensure food security. The study was carried out on the example of consumer cooperation organizations of the Russian Federation. In the study, general scientific and special methods were used: the method of generalization, comparison, system analysis, as well as economic and statistical methods (index, relative values, integral assessment). In the course of the study, a systematic and integrated approach was used. The information base of the study was made up of legislative acts and regulations of the President of the Russian Federation, the Government of the Russian Federation, the Federation Council of the Russian Federation, documents of the UN, WHO, FAO on sustainable development, improving nutrition, statistical reporting, articles in periodicals and special editions, as well as materials posted on the network The Internet. The article presents an analysis of the development of public catering of consumer cooperation in Russia for 2016–2019. The study examines the factors influencing the development of public catering, including in the context of coronavirus infection. In the course of the study, a system of indicators was substantiated and a comprehensive assessment of the achievement of the SDGs on eliminating hunger, improving nutrition and ensuring food security by consumer cooperation organizations was carried out. Justified directions for the development of public catering of consumer cooperation will create favorable conditions for achieving the SDGs, the fullest satisfaction of the population's demand for products and services of public catering, taking into account the trend towards healthy food with guaranteed quality and safety of service.

Keywords: catering establishments, consumer cooperation organizations, sustainable development, SDGs, zero hunger, food security, improved nutrition, assessment of the achievement of the SDGs.

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Digital transformation impact on customs administration and customs services quality. P. 23-32.

Abstract. The level of development of digital technologies is of decisive importance in addressing the issues of ensuring the competitiveness of countries and economic unions at the current stage of development of the world economy. In achieving the declared positions, an important role is played by the administration of various fields of activity, one of which is customs activity. The purpose of the article is to generalize theoretical approaches to the term "customs administration" and assess the impact of digital transformation on the effectiveness of the reforms carried out by the Federal Customs Service (FCS of Russia), taking into account the quality of the customs services provided. To achieve this goal, the methods of logical analysis, generalization and synthesis were used, as well as economic and statistical methods for processing digital information. In the article, the authors give a definition of customs administration, focus on its features. The measures of management activity in the customs administration are determined, which briefly characterize the implementation of the main functions and tasks of the customs service, the provision of customs services and their relationship with the administration of customs processes, the benchmarks characterizing the effectiveness of measures taken by the FCS of Russia to improve customs administration are shown, the difference in customs regulation is shown from the administration of customs processes. Based on the analysis of actual data, the influence of customs administration and the provided customs services on the value of the indicator of the average time of release of goods and administration of customs payments to the federal budget revenues is shown.

Keywords: quality of services, customs administration, customs, customs information technologies, Federal Customs Service.

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Electronic commerce as a tool for retail trade development in the digital environment. P. 33-50.

Abstract. The use of modern opportunities associated with the use of information and communication technologies in retail is aimed at increasing volumes, diversifying, providing the possibility of collecting, accumulating and processing information, reducing costs and optimizing business processes. The purpose of this study is to identify the main e-commerce tools in retail trade, to study the possibilities, advantages and features of the use of e-commerce tools in the implementation of retail sales of goods, to highlight the types of retail business entities depending on the level of integration into the digital environment. The theoretical and methodological aspects of the research are based on the works of scientists in the field of electronic commerce, the organization of commercial activities and Internet commerce. The research was based on data from the largest Russian retail companies obtained from open sources and data from the Federal State Statistics Service. The study used dialectical, systemic and integrated approaches, statistical

methods of analysis: observation, series of dynamics, index method. The article provides a definition of the digital environment and e-commerce; highlighted the problems of development of e-business models; the types of commercial entities in retail trade in the digital environment are determined depending on the e-commerce tools used; the assessment of the indicators of commercial entities in retail trade using Internet technologies and e-commerce tools has been carried out.

Keywords: retail, e-commerce, internet, e-commerce, e-commerce tools, internet technology, commercial activities, trade organization, digital environment.

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Innovative development determinant impact on economic dynamics P. 51-62.

Abstract. Formation of economic dynamics, due to the multiplicity and variety of factors influencing it, is a complex process, the effectiveness of which is investigated in the context of various determinants. The purpose of this study was to provide an analytical substantiation of the influence of the determinants that determine the innovativeness of the economy on the vector and rates of economic dynamics assessed by modifications of the GDP parameter. The methodological basis for performing the work was the principles of causality and the dual dependence of economic processes. The implementation of these principles was carried out through the methods of correct use of the original, reliable information and its analytical transformation; argumentation of the conclusions made; rationale for conclusions; retrospective and deterministic economic analysis; graphic and index presentation of calculated data. The study was carried out according to the identified determinants of innovative development (manufacturability, science intensity, product innovation; innovative and inventive activity; advanced production technologies; staffing of research activities and costs for its implementation; labor productivity and its provision with high-performance jobs), in dynamics for 2013-2020 biennium. The assessment of the dynamic indicators of GDP was carried out according to purchasing power parity and the structure of the formation of the national budget. Based on the results of assessing the impact of the determinants of innovative development on economic dynamics, problem areas are identified that require adjustments to the directions of state economic policy in the innovative component of its implementation.

Keywords: economic dynamics, innovative development of the economy, determinants of innovative development.

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Enterprise's variety disclosure in the integrated report. P. 63-74.

Abstract. The study of the history of accounting in different countries has allowed us to determine that the reporting is constantly evolving, but it is influenced by individual groups of

users. This is confirmed by an integrated report focused on the disclosure of comprehensive information about sustainable development. The indicators of the report were formed under the influence of various groups of interested users. It contains both financial and non-financial information. The purpose of this study is to identify and disclose the interests of various groups of users of the integrated report. The achievement of this goal is contributed by the solution of a complex of interrelated tasks: identifying the most significant stakeholders in the information presented in the integrated report, characterizing their interests and analyzing the requirements stated by them. In the process of the research, the opinions of domestic and foreign authors on the interest of individual parties and individuals in the integrated report were analyzed, and a survey was conducted with managers, employees and owners of commercial organizations seeking to improve the company's image, and authorities. As a result, the problem of ambiguity of interests of different groups of users was discovered. The study of the regulations governing the making of the integrated report allowed to determine the lack of clear regulation of the structure of the report and the indicators disclosed in it, and the resulting need for subjects to independently make decisions on its preparation. The analysis of integrated reports published by Russian companies showed the possibility of using different formats of information presentation. The most important stakeholders in reporting are shareholders. For them, first of all, financial indicators are important, but the globalization of the economy and the emerging global trends in the reduction of the resource base make it necessary to shift their emphasis towards sustainable development. Integrated reporting for competitors acts as an incentive for the development of their company and the implementation of more effective social and environmental activities.

Keywords: integrated report, stakeholders, sustainable development, control, financial information, non-financial information.

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Novosibirsk agglomeration urban cultural tourism development potential. P. 75-91.

Abstract. The purpose of the article is to study the potential of urban cultural tourism in the Novosibirsk agglomeration and its features, the possibility of developing cultural tourism as an independent type of tourist specialization in the projected cluster of urban and suburban tourism "Capital of Siberia", to systematize the resources for the development of cultural tourism in the agglomeration. The article discusses theoretical and methodological approaches to defining the definition of "cultural tourism" and methodological foundations for assessing its potential. The author singles out the main components of the potential of urban cultural tourism in the agglomeration: resource, event, excursion. A detailed description of all components of the potential of urban cultural tourism in the agglomeration is given, taking into account the relationship between them. It is concluded that there is a museum cluster, a theater cluster and a cluster of art institutions in the Novosibirsk agglomeration; their role and opportunities in the development of the resource base of urban cultural tourism are shown. The author concludes that it is necessary to study the potential for the development of urban cultural tourism, taking into account its digitalization and the introduction of digital technologies into museum, excursion activities, and the marketing component. The directions for increasing the efficiency of using the potential of urban cultural tourism and enhancing its involvement in the tourist turnover of the agglomeration are formulated. Measures are proposed to improve the potential of urban cultural tourism in the Novosibirsk agglomeration: the formation of new tourist urban locations (the project for the renovation of the Military Town, museification of territories); coordination of programs for the development of tourism, culture and art; implementation of the cluster approach; expanding

the system of business communications and cooperation and network partnerships between the subjects of the tourism industry and cultural institutions through the implementation of joint projects; development of a digital tourist navigation system.

Keywords: urban cultural tourism, potential, cluster, Novosibirsk agglomeration.

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Conceptual model of natural gas consumption strategic management at an industrial enterprise. P. 92-103.

Abstract. Currently, the existing conceptual approaches to the strategic management of the strategy for the efficient consumption of natural gas in industry do not clearly define the algorithm for such an analysis. Improving the strategic management of natural gas consumption in industry is becoming a key factor in determining the reserves for increasing energy efficiency and a guarantee of sustainable economic growth in the country. The aim of the study carried out by the authors is to form a model of strategic management of natural gas consumption at an industrial enterprise based on the analysis of existing methodological approaches. To achieve this goal, the methods of analysis and synthesis, the theory of dynamic standards and indicators of the organization of the economy of natural gas consumption in industrial production were used. The authors proposed a conceptual approach to the formation of a model for strategic management of natural gas consumption, which includes: a system of interacting indicators of internal and external analysis, a matrix of predictive effectiveness of options for a strategy for the use of natural gas, which is based on the criterion of a guaranteed result. The proposed conceptual model allows us to effectively identify negative signs of trends in the main economic, financial and energy indicators and make timely management decisions in the process of implementing the strategy based on the predictive efficiency matrix, which allows us to ensure the sustainability of the chosen vector for implementing the strategy.

Keywords: external analysis, internal analysis, model, natural gas, competencies, criterion, strategic management, strategic vision, growth rates, decision matrix, energy efficiency, industrial enterprise, economic effect.

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Methodological approach to estimating the effectiveness of budget and tax instruments for regulating socio-economic development of regions. P. 104-112.

Abstract. The aim of the study is to assess the effectiveness of tax incentives and transfers in the context of the socio-economic development of the region. The article discusses methods for assessing the effectiveness of the application of financial methods for regulating the development of regions. The focus is on tax incentives and intergovernmental transfers. It is shown that the use of tax incentives and transfers can have a stimulating and deterrent effect. In this regard, the development of methods for assessing the effectiveness of their use, taking into account the social effect, is urgent. To increase the stimulating effect, it is proposed to link tax benefits and the conditions for their provision. The efficiency of the distribution of transfers can be increased by analyzing the ranks of territorial entities before and after the distribution of transfer funds in terms

of the average per capita income of the local budget. An algorithm for analyzing ranks and methods for calculating indicators are considered. The developed and tested methodological approach to assessing the effectiveness of the financial instruments used to regulate the development of territories, based on a preliminary analysis of the results of their use, will increase the responsibility of state authorities in the region in increasing the volume of tax revenues and improve the regulation of territorial development while coordinating the interests of the center and the region (territorial entities). Conclusions are made about the central importance of fiscal instruments and increasing their efficiency in the context of local budget deficits.

Keywords: state regulation, territorial development, financial methods, tax incentives, transfers, efficiency of application.

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Technological development of global innovative systems in digital economy. P. 113-122.

The study was carried out within the framework of the grant of the President of the Russian Federation for state support of the leading scientific schools of the Russian Federation No. NSh-2600.2020.6

Abstract. The development of world innovation systems in the formed realities of the digital economy requires the transformation of the technological base to increase their competitive advantages. This circumstance indicates the need to develop new scientific, theoretical and practical approaches to assessing the technological development of national economic systems in the digital economy, since the technological sphere forms the framework of digital trends at all levels of management - from the mega to the microlevel. The aim of the study is to assess and systematize the trends in the technological development of world innovation systems in the digital economy, taking into account the level of their innovative development. As a result of the study, it was found that the number of scientific and technical personnel engaged in research and development; The volume of high-tech exports in countries with a high level of innovative development is several times higher than those for developing countries and countries with a low level of innovative activity, while in the structure of exports, the share of high-tech goods in less developed countries showed a growth trend and exceeded relatively highly developed countries in innovation activity. A positive relationship was revealed between the indicators of the volume of high-tech exports with grants for technological cooperation, as well as with the number of scientific and technical personnel engaged in research and development.

Keywords: technological development, innovation system, digital economy, high-tech exports, research and development, grants for technological cooperation.

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Resources as a basis for development and a source of threats to enterprise's economic security. P. 123-135.

Abstract. In the course of its financial and economic activities, an enterprise uses resources that are transformed into a product or service and form the volume and quality indicators of the economic entity's activity. The purpose of this study is to identify and systematize possible risks and threats to the economic security of an enterprise associated with the presence, formation and use of its economic resources. The study was carried out using a systemic, integrated and resource-functional approaches. In the process of processing the material, general scientific methods were used, in particular, analysis, synthesis, deduction, detailing, generalization, comparison, consistency, complexity, etc. In the course of the study, it was found that, within the framework of the resource-functional approach, resources are considered inextricably linked with economic security enterprises, acting simultaneously as a condition for its provision and an object of protection. In turn, economic security should be considered, on the one hand, as a result of the efficient use of resources, and on the other, as a condition for their formation in the optimal volume and rational use. At present, from the standpoint of ensuring economic security, most authors allocate a capital resource, a personnel resource, an information and technology resource, a machinery and equipment resource, a rights resource (legal resource) as part of an enterprise's resources. Moreover, each of the types of resources can act as a source of potential threats to economic security and the normal functioning of the enterprise. This leads to the imposition on the management of an enterprise at any level of the obligation to analyze and determine the contribution of each resource to ensuring the economic security of the enterprise.

Keywords: economic resources, capital, fixed capital, working capital, intangible assets, personnel, economic security of an enterprise, risks, threats.

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Innovative products greening production trends evaluation. P. 136-146.

Abstract. Achievement of the strategic goal of innovative development of the economy requires from its subjects the priority development of such innovations, the introduction of which into economic practice will not harm the environment. For the manufacturing sector of the economy, which has a strong impact on the environment, the solution to this problem is ensured by greening the production of new products. The purpose of the study was to conduct an analytical assessment of the results of the development of greening the production of innovative products, formed during the "sanction" period, and to identify problematic aspects of this process, confirmed by trends in its dynamics. The methodological platform of the research defines the provisions of an integrated approach that provides an analysis of the process under study in the essential relationship of various aspects of the formation of the effectiveness of its implementation. The assessment of trends in the greening of the production of innovative products was carried out using methods of economic and statistical analysis, identification of sustainable trends, analytical substantiation of conclusions, evidence-based argumentation of problems. The article concretizes the author's understanding of the essence of the process of greening production in the context of

its relationship with the hierarchy of innovative environmental technologies. Trends in the development of environmental innovations in the production and consumption of new products, including in the production and consumption of food products, have been identified. Based on the results of the trend assessment, the problematic points are identified that are characteristic of the process of greening the production of innovative products in the "sanctioned" period of its development.

Keywords: greening production, innovative products, environmental innovations, environmental safety of production and consumption.

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Region's innovative development level assessment. P. 147-155.

The study was carried out as part of the state assignment of the Ministry of Education and Science of Russia (FZWN - 2020-0016)

Abstract. The problem of innovative development of the region remains relevant for a large amount of time. Many domestic and foreign researchers note that in the 21st century, the focus is on the innovation activity of the constituent entities of the Russian Federation, since it is the formed regional environment that determines the competitiveness of the entire country, including its innovative resources and potential. The relevance of this study lies in the ever-increasing role of innovative development at the regional level, ways of assessing regional innovative development using certain methods. The purpose of the work is to assess the innovative development of the region. The objectives of this study are: to analyze the main methodological approaches that are used to assess the innovative development of the region; reflect the necessary indicators and criteria for assessing the object of research; draw conclusions. The working hypothesis of the study is based on the recognition of the dominant role of regional innovative development, the development of methodological approaches to its assessment at the present stage and a strategy for ensuring growth potential. The theoretical and methodological basis of the research is the methodological principles, provisions and developments, which are reflected in the fundamental and applied research of scientists in their works. This article reflects the methodological approaches to assessing the innovative development of the region, considers the object and subject of management in the context of the innovative development of the region, analyzes the level of innovative activity of organizations in the federal districts of the Russian Federation, and presents a structural scheme for calculating the criteria and indicators of the effectiveness of innovative development of regions. The data obtained in the course of the study can serve as the basis for the development of new methods that would directly take into account all the features of each subject of the Russian Federation.

Keywords: region, development, assessment of innovative development, level of innovative activity, criteria, indicators, methodological approaches.

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Study of digital transformation background in oil industry. P. 156-163.

Abstract. This research aims to study the prerequisites and processes of digital transformation in the oil industry. The purpose of this article is to analyze the existing approaches and prerequisites for digitalization of the oil industry with a relevant systematization of the information received. The implementation of this goal made it necessary to analyze and define the key principles of digitalization; analyze Russian and foreign literature; identify the problems of the oil industry; on the basis of the analysis, structure the prerequisites for the digital

transformation of the oil industry; identify the key technologies of Industry 4.0 in the context of the oil industry in terms of the magnitude of the potential benefits. In this study, using rational-logical methods of scientific knowledge and the empirical method, namely, interviewing experts in the field of digitalization, it was possible to structure the prerequisites for the digital transformation of the oil industry. The result of the study was to identify the features of the digital transformation of Russian oil companies in the current economic conditions. The approaches that vertically integrated oil companies face when implementing digital products in their business processes along the entire value chain are structured. The groups of relevant digital technologies with the highest potential benefits for the oil industry have been identified.

Keywords: digital transformation of the oil and gas sector, IT specialist, digital staff, digital technologies, digital economy, digital ecosystem, OPEC +, oil and gas industry, digitalization, industry 4.0.

Economy of Labor and Labor Relations

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System vision to achieving strategic hr-goals of companies based on the application of innovative forms and methods of human resources. P. 164-175.

Abstract. In the current situation, the issues of forming the strategic HR goals of companies and the feasibility of using innovative forms and methods of personnel consulting in the process of achieving them are becoming especially relevant. The purpose of the article is to identify the prerequisites for the development of consulting in the field of personnel management and, on this basis, to propose measures to realize opportunities based on the use of a wide range of innovative forms and methods of HR consulting to form the conditions for achieving strategic HR goals. With regard to the problems of the study, the authors applied a modern instrumental and methodological apparatus for collecting and processing information. The approaches of Russian scientists to the definition of the target orientation of HR, as well as the peculiarities of their achievement (formation and actualization) are disclosed by using a set of general methods of scientific cognition, as well as methods of logical and empirical analysis. Work with primary sources and statistical base relied on the use of methods of comparative analysis and synthesis of the information under study. Along with the theoretical study of the problems of achieving the strategic HR goals of companies through the use of innovative forms and methods of personnel consulting, the practice of recent years has shown significant results. The main prerequisites for the development of consulting in the field of personnel management are highlighted. The focus is on strategic HR goals. The necessity of attracting external personnel consultants dealing with the problems of personnel development in the customer's organization to the process of achieving strategic HR goals has been substantiated. Attention is drawn to the introduction of various digital tools related to the HR sphere, which is fundamentally important for effective personnel management. A wide range of tasks and certain advantages from the introduction of information

HR-technologies have been identified. The directions of large-scale transformation of the HR-sphere are presented. The main problems, as a result of which organizations cannot automate HR-processes, have been identified. It is noted that the foundation of all digital HR processes is the creation of a digital profile of employees. To accelerate the digital transformation of HR, it is advisable to introduce design thinking as a key method for making changes.

Keywords: HR consulting, HR goals, HR consultants, digital skills of HR specialists, HR management.

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Labor market development trends during pandemic. P. 176-186.

Abstract. Objective of the study: to consider trends in the development of the labor market during a pandemic associated with the spread of the new coronavirus infection COVID-19 in 2020-2021. To achieve this goal, the article used general scientific and special research methods. Professional activity in a pandemic has become a test for all employers and employees, regardless of the specifics of the business and a number of other factors. The experience gained has made it possible for many not only to identify weaknesses in certain business processes, but also to take a fresh look at the renewal and management of technological processes and professional training of personnel. We are talking about maintaining efficiency and productivity in the conditions of remote interaction of personnel, communication between employees, labor efficiency, technical and information support of economic activities. The forced reduction of the "mobility" of the population and economic activity in the economy, carried out by the state, did not pass unnoticed for the labor market. Initially, business tourism and hotel services were affected, and state-territorial units introduced their own restrictions on entrepreneurial activity, primarily in trade and the sphere of consumer services. The current competitive environment stimulates people to improve their qualifications and master new skills that require new professions. Employees hoping to get a job are forced to become more literate, work on professionalism or retrain. In the era of the digital economy, a general modification of the requirements for specialists is assumed in connection with the global automation of technological operations. Professional competencies related to big data analytics, capable of structuring large amounts of information, which will allow the company to qualitatively predict consumer demand, optimize technological and management processes, come to the fore. The primary factor characterizing the effectiveness of digitalization was the availability of a highly qualified workforce, represented in the required volume and necessary vacancies, as well as a personnel training and retraining system for specialists who have mastered the required professional competencies for the creation and use of digital technologies. As a result of the study, we came to the conclusion that organizations should clearly focus on changes in the labor market, depending on various factors.

Keywords: labor market, pandemic, digitalization, informatization, distance technologies, professional competencies, employer.

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Human capital formation within macroregion: factor analysis. P. 187-197.

Abstract. One of the strategic priorities of spatial development is the formation and accumulation of human capital. It is the foundation of the modern economy. The accumulation and successful functioning of human capital ensures the successful development of the macroregion. Therefore, the creation of comfortable conditions for the formation and accumulation of human capital is the most important task in developing a Strategy for the spatial development of the macroregion. In terms of achieving a high quality of life, human capital is a key asset and ensures the competitiveness of the macroregion. In the course of the study, the main factors of the formation and accumulation of human capital were identified. Among them: high birth rate and steady migration growth of the population; improvement of the education system that can ensure the formation of human capital that meets the needs of society and the economy; preservation of health and longevity; quality and diversity of cultural life; social support for innovators; flexible labor market; well-established system of employment promotion and social protection of the population. As a result of the study, an economic and mathematical model was constructed that takes into account the interregional differences in the conditions for attracting and accumulating human resources. The comfortable conditions created in the region for the formation of human capital in the future will help to retain highly qualified specialists and attract young specialists from other regions. This, in turn, will increase the investment attractiveness of the region and strengthen its position in the global interregional competition.

Keywords: region, human capital, modeling, cluster analysis.

Marketing, Commerce and Logistics

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Study of a growth hacking digital marketing strategy implementation stages in a start-up. P. 198-208.

Abstract. The purpose of the article is to study the stages of implementing a growth hacking digital marketing strategy in a startup, as well as to study the tools used in the course of its implementation. During the research, general scientific methods were used: induction, deduction, analysis, synthesis, logic. The study is based on the works of domestic and foreign scientists-specialists in the field of digital marketing. The article defines GH as a new trend in modern marketing, as a specific marketing strategy and as a way to solve the problem of rapid

growth of a startup in conditions of limited resources. The result of the study is a detailed review of each stage of the implementation of the GH strategy to ensure its effectiveness. The study examined tools such as the AARRR funnel, Lean canvas, Customer journey map, JTBD. The characteristic of an effective growth hacking team is given, the roles and competencies required from the team members for the successful implementation of the strategy are highlighted. The process of continuous generation of hypotheses, their implementation and analysis of results is considered. At each step of the process, methods of their implementation are considered, examples of their use are demonstrated. At the stage of goal formation, a metric is considered for determining the goals of the GH strategy. The study of the stages of implementation of the GH strategy will make it possible to systematize approaches to the development of the strategy, and the considered tools, methods and metrics will help to increase the efficiency of its implementation.

Keywords: strategy, digital marketing, growth hacking.

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Electronic commerce directions development in tourism and hospitality: trends and new solutions. P. 209-217.

Abstract. Tourism and hospitality industry is undergoing fundamental digital transformation. The aim of the study is to study the issues of digitalization as one of the main directions of the strategic development of tourism and hospitality. The development of the digital market for tourism and hotel services contributes to the strengthening of an individual approach to the consumer of tourism and hotel products, which contributes to the formation of a new type of digital tourists who make high demands on the quality of digital services both during preparation for travel and during it. E-commerce in tourism and hospitality is a complex technological process of selling, in which the process of buying and selling occurs remotely using Internet technologies, without personal contact between the client and the manager. It should be noted the widespread use of various electronic marketing and e-commerce tools that contribute to ensuring the competitiveness of tourism and hotel enterprises in the market, stimulating sales and increasing profits from the sale of a tourism and hospitality product, providing consumers with a directed flow of information about a tourism and hospitality product, impact on the formation of public consciousness and the consciousness of each individual, the creation and consolidation of a stable system of preferences for the product of the tourism and hospitality industry among consumers.

Keywords: e-commerce, online sale, tourism, tourism industry, tourism, hospitality, digitalization, digital technologies, artificial intelligence.

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Innovation as a factor of increasing the efficiency of commercial retail activities.
P. 218-231.

Abstract. The article analyzes the state and development trends of retail trade. Based on the analysis carried out, the features of the implementation of commercial activities are formulated. The main trends in the development of retail trade formats in Russia have been identified; features of building a system of trade services and services, performing commercial and business operations using e-commerce, based on the use of information and communication technologies, the capabilities of the Internet, which are of interest for their use for planning, organizing and performing operations aimed at meeting the needs of customers and participants in retail business. The article discusses the possibilities of increasing the efficiency of commercial activities in retail trade when organizing the sale of goods based on the introduction of innovations. The paper systematizes innovative solutions to improve the efficiency of commercial activities in the network retail trade, highlights their advantages and disadvantages. The aim of the work was to study the peculiarities of the development of retail trade, the place and features of electronic trade in goods in the system of market relations, the problems and possibilities of introducing innovations to optimize processes of a different nature were determined. The work substantiates individual possibilities of using innovative specialized tools in the process of customer service and the sale of goods. The article focuses on the issues of consumer behavior peculiarities in the process of searching for sources of satisfaction of needs and making a purchase.

Keywords: retail, e-trade, retail innovation, e-commerce, information and communications technology, commercial activities, points of sale, retail efficiency.

Cooperation and Entrepreneurship

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Role of cooperative identity in implementing sustainable development goals.
P. 232-245.

Abstract. The purpose of our study was to determine the role of cooperative identity in the diverse activities of cooperatives, aimed at fulfilling the main goal - meeting the needs of members of the cooperative; understanding the essence and distinctive features of a cooperative from other organizational and legal forms of enterprises; ways to implement the UN sustainable development goals, taking into account the implementation of projects of the International Cooperative Alliance in cooperative entrepreneurship. In the study of the patterns of development of the cooperative movement, a historical approach was used to reveal the essence and significance of cooperative identity: monographic, empirical and other research methods. The use of the

historical method made it possible to identify the main factors influencing the effective operation of cooperatives of various types throughout the centuries-old history, which is continued in modern market conditions, based on the identity of the main categories of cooperation, cooperative values and principles provided for in the Declaration of Cooperative Identity, 1995. Monographic, empirical, systemic research methods provided identification of trends in the development of the cooperative movement, taking into account the versatile ties of promising business partnerships in order to implement priority projects. In modern conditions, there is an increasing interest in cooperation on the part of entrepreneurs, as a reliable business partner in services and trade, agriculture and forestry, industry, construction, healthcare, tourism, ecology and other areas of life. In our opinion, this interest in the cooperative movement is observed due to the uniqueness of the cooperative organization, which builds its socio-economic activities on the basis of fundamental values and principles, a skillful and reliable partner that effectively develops business communications.

Keywords: cooperative, cooperation, cooperative movement, cooperative system, cooperative enterprises, sustainable development goals (SDGs), Declaration of cooperative identity, cooperative values, cooperative principles.

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Digital solutions projects for consumer cooperation social entrepreneurship. P. 246-254.

Abstract. The article proposes directions for improving consumer cooperation based on digital solutions for social entrepreneurship. The focus is on the consumer cooperation system in Russia with a 190-year history of existence and the possibility of developing small socially-oriented businesses through digital technologies. The purpose of the article is to show the new possibilities of digital solutions for social entrepreneurship. The authors identified administrative and managerial barriers to consumer cooperation that limit the promotion of social entrepreneurship associated with the coronavirus pandemic and the new requirements of the digital economy. The priority of cooperative social entrepreneurship is to improve the quality of life of consumers living in remote sparsely populated areas and to attract young entrepreneurs into cooperation. The methods of new solutions are to support cooperation in a new digital format for the development of social entrepreneurship, which will give a new impetus to the digital transformation of all business processes and significantly increase the competitiveness of the trade sector of the economy. The authors propose to create a new regional platform "Digital Cooperation of Social Entrepreneurship", the main task of which will be the digitalization of the social sector of cooperation based on the consolidation of the economic interests of commodity producers and the interaction of the resources of the village and the city to fulfill the strategic objectives of the region. A feature of digital cooperation is the increase in the efficiency of social entrepreneurship due to the advantages of specialization. Social entrepreneurship is becoming a leader in the search for new forms and methods of consumer cooperation. The authors propose an algorithm of actions for entrepreneurial and business associations in the context of digitalization. In our opinion, the inclusion of digital technologies for social entrepreneurship and the reliability of the content of digital platforms will increase the chances of consumer cooperation in restoring, maintaining and achieving a faster pace of development.

Keywords: digital economy, digital platforms, small business, solutions, consumer cooperation, Centrosojuz of the Russian Federation, social entrepreneurship, region.

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Principles and values of the international cooperative movement as the basis of socially responsible network retail business. P. 255-263.

Abstract. Consumer market is served by various economic entities, among which chain retail holds a special place. Modern trade services for the population in cities in the format of trade networks have historical roots that originated in consumer cooperation. The purpose of the article is to show the general and distinctive features of network retail and network retail trade of consumer cooperation, as well as the possibility of reviving a socially responsible cooperative network business on the principles and values of the international cooperative movement. The scientific novelty of the study consists in identifying the main feature that distinguishes network retail from single-format stores, there are common features, among which the main one is brought from cooperation (in chain retail these are holders of bonus, accumulative or discount cards), care for society, primarily about that part of it whose monetary income is lower than the average per capita income of the population of the Russian Federation. The goal, the expected results of cooperation between the Central Union of the Russian Federation and X5 Retail Group are shown, the dynamics of retail turnover and the place of consumer cooperation in the consumer market of the territory for a number of years is characterized, a comparative analysis of the rates of development of private and cooperative network retail is carried out. The ways of reviving a socially responsible network cooperative business on the principles and values of the international cooperative movement are determined.

Keywords: principles and values of the international cooperative movement, loyalty system, economic participation of shareholders, socially responsible business, chain retail.

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Study of the main volume indicators of economic entities activities of the cooperative form of ownership in the russian federation in recent years. P. 264-275.

Abstract. Current state of the economy changes the state of development of cooperative organizations in comparison with the end of the last century. The level of development of the market economy system has reached a level at which the level of living of the population of developed countries has significantly increased. The rise in the standard of living of the population is accompanied by the individualization of needs and consumption, which impose new requirements on cooperative organizations. Satisfying massive demand for an expanded range of everyday goods enables cooperatives to exercise their advantage over large retailers. The aim of

the study is to analyze the development trends of various types of cooperative organizations in the Russian Federation in recent years. To analyze the development of cooperatives and the validity of the research results, general scientific methods were used (observation, analysis, synthesis, consistency, complexity). The article analyzes the total volume of activities, assesses its structure, reveals the shares of retail trade, wholesale cooperative trade, cooperative turnover in public catering in the total volume of activities of economic entities of the cooperative form of ownership of the Russian Federation by regions for 2016-2019. The study used statistical material. As a result of the study, it was revealed that cooperatives in Russia still have significant economic potential, which makes it possible to provide an opportunity to lead the process of restoring cooperation in the country. The study of the state and development of cooperative organizations for the period under study allows us to conclude that the basis of the existing processes of reducing the volumetric performance indicators is the lack of realization of the interests of shareholders, as their owners.

Keywords: purchases of agricultural products, turnover of cooperative retail trade, turnover of cooperative wholesale trade, volume of industrial production, turnover of cooperative public catering, paid services to the population, shareholders.

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Foreign experience of functioning of cooperatives in the fertilizer market. P. 276-292.

Abstract. Russia is one of the leading countries in the production of fertilizers, two thirds of which are exported. Only one third goes to the domestic market, which, with the existing potential for development, is limited by the low purchasing power of small and medium agricultural producers and the lack of the necessary logistics capacities for the transshipment of mineral fertilizers: not only special rail and road transport is required, but also special storage facilities for fertilizers. In developed and developing countries, cooperatives play an essential role in providing farms with mineral fertilizers. This practice has not yet been developed in Russia. The purpose of the study is to generalize and systematize the foreign experience of cooperatives in the fertilizer market and transfer best practices to the domestic market. The research methodology covers scientific research of foreign scientists in the field of the functioning of cooperatives in the fertilizer market using such scientific methods as analysis and synthesis, observation, abstraction and comparison, generalization and systematization, monographic. As world practice shows, cooperatives for supplying agricultural producers with fertilizers are diverse in their structure. The experience of foreign countries confirms that it is profitable for large companies to deal with cooperatives, since they can purchase relatively large quantities of fertilizers, receiving discounts for this. Cooperatives themselves have significant tax incentives. Russia needs to learn from the positive experience by establishing tax incentives for cooperatives, to encourage cooperation: the creation of supply and sales and marketing cooperatives with a focus on the sale of fertilizers. This will lead to a decrease in the tax burden on small and medium agricultural producers and, consequently, to an increase in their purchasing power.

Keywords: cooperatives, agricultural producers, fertilizer market, fertilizer production, fertilizer marketing.