

Economics and Management in Branches and Spheres of Activity

Shnorr Zh.P.

Novosibirsk State University of Economics and Management, NINH, PhD in Economics, Associate Professor, Professor of the Chair of Business in the Sphere of Services

Urboturism in Novosibirsk: state and development prospects. P. 9-22.

Abstract. The purpose of the article is to investigate the state of urban tourism and the prospects for its development in Novosibirsk. The article examines the essence, signs and structural elements of urban tourism. A feature and novelty of the study is to determine the prospects for the development of urban tourism in the tourist market of Novosibirsk in the context of the need to diversify domestic tourism in the regional tourist market in the context of the coronavirus pandemic and new challenges to the industry. It is substantiated that urban tourism has prerequisites for diversification, expansion of species diversity and range of tourist activities due to the content, characteristic features, orientation. On the basis of statistical information, the author assessed the state of urban tourism in the megalopolis. The main resources and advantages of urban tourism development are highlighted. Revealed modern trends and dominant types of urban tourism in the tourist market: business tourism, entertainment, cultural and educational. It was emphasized that in the context of a pandemic, new threats and challenges, traditional types of tourism in the metropolis are fading into the background. The author sees the prospects of urban tourism in the redistribution of tourist flows, the development of urban industrial tourism and medical tourism, the formation of new tourist locations in Novosibirsk - the implementation of the project to create a tourist cluster "By the Obskiy Sea".

Keywords: urban tourism, city travel, diversification, business tourism, industrial tourism, medical tourism.

Matveyeva O.P.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Head of the Chair of Customs Operations and Customs Control

Prizhigalinskaya T.N.

Belgorod University of Cooperation, Economics and Law, PhD in Economics, Professor, Professor of the Chair of Accounting, Analysis and Statistics, Dean of the Faculty of Distance Learning

Ledovskoy E.E.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Customs Operations and Customs Control

Customs control quality analytical assessment: regional aspect. P. 21-36.

Abstract. The purpose of this study is an analytical assessment of the quality of customs control based on the application of measures to minimize risks and the use of inspection and control complexes (ICC) and determine the directions for its improvement. The basis for assessing the quality of customs control The basis for choosing an object of customs control in the region of the customs authority is the main foreign trade and declaration indicators, which make it possible to determine the level of risk of a foreign trade operator. The level of risk of a foreign trade operator allows the customs authority, before the goods cross, to choose the direction of application of measures to minimize risks: control of the customs value of goods, privileges for payment of customs duties (CP), tariff preferences, goods containing intellectual property objects, control of prohibitions and restrictions, classification goods, countries of origin of goods, CP control and radiation control. Before the implementation of the export-import operation in order to mitigate the risk, the customs authority has the opportunity to develop and subsequently apply a target, zonal or regional risk profile, as well as to determine and apply technical means of customs control, in particular during customs inspection (CC) at checkpoints in the region of the customs authority, such as the ICC. The basis for the analytical assessment of the quality of customs control is a systematic approach, which led to the use of general scientific methods (dialectical logic, induction, deduction, analysis and synthesis), as well as comparative and dynamic research methods.

Keywords: analytical quality assessment, customs inspection, customs inspection, quality of customs control, inspection and inspection complex, target, zonal and regional risk profiles.

Zimakova L.A.

Belgorod University of Cooperation, Economics and Law, PhD in Economics, Professor, Professor of the Chair of Accounting, Analysis and Statistics

Semenenko K.S.

Belgorod University of Cooperation, Economics and Law, Postgraduate Student, Chair of Accounting

Matveyeva Ya.M.

Belgorod State national Research University, Master Program Student, Chair of Innovative Economics and Finance

ABC-method – basis of transport logistics cost management. P. 37-46.

Abstract. The development of technologies, the introduction of new management methods, a change in approaches to doing business – all this and much more predetermine the need for continuous improvement of the organization of all processes of economic entities. At the same time, every year, supporting processes are becoming more and more important, among which transport logistics stands out. It is the timely movement of the necessary resources, fixed assets, finished products, goods and other assets that largely determines the effectiveness of many business processes. And although the departments of transport logistics belong to the non-production area, their activities are associated with high costs, so there is a need to manage them. Various methods and models are proposed for these purposes. The study of theory and practice has shown that the ABC method has proven itself in the best way. A survey of managers and employees of accounting services of transport logistics organizations, analysis and generalization of opinions of various authors on the use of traditional and non-traditional approaches to calculating the cost, synthesis and systematization of information created the conditions for achieving the goal of scientific research – the development of recommendations for the implementation of the ABC method at transport logistics enterprises. As a result, the stages of implementation of the ABC-method were identified and characterized, calculations of the distribution of overhead costs, taking into account industry-specific features, were presented, and it was determined that the use of the method under consideration creates conditions for the correct determination of the cost of each individual operation, operational control and analysis of overhead costs, and identification of cost reduction factors.

Keywords: cost management, ABC-method, cost allocation, overhead costs, prime cost, transport logistics.

Savenkova I.V.

Southern Federal University, Candidate in Economics, Associate Professor, Associate Professor of the Chair of World Economy and International Relations

Matveyeva O.P.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Head of the Chair of Customs Operations and Customs Control

Realization of the export potential of the Russian Federation on the world wheat market. P. 47-57.

Abstract. The purpose of this article is to study growth factors and determine the prospects for realizing export potential of the Russian Federation (RF) in the world wheat market. In the course of the study, the authors analyzed trends in world wheat consumption, volumes of international wheat trade, world leaders in yield, production and export of wheat. Particular emphasis is placed on the development trends of Russian wheat exports from 1996 to the present day, the main export partners and factors that make it possible to maintain the leadership of the Russian Federation in the export of wheat, in particular, that the volume of wheat production fully meets the domestic demand of the population, makes it possible to provide strategic wheat stocks, and the growth of Russian grain exports is due to its high quality and relatively low price level. As a result, despite government regulation measures that both stimulate and restrict wheat exports, the Russian Federation has become a leader in

the world wheat market. The authors made an attempt to forecast the export of Russian wheat for the next two years, carried out using the economic and mathematical method, taking into account the opinions of experts and state mechanisms of the grain damper. 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.

Keywords: world wheat consumption, wheat export, wheat export forecast, factors of world leadership in wheat export.

Sazanova L.A.

Ural State University of Economics (Ekaterinburg), Candidate in Physics and Mathematics, Associate Professor, Chair of Information Technology and Statistics

Joint use of stakeholder and game approaches for enterprise development strategy analysis. P. 58-68.

Abstract. The purpose of this work is to study the possibility of joint application of stakeholder and game approaches to analyze the economic situation at a manufacturing enterprise. The methodological basis of the study is the stakeholder approach and cooperative game theory, which are jointly used to optimize the relationships between the participants in the process of analyzing the essence of the conflict and finding a balance of their interests. Also, the work uses traditional general scientific research methods: observation, experiment, analysis and synthesis, comparison and analogy. The relationship between the financial and economic interests of the participants in the situation has been studied in the process of developing an appropriate game model. A mechanism is proposed that allows, within the framework of the game approach, to determine the optimal strategies and values of quality criteria characterizing the result of decision-making by stakeholders, from the point of view of the balance of their interests in developing both independent and corporate strategies. The synthesis of the above approaches makes it possible to assess the degree of satisfaction of the participants, as well as the measure of risk for each of them. The study showed that the joint use of the stakeholder approach and game theory methods can reduce uncertainty when analyzing a situation with mismatched interests and provide a more informed decision-making for each of the parties.

Keywords: stakeholder approach, stakeholders, game theory, interaction, bimatrix game.

Bargesyan N.V.

Kazan National Research Technological University, Candidate in Economics, Associate Professor, Chair of Logistics and Management

Digital and information technologies in the management of industrial enterprises focused on proactive resource saving. P. 69-77.

The study was carried out with the financial support of the Russian Foundation for Basic Research within the framework of scientific project No. 20-010-00655

Abstract. In order to make effective management decisions in the process of industrial enterprises, focused on proactive resource conservation, the role of digital and information technologies has been identified. As the main research methods, methods of description and comparison are used, which made it possible to identify trends in the digitalization of the petrochemical industry in the field of energy conservation and resource conservation. When studying the issues of increasing the efficiency of enterprises through the introduction and application of digital technologies, theoretical and practical works were analyzed, which served as the theoretical basis for the study. To achieve this goal, the main functional platforms have been identified that allow the development and implementation of highly effective measures in the field of enterprise development strategy and modeling based on the principles of computer analysis and mathematical tools for optimizing production processes. An overview of tools for supporting intelligent technologies, which are an integrated set of compatible products, is presented. The results of the analysis show that 91% of industrial enterprises invest in digital technologies, and only 6% of those surveyed describe their production as fully digitalized. Three components have been identified as the key success factors - a

customer focus strategy, the introduction of digital and information technologies, personnel with digital competencies, the integrated activities of which will lead to an increase in efficiency by 12% over five years.

Keywords: information technology, digital technologies, management decisions, resource saving, digitalization, Industry 4.0.

Antipova O.V.

Almetievsk State Oil Institute, Candidate in Economics, Associate professor, Chair of Economics and Management

Shinkevich A.I.

Kazan National Research Technological University, PhD in Science, Head of the Chair of Logistics and Management

Increasing oil well service economic efficiency. P. 78-86.

The research was performed with financial support of RFBR in the framework of scientific project No. 20-010-00655

Abstract. The aim of the study is to develop an algorithm for the maintenance of oil wells, which helps to maintain the target level of oil production and improve the efficiency of oil production enterprises. The methodological basis of the research was an analytical study of theoretical scientific literature, a systematic approach, analysis and synthesis, identification of cause-and-effect relationships. The study identifies measures for carrying out service work on oil wells in order to optimally allocate investments, and proposes criteria for selecting a well when carrying out service work in a petrochemical complex, which ensures their efficiency. A model for choosing the order of work on well workover is proposed, which implies the allocation of four zones in the matrix field, which characterize the cumulative effect of priority indicators for selecting a well for service work. In order to manage projects for the formation of costs for carrying out service work, an algorithm has been developed for selecting wells for their inclusion in the workover program, taking into account budgetary constraints, which will allow assessing the economic efficiency of each well separately and conducting a comparative analysis. Practical application of the approach to assessing the feasibility of service work for each well, based on an individual assessment, will increase the reliability of the economic justification for workover programs for oil companies.

Keywords: petrochemical enterprises, oil wells, service works, economic efficiency, matrix of indicators.

Gorbach L.A.

Kazan National Research Technological University, Candidate in Economics, Associate Professor, Chair of Logistics and Management

Shinkevich M.V.

Mendeleev University of Chemical Technology (Moscow), Master of the Chair of Logistics and Economic Informatics

Kushaeva E.R.

Kazan National Research Technological University, Candidate in Economics, Head of the Department of Postgraduate and Doctoral Studies

Digital maturity as an indicator of transformation processes in the economy. P. 87-96.

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 category of digital maturity, which has recently become popular in the scientific literature, can be considered as one of the stages of the digital transformation of the economic system, along with digital literacy, digital trust and readiness, and is one of its significant indicators. As the main research methods, both general scientific dialectical approaches and methods are used: analysis and synthesis, deduction and induction, detailing and generalization, consistency and complexity, and methods of applied science, laws and principles of formal logic. When studying the transformation of

processes in the digital economy, theoretical and practical works were analyzed, which served as the theoretical basis for the study. Digital maturity reflects not only the readiness of the system for transformation processes, but also their effectiveness as a result of realizing the potential of the economic system with proper management and appropriate institutional support. More often in the scientific literature, there are studies devoted to identifying the essential characteristics and assessing digital maturity at the level of an economic entity, while our interest is primarily in considering the digital maturity of the domestic economy. At the same time, it should be noted that at this stage a unified methodology for assessing digital maturity and a clear system of indicators suitable for assessment and comparative analysis have not been developed. The purpose of this study is to study theoretical and methodological approaches to understanding the category of digital maturity in the macroeconomic aspect and identifying key indicators of its assessment.

Keywords: digitalization, digital transformation, digital maturity.

Derunova E.A.

Institute of Agrarian Problems of RAS (Saratov), Candidate in Economics, Leading Researcher, Laboratory of Innovative Development of Agro-Industrial

Vasilchenko M.Ya.

Institute of Agrarian Problems of RAS (Saratov), Candidate in Economics, Senior Researcher, Laboratory of Innovative Development of Agro-Industrial

Program-purpose management of AIC scientific and technological development acceleration. P. 97-110.

Abstract. Increasing the competitiveness of the agro-industrial complex in the context of the transition to an export-oriented agrarian economy can be achieved by accelerating scientific and technological development of the agro-industrial complex at the federal, regional, sectoral levels, as well as the level of an agricultural organization. These processes are ensured by the balanced functioning of innovation and investment agrosystems, which are institutional structures designed to ensure the generation, diffusion and acceleration of innovation and science-intensive products into production processes. The aim of the study is to develop theoretical and methodological provisions for organizing and managing the acceleration of scientific and technological development of the agro-industrial complex based on increasing the efficiency of communication interaction between stakeholders of innovation and investment agrosystems using methods of program-targeted management at the federal, regional and sectoral levels of management and practical proposals for the implementation of organizational and financial instruments to stimulate the growth of the efficiency of innovative production processes in the agricultural sector of the economy. The objectives of the study include the development of principles of program-targeted management of innovative and investment development of the agricultural sector of the economy based on the results of the analysis of trends and disparities in the development of innovative and investment potentials, as well as systematization of approaches, methods and forms of state support for the acceleration of scientific and technological development of the agro-industrial complex. The study of the dynamics of the development of investment, innovation and export potentials of the agro-industrial complex was carried out, the disproportions in the field of its characteristics and efficiency of use were revealed. To smooth out the disproportions of innovation, investment and export activity, based on the generalization of advanced foreign experience, advanced organizational and financial instruments for stimulating the scientific and technological development of the agro-industrial complex have been proposed, and the principles of program-targeted management have been developed. The necessity of improving the management of the acceleration of scientific and technological development of the agro-industrial complex at the macro, meso and micro levels, taking into account the improvement of program-target management in increasing the coordination of the stakeholders of innovation and investment agricultural systems, has been substantiated. The practical significance of the results of the study is to improve the efficiency of agricultural production based on the development of principles for improving program-targeted management, as well as forms of stimulating innovation and investment activity in the agro-industrial complex.

Keywords: scientific and technological development of the agro-industrial complex, acceleration, innovation and investment agricultural systems, program-target approach, principles of program-target management, methods and forms of stimulating the acceleration of scientific and technological development.

Kwon G.M.

Urals State University of Economics (Ekaterinburg), Candidate in Economics, Associate Professor, Associate Professor of the Chair of Regional Municipal Economy and Management

Pozdeyeva O.G.

Urals State University of Economics (Ekaterinburg), Candidate in Economics, Associate Professor, Associate Professor of the Chair of Regional Municipal Economy and Management

**Trends of economic development of regions in conditions of unstable economy.
P. 111-122.**

Abstract. This article is devoted to the study of regional development trends, which, in general, make it possible to substantiate the existing development trend in terms of a number of macroeconomic indicators. The existing problems of regional development (depopulation, the need to develop infrastructure and increased pressure on it due to the growth in labor migration, the need to modernize a number of industries, as well as to maintain the stability of the socio-economic situation in the regions, etc.) lead to increased differentiation between regions, heterogeneity of development. The presence of problems is aggravated by the fact that the functioning of territories occurs in a non-stationary economy, which means a change in many macroeconomic indicators that are difficult to assess, which increases the uncertainty of the future socio-economic processes in the regions. The purpose of the work is to identify the existing trends in the development of the subjects of the Ural Federal District, operating in a non-stationary economy. The leading method in the study of regions is economic, which, in turn, provides for the use of comparison, groupings, as well as the use of graphical and tabular data visualization tools. The subjects of the Ural Federal District were taken as the object of the study, the analysis of the main macroeconomic indicators of which since 2001 makes it possible to identify the existing trends in their economic development. Based on the analysis of indicators of the development of the subjects of the investigated federal district, as well as a comparison of several indicators with other federal districts, it was concluded that over the past twenty years, there is a clear tendency of growth of macroeconomic indicators in all subjects of the Ural Federal District. Nevertheless, in this time range, the tendency of increasing inter-territorial inequality between the subjects in the level of their development is clearly manifested, which is caused by non-stationary conditions of the economy. In this regard, there is a need for a clearer substantiation of the priority directions of development of the regions in order to stabilize their economies.

Keywords: region, regional development, trends, unsteady economy, federal district.

Zhenikhov V.V.

Belgorod State Agrarian University, Postgraduate Student

**Application of tax inclusions of scientific activities as a type of state support.
P. 123-243.**

Abstract. The purpose of the presented article was to study some of the tax benefits provided by the Tax Code of the Russian Federation in scientific activities, as a type of state support, their relevance in practice. The value of a particular tax incentive in research activities is determined by the impact of the incentive on the intensity of research, attracting additional sources of funding for research activities, raising the status of a researcher, attracting interested investors and private business to such activities. Before the study, the goal was set - to identify the positive aspects of the provided tax benefits, how they affect the welfare of scientists, the demand for benefits for institutions and organizations involved in research activities. To achieve the goal set in the research process, methods of dialectical and systemic paths to the concept of economic phenomena were used, as well as general scientific approaches - observation, analysis, synthesis and comparison. As part of the study, the demand for the provision of a professional tax deduction for scientific developments was studied, the

demand for a separate coefficient for fixed assets used in research activities to be applied to the depreciation rate, some proposals were made to improve the status of scientists, improve their well-being, and provide social support. , are some calculations based on published statistics.

Keywords: tax incentives, research activities, government support.

Economy of Labor and Labor Relations

Snitko L.T.

Belgorod University of Cooperation, Economics and Law, PhD in Economics, Professor, Chair of Economics

Chizhova E.N.

V.G. Shukhov Belgorod State Technological University, PhD in Economics, Professor, Head of the Chair of Theory and Methodology of Science

Borodin M.A.

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

Strategic management of human capital as a component of enterprise's development. P. 135-148.

Abstract. Human capital is the prism through which the achievement of an enterprise should be measured and one of the strongest advantages in creating value for a particular business unit in a competitive market. Human capital management, being a functional strategy, in terms of goals and structure should correspond to the overall development strategy of the enterprise. The aim of the study is to substantiate the importance of strategic management of human capital, identify its essence, and develop the foundations of the concept of strategic management of the human capital of an enterprise. The article uses 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 importance of human capital in the development of an enterprise has been determined; from the standpoint of the competitiveness of the enterprise, attention is focused on such features (signs) of human capital as value (value) and uniqueness, on the basis of which the models of the strategy of its formation are determined: the model of human capital development; human capital acquisition model; model of attracting (contractual model) of human capital; a model for creating alliances in the field of human capital. The requirements for the development strategy of an enterprise from the standpoint of managing its human capital have been determined. The characteristic and comparative assessment of the most famous models of strategic management of the human capital of an enterprise is given, including Michigan, Harvard and R.S. Schuler's model, for each of which its main variables (factors) are determined. So, for example, In the Harvard model, the impact of human capital management is characterized by direct (motivation, productivity, the relationship between the goals of the enterprise and its employees) and long-term effects (the efficiency of the enterprise, improving the welfare of individual workers and society). The authors have developed the concept of strategic management of the human capital of an enterprise, which includes the interpretation, control action, functions, levels, methods, tools and results of the strategy implementation. The most innovative elements of the proposed concept are the methods and results of the strategy implementation, as constituent elements of the reflexive-knowledge paradigm

Keywords: human capital, strategic human capital management, enterprise value, enterprise development strategy, investments.

Marketing, Commerce and Logistics

Rozdolskaya I.V.

Belgorod University of Cooperation, Economics and Law, PhD in Economics, Professor, Head of the Chair of Marketing and Management

Mozgovaya Yu.A.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Marketing and Management

Odnoral N.A.

NITU MISiS, Candidate in Economics, Associate Professor, Chair of Industrial Management

Innovative trajectory for building interactive relationships with target audience clients based on digital marketing development. P. 149-160.

Abstract. The purpose of the study is to identify, substantiate and consider the directions of an innovative trajectory for building interactive relationships with clients of the target audience based on the development of digital marketing. The aspects considered in the article are disclosed by using a combination of general scientific and special research methods: system analysis, the method of theoretical generalization and comparison, the method of systematization. A critical analysis of the concept of marketing interaction (relations) and the definition of its content component are made. The client-oriented approach is considered, which is acquiring a wide range and mass character. The role of CRM technologies in the analysis of the customer base was confirmed, which can be considered as one of the components of the innovative development of organizations. Emphasis is placed on the ability to manage customer relationships based on multiple information databases. Proactive orientation of marketing and management in the digital economic space is shown. The existence of the need for the use of Data-driven-marketing is noted, with the help of which it is possible to personalize the interaction with the client. The change in the digital environment of the strategy for promoting goods and services due to the possibilities of personalized interaction is shown. The necessity of transition of modern companies to inbound marketing, which acts as an anti-crisis strategy for attracting customers, has been substantiated.

Keywords: customer-centricity, customer focus, customer oriented approach, personalized approach, CRM concept, customer oriented marketing, interactivity of communication with the target audience, database marketing, digital marketing, inbound marketing, proactive marketing strategy, Data-driven marketing.

Bozhuk S.G.

Peter the Great St. Petersburg Polytechnic University, PhD in Economics, Professor, Professor of the Higher School of Service and Trade, Institute of Industrial Management, Economics and Trade

Pletneva N.A.

Peter the Great St. Petersburg Polytechnic University, Candidate in Economics, Associate Professor, Associate Professor of the Higher School of Service and Trade, Institute of Industrial Management, Economics and Trade

Minina A.A.

OOO Avangard Otsenochnaya kompaniya, (St. Petersburg), Marketer

Analysis of the environmental factors determining the prospects for the development of the market for healthy lifestyle in Russia. P. 161-169.

Abstract. The purpose of this study is to identify the conditions and trends in the environment that are necessary and sufficient to promote a healthy lifestyle (HLS). To achieve this goal, in the period from September 2019 to April 2020 in St. Petersburg, the authors conducted a series of online surveys of consumers of products for a healthy lifestyle. As a result, the boundaries of the market of products for a healthy lifestyle and the key factors determining its development in Russia were clarified, a typical portrait of the target audience was determined, a correlation was revealed between points of contact and consumer demands for various types of products for a healthy lifestyle (wellness and fitness). services, purchases of products for a healthy diet, psychological and spiritual practices). Based on the conceptual model of consumer behavior of Blackwell R., Miniard P., Angela J. and the results of the study, a map of the user path of the consumer of products for a healthy lifestyle, specific to the digital environment, was described. Considering that the practice of a healthy lifestyle extends not only to maintaining the physical

shape of the body, but also to the sphere of food consumption, constant intellectual and spiritual development, this experience can be extended to various types of healthy lifestyle business.

Keywords: digital environment, digital marketing, user journey map, consumer behavior, healthy lifestyle products, wellness, fitness, healthy eating, mindfulness.

Cooperation and Entrepreneurship

Dolonina E.A.

Kazan National Research Technological University, Scientific Degree Applicant, Chair of Logistics and Management

Complex application of the end-to-end concept and big data technology in the management of business processes of a petrochemical enterprise. P. 170-177.

Abstract. The study is aimed at the formation of a methodological approach to a comprehensive assessment of the activities of a petrochemical enterprise, based on the use of modern concepts and management technologies. The research methods were the analytical study of scientific literature, a systematic approach, methods of visualization, synthesis, analogy, modeling. The use of these methods contributed to the development of a methodological approach to assessing the business processes of an industrial enterprise, taking into account their structure and significance, which is distinguished by the chronology of business processes in their integral assessment and flexibility, which allows the system of assessing business processes to be adapted to the dynamically changing conditions of the external and internal environment. ; clarification of the digitalization model of a petrochemical enterprise, built on "smart" data analytics characterizing the execution of business processes, a systematic approach to the latter through the implementation of the End-to-end concept, which is an opportunity for a comprehensive assessment of the enterprise's activities. Big Data technology provides continuous analytical research of the entire set of business processes of an industrial enterprise, the OLAP database - situational planning, which together allows you to quickly adapt to the emergence of risky circumstances. The results obtained can be applied at petrochemical enterprises for the purpose of resource-saving development, ensuring efficient production through a differentiated assessment of the contribution of business processes to the achievement of target performance indicators of the enterprise.

Keywords: business process, petrochemical enterprise, End-to-end, Big Data, systems approach.