

Economics and Management in Branches and Spheres of Activity

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Theoretical and methodological basis of enterprise's economic security system functioning based on risk-oriented management. P. 9-21.

Abstract. The functioning of the economic security system of an enterprise in the information economy cannot be based solely on the classical approach, and risk management cannot remain separated from the activities of the economic security system by the process of risk management. There is a need to combine the tools of the specified functional areas of the enterprise for the purpose of risk-oriented management in the economic security system of the enterprise. The purpose of the study is to scientifically substantiate the paradigm of integrating the risk management mechanism with the system of ensuring economic security at the enterprise on the basis of risk-oriented management. In the course of the research, the following methods were used: the method of theoretical generalization, induction and deduction, structural-logical and semantic analysis, comparison, synthesis, a systematic approach. The article gives the author's definition of risk-oriented management in the system of economic security of an enterprise; its differences from the "classical risk management" are noted. The elements of the economic security system of the enterprise are determined from the standpoint of the risk management process, with the allocation of the subject, object and functional components; disclosed the content of each element, taking into account the risk. The necessity of standardization of the risk management process was substantiated and proposals were made to improve the corresponding standard. An algorithm for risk management in the system of economic security of an enterprise has been developed, which combines a number of stages: collecting information about the external and internal environment of the enterprise, identifying risks, analyzing and assessing them, choosing a risk management method. The main options for risk management have been identified - progressive management, risk management option within the business unit, functional management and risk management within the framework of internal audit. The conceptual foundations of risk-oriented management in the system of economic security of an enterprise are presented, highlighting a number of conceptual parameters: the content of risk-oriented management in the system of economic security, its goals, objectives, approaches, principles, functions, objects, subjects, legal regulation, methods, tools. The directions of integration of risk-oriented management into the activities of the enterprise have been determined.

Keywords: economic security, risk-oriented management, risk management, standardization of the risk management process, conceptual parameters of risk-oriented management.

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Transformational leadership as an innovative type of leadership in the conditions of an actively forming digital platform in the state and municipal administration. P. 22-36.

Abstract. As the results of the study show, the problem of transformational, that is, changing the reality of leadership is significant for specialists in various fields, including in the state and municipal spheres, which is due to the significance and versatility of this topic. When carrying out global changes, which we often observe today, it is advisable to consider transformational leadership as the most effective leadership style. The purpose of this article is to scientifically substantiate the constructiveness of transformational leadership as an innovative type of leadership in an actively emerging digital platform in state and municipal administration. With regard to the practice of research, a complex of research methods has been effectively used, including conceptual analysis, comparison, decomposition, identification of cause-and-effect relationships, synthesis of the effective experience of Russian regions in the field of transformational leadership. In the article, the authors present the prerequisites for a timely and successful transformation of the enterprise. The principles of transformational leadership and the role of a transformational leader are systematized. The main forms of the leading position of transformational leadership are outlined. The dimensions of transformational leadership are highlighted, which can be implemented in a directive or partnership way. Particular attention is paid to the application of transformational leadership as an actual management practice in the system of state and municipal government. Prospects for further scientific development of the problem under study are determined by the logic of the relationship of transformational leadership in a regional format. In this regard, effective practices of transformational leadership at the regional level have been identified. It is emphasized that transformational leadership in state and municipal administration is carried out under the influence of digital technologies. It is urgent to pay attention to the possibility of applying project-oriented transformation when developing a strategy for implementing project management in the state and municipal spheres.

Keywords: leadership, transformational leadership, transformational leader, innovative thinking, creative organizational leadership, digital transformation, project-based transformation, project ecosystem.

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Digitalization of customs processes in international post. P. 37-48.

Abstract. Internet commerce in the era of digitalization of the economy has acquired the role of the most important segment of the retail market, which includes the delivery of goods by international mail (IGOs). The share of this segment is increasing every year, including due to the development of trade in goods sent by IGOs to individuals. The international e-commerce market, which has emerged in recent years and is actively developing in the Russian Federation (RF), has certain problems. The purpose of the article is to study the trends and problems in the development of trade in goods sent by IGOs, and to identify ways to solve them. Achieving the goal necessitated the use of methods of

induction and deduction, logical analysis and synthesis, economic and statistical methods of research and processing of economic and empirical information. As a result of the study, it was found that the share of Internet commerce of the Russian Federation in international electronic commerce is insignificant, but has high growth rates, the fluctuations of which are due to the introduction of a pandemic in the global economic space. The geography of e-commerce is extensive, but the range of goods purchased by the population is limited. The IGO dynamics is characterized by a stochastic distribution. Violation of the weight, cost and quantity norms of the IGO entails the payment of customs duties and taxes, the variation in the share of which in income from customs payments is consistently low. The solution of the identified problems based on the introduction of digitalization of customs processes and the use of artificial intelligence in the performance of customs operations with goods moved by IGOs will act as an incentive to increase the quantitative indicators characterizing the purchase of goods by the population in IGOs, the receipt of customs payments to the state budget.

Keywords: Internet trade, goods, international mail, rules of the Universal Postal Union, customs legislation, customs duties, customs declaration, customs control.

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Statistical analysis of individual factors influence on LLC «Group of Companies» Rusagro production profitability. P. 49-57.

Abstract. The article discusses the methodological and practical aspects of the statistical analysis of the influence of individual factors on the profitability of production of LLC «Group of companies «Rusagro». The authors highlighted the types of profitability, grouped the factors of the formation of profitability by dividing them into factors of the internal and external environment. It is substantiated that the more attention is paid to the analysis and correlation of various factors with the resulting feature (profitability of production), the greater the likelihood of increasing the overall efficiency of the enterprise. The article analyzes the influence of factors on the profitability of production of LLC «Group of companies «Rusagro». The data for the calculation were taken from the official accounting statements taken from the official website of Rusagro Group of Companies LLC. In the course of the study, a correlation analysis of the profitability of production was carried out, according to the results of which, out of three factors, the two most correlated with the resulting feature were selected, after which a regression analysis was carried out to compose a multiple regression equation and the characteristics of the analysis of variance parameters were given. Based on the results of the analysis, recommendations were made to increase the profitability of the production of LLC «Group of Companies «Rusagro». Research methods: observation, scientific measurement, analysis, synthesis, generalization, comparison and others. Research results: expansion of the methodological foundations of multivariate statistical analysis of the profitability of production and the individual factors affecting it. It was concluded that the enterprise needs to pay more attention to this indicator and increase it to the level of 2016, and also identified the main measures to increase the latter.

Keywords: profitability, profitability of production, statistical analysis, regression analysis, correlation analysis, internal and external factors, multivariate model.

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Theoretical aspects of organization's property assessment as a condition of its effective functioning. P. 58-70.

Abstract. Successful operation of an enterprise is impossible without a reasonable value and effective use of its property. Efficiency in the use of property is one of the strategic goals of any economic entity, implemented through the interaction of all organizational structures for its sustainable functioning in the long term. The purpose of the study is to systematize and develop theoretical provisions on the essence of property, to develop methodological aspects of assessing the property of an organization as the basis for its effective functioning. During the research, the following methods were applied: dialectics, formal logic, functional analysis, structural analysis, systems approach and other general scientific methods. The category "property of the organization" is interdisciplinary, which predetermines various aspects of its study. The article reveals the content of the category "property of the organization", considers its economic, legal and managerial aspects in an inextricable connection with the development of the enterprise in the long term. The essential characteristics of the organization's property are generalized, and indicators and stages of assessing the effectiveness of the use of property are presented. The basis for assessing the property of an organization are indicators that reflect the relationship between the composition and structure of assets, the ratio of financial indicators, the amount of resources and costs. Having a clear idea about each element of property, about their essential purpose and factors of influence, it is possible to assess the condition and use of assets, identify growth criteria and determine directions for improving the efficiency of the organization.

Keywords: property of an organization, assets, property complex, economic aspect, legal aspect, management aspect, effect, efficiency, stages of assessment, indicators.

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Topical issues of using profitability indicator as a separate estimated indicator of the work of subjects. P. 71-82.

Abstract. Various absolute and relative economic and financial indicators can be used as evaluative criteria for the effectiveness of the work of economic entities, the combination of which allows obtaining reliable information both about the available production, labor and financial resources, and about the effectiveness of their use. Profitability is characterized as one of the most important, determining the future of an economic entity. But for an objective assessment, it should be borne in mind that the conditions for the functioning of the subjects, changes in the regulations governing accounting, leave a certain imprint on the methods and practice of calculating, therefore, the purpose of this study is to identify the problems of using the profitability indicator as a separate evaluative indicator of the work of subjects in modern conditions business. In the process of preparing this article, the authors

used general scientific methods of cognition: analysis, synthesis, generalization of data, induction, deduction, situational analysis, monitoring, abstraction and formalization. As a result, it was determined that profitability indicators are used as an indicator by various interested users: investors - when making decisions on investing in the activities of an economic entity, credit organizations - when issuing loans, tax authorities - when planning field tax audits, senior management and business owners - when evaluating the work of managers. But, when assessing the effectiveness of the activities of economic entities using profitability, one should reasonably approach the choice of profit indicators when making calculations, the comparability of the profit indicator for a number of years when assessing the dynamics of indicators, the objectivity of the choice of subjects when conducting a comparative analysis, as well as the choice of the calculation methodology.

Keywords: profitability, performance assessment, analysis, profit, return on equity.

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Development of customs control of goods containing intellectual property: regional aspect. P. 83-99.

Abstract. The aim of the study is to substantiate the directions for the development of customs control of goods containing objects of intellectual property (OIP) in the context of digitalization of the interaction of the customs authority, the declarant and the copyright holder. Revealing the relationship between the effectiveness of customs control of goods containing OIP and the measures used by the customs authorities of the Russian Federation (RF) to ensure its achievement during its implementation was achieved on the basis of the results of its analysis and assessment on the example of the Belgorod customs. The development of customs control of goods containing IPOs in terms of improving the quality and effectiveness of its implementation depends on the interaction of the following stakeholders: from state authorities, which should interest right holders or their representatives in the inclusion of OIPs in the unified customs register of IPOs of the EAEU member states and the national customs register of OIPs from the customs authorities of the Russian Federation, which should minimize the costs of right holders or their representatives when including IPOs in the national customs register, ensuring comfortable conditions for providing them with state customs services for including OIPs in the customs register of IPOs, from the business community, which should exclude the implementation of counterfeit goods within the framework of the single trade space of the EAEU, from the population of both the Russian Federation and the EAEU, which should have a negative attitude to the consumption of counterfeit goods, from domestic manufacturers of goods whose products must meet the requirements of the technical of the EAEU quality regulations. Revealing the relationship between the effectiveness of customs control of goods containing OIP and the measures used by customs authorities to ensure its achievement during its implementation led to the use of general scientific methods of theoretical and empirical levels.

Keywords: customs authorities, objects of intellectual property, customs control, trademark.

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Economic activity security in the conditions of digitalization. P. 100-110.

Abstract. The purpose of the presented study is to study the causes of the formation of threats to the economic security of the activities of business entities in the context of digitalization. The plot of the study is based on the fact that as a result of the digitalization of the economy, the activities of economic entities undergo significant changes, while they can affect the economic situation of an economic entity, both positively and negatively and, accordingly, form threats to its economic security. In order to achieve the goal of the study, general scientific and special methods, dialectical, systemic and integrated approaches were applied. The results of the study indicate a high activity in the introduction of digital technologies in economic processes at the present stage. In the past two years, the acceleration of digitalization has been a consequence of the pandemic, which has increased the importance of digital technologies in ensuring that economic activity remains under the current restrictions. As a result of the introduction of digital technologies in economic processes, the boundaries of certain types of threats (physical, informational, economic, legal) are blurred. As a result of digital transformation, they become digital to one extent or another, which causes the danger of forming a threat to the economic security of an economic entity as a result of the use of digital technologies. Thus, challenges are being formed that should be addressed in order to prevent the negative consequences of digital transformation on the economic situation of market participants. In this article, the main directions of the formation of threats to the economic security of economic entities in the context of the digitalization of the economy were identified.

Keywords: digitalization, digital transformation, digital technologies in the economy, economic security, threats to economic security, information economy.

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Improving the quality of providing customs services based on digitizing the activities of state regulating bodies P. 111-124.

Abstract. Foreign trade has always been one of the priority spheres of interests of the state, which, through its special status, influenced export and import flows in order to actively promote the products of national industry to international markets and protect domestic producers from increasing flows of imported goods, which contributed to the growth of the economy as a whole. At the same time, the process of circulation of goods in foreign trade is inextricably linked with their cross-border movement, which entails the need to complete various kinds of customs formalities that burden, both financially and in terms of time, all its participants. The aim of the study is to substantiate the need for further digital transformation of the activities of state regulatory bodies (SRB) when carrying out control measures to minimize the burden on the business community in the implementation of the concluded international trade transaction. The research was based on general scientific and special methods. When using general scientific methods within the framework of the logical approach, the methods of analysis and synthesis, induction and deduction were consistently applied. The study made it possible to identify modern trends in the digitalization of SRB activities; substantiate the need for further development of SRB information systems in order to improve the quality of the state services they provide in the cross-border movement of goods.

Keywords: customs services, state regulatory authorities, automation of customs operations, information customs technologies, information systems, digital transformation.

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Criteria for assessing company ESG risks in the context of sustainable development. P. 125-132.

Abstract. The development of modern society in the context of sustainable development cannot be imagined without assessing the company's ESG risks. However, at present there is no clear methodology for determining the criteria for assessing these risks. The aim of the study is to develop criteria for assessing the company's ESG risks in the context of sustainable development. The methodological basis of this research was formed by general scientific research methods. The article identifies the components of a company's ESG risks: environmental risks, social risks, management risks. The authors identified the main factors for assessing the company's environmental risks: energy efficiency and energy conservation; investments and expenditures for environmental protection; emissions, discharges, waste generation and disposal. Evaluation indicators are proposed for each factor. In addition, a methodology for assessing changes in the company's environmental risk is presented. The study highlights the main factors of social risks of the company: labor practice, employment; health and safety at work; training and education of personnel; gender composition of employees; the practice of relations with suppliers and buyers; relationships with local communities responsibility for products. The author's methodology for assessing changes in the company's social risk is proposed. The article presents the author's model for assessing the company's ESG risks using integral indicators: the environmental risk assessment index, the social risk assessment index, and the managerial risk assessment index.

Keywords: ESG risk, environmental risk, social risk, management risk.

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Development of customs control after the release of goods under the conditions of digitalization. P. 133-141.

Abstract. The purpose of the study is to substantiate the directions for the development of customs control after the release of goods in the context of digitalization of the customs service of the Russian Federation. The purpose of this study was achieved on the basis of an assessment of the effectiveness of customs control after the release of goods and introduction of new digital post-control technologies. In the context of the implementation of new digital technologies such as customs monitoring and customs audit, a system for marking and traceability of goods, digital twins, as well as a multifunctional system for controlling the import and movement of goods, issues of particular relevance are associated with new ways of developing customs control after the release of goods. When conducting the study, general scientific and economic methods were used in relation to customs control after the release of goods in the context of the development of information technology. Directions for achieving goals on the basis of the TCPVT of foreign economic activity participants are proposed in such areas as: and payment of customs duties; checks in relation to aircraft, ships, including compliance with the restriction or use or disposal of ships placed under the customs procedure for temporary import; checks on the reliability of the declared customs value when carrying out repair work on ships produced outside the customs territory of the EAEU; checking supplies; verification of inclusion in the customs value of transport costs; control of the correct application for the payment of VAT on the import of technological equipment, which has no analogues in the Russian Federation.

Keywords: customs control, customs control after the release of goods, new approaches to customs control after the release of goods, digitalization, automation.

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Emergence of new forms of economic and social inequality under the influence of digitalization processes. P. 142-153.

Abstract. The purpose of this article is to study the consequences of digitalization, leading to an increase in the digital divide between people and an increase in social differentiation in terms of economic and social characteristics. Since not all people will be able to equally benefit from the opportunities of digitalization, new social leaders (personalities) and outsiders (impersonalities) inevitably appear. At the same time, traditional forms of social and economic inequality do not disappear anywhere, but they are modified. The main research methods used in the article were: document analysis; content analysis of Internet resources devoted to digitalization processes; method of comparing statistical data; general scientific principle of consistency. The article is an analysis of the main reasons for the digital divide between Internet users. The authors proceed from the fact that the digital divide arises due to the uneven spread of the Internet, which makes it difficult for the population of technologically underdeveloped countries to integrate into the digital economy. The article examines the prospects for integrating the population of Russia into a single digital environment, and also describes the most influential and profitable social media. From the indicated positions, the economic potential of existing digital platforms is considered. The conclusions of the study represent an assessment of the state of development of social platforms on the Internet and an analysis of the prospects for further research into new forms of economic and social inequality in the society of late capitalism.

Keywords: digitalization, digital divide, inequality, economy, influencer, blogger, information, production, consumption, influence, new identity.

Economy of Labor and Labor Relations

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Actualizing participation of educational ecosystems in the formation of the digital labor market. P. 154-166.

Abstract. The purpose of this study is to substantiate the provisions that actualize the need to expand the participation of educational ecosystems in the formation of a digital labor market that meets the trend of digitalization of the economy, requiring adequate transformations of the education system. The study was based on the basic provisions of the ecosystem approach to the organization of socio-economic relations in relation to the interaction of the labor market and the education system. The work implements methods for reviewing literary sources on the problem under study; benchmarking the best practices for creating educational ecosystems; identification of problems inherent in the modern education system in the field of information and resource provision, and evidence-based argumentation of the need to expand the participation of educational ecosystems in their solution. The understanding of the educational ecosystem is concretized and its differences from the traditional education system are highlighted in terms of a set of formulated features. The world and Russian practice of organizing educational ecosystems has been studied, examples of best practices are given. The directions of digitalization of

education, developed by educational ecosystems, that meet the requirements of the emerging digital economic environment are highlighted. The new challenges of the labor market associated with its digitalization, which require reformatting education based on the ecosystem approach, have been substantiated. The problems of information and resource support of the educational process, which actualize the participation of educational ecosystems in their solution, are argued.

Keywords: digital labor market, digital model of the economy, ecosystem approach, educational ecosystem, digitalization of education.

Marketing, Commerce and Logistics

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Competitive positioning of territories: methodological aspect. P. 167-178.

Abstract. The purpose of this study was to systematically present methods for positioning territories in a competitive environment, decomposed into basic, economic and marketing methods, with the specification of tasks and the results of their use in competitive positioning, taking into account the specifics of its object. The work was based on the methodology of the marketing approach to understanding the processes and phenomena of territorial development in a competitive environment, positioning tools and differentiation of marketing research objects. Research methods in the work are implemented in the context of tasks and the results of their use in competitive positioning of territories, with the grouping of basic ones (typologies and classifications, comparative assessments, main components, multidimensional scaling, cluster analysis, graphic-analytical, tabular); economic (factor, correlation, regression analysis, index, balance) and marketing (PEST-, SWOT-, SPACE-, ABC-, XYZ-analysis, matrix) methods. The essential differences between positioning and differentiation have been determined. The terminological apparatus of competitive positioning of territories has been clarified. The methods used in the international marketing practice of studying the competitive positions of territories have been studied, and the dominant subjects and research methods have been highlighted. The compositions of the basic, economic and marketing methods of positioning have been formed, the tasks and the results of their use in the competitive positioning of territories have been specified. Key words: marketing of territories, positioning and differentiation, competitive positioning of territories, techniques and methods of competitive positioning.

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Influence of human clip thinking on changing the form of presentation of services to the population. P. 179-186.

Abstract. Rapid development of information technology has led to the emergence of clip thinking among the modern consumer. Such changes prompted the need to change the forms of providing services to the population on the Internet. The aim was to identify the trends of these changes. For this, the authors have identified the features of the clip thinking of the modern

consumer. On the positive side, this is a large coverage of information in less time; fast switching between tasks; quick exit from the process of obtaining information; reading from any place, diagonally with an understanding of the meaning; multitasking; protecting the brain from information overload. And from negative - superficial reading; rapid loss of information; decreased feelings of empathy; poor ability to analyze data; inability to concentrate for a long time; and increased suggestibility. The authors noted a tendency in the design of search services: rejection of a large amount of text with hyperlinks, the use of images, partial customization for the interests of the user. The respondents' assessments of the design of sites that provide services to the population indicate that they immediately understand from the images what services the companies offer. For them, images and thematic menus are of the greatest importance in design. Users want the absence of authorization on the site or automatic when purchasing a service, a user-friendly interface, readability and easy accessibility of information.

Keywords: consumer, clip thinking, services, website, change in trends.

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Development trends of SAAS services market. P. 187-202.

Abstract. The purpose of the study was to analyze the cloud solutions market, with an emphasis on SaaS services. The article analyzes the global and Russian market of cloud services, considers their structure in the context of existing cloud models, identifies trends in the development of the SaaS services market, considers the features and benefits of SaaS services, studies the leading companies providing services according to the SaaS model, identifies factors affecting the growth of the SAAS services market and their promotion in the B2B market. The article presents an analysis of the development of the cloud services market for 2017–2020. The study used general scientific and special methods: the method of generalization, comparison, system analysis, as well as economic and statistical methods (index, relative values). The study used systematic and integrated approaches. The information base of the study was made up of legislative acts and regulations on the development of digital technologies, as well as statistical reporting, research conducted by analytical agencies, articles in periodicals and special publications, as well as materials posted on the Internet. The object of the research is the market of SaaS services in Russia and the world. The article studies the revenue of public cloud services in Russia and the world, the growth rate of cloud services revenue, the structure of the cloud solutions market, the leaders in the segment of all cloud services and the SaaS model, the structure of SaaS cloud solutions by type of activity, the industry structure of the B2B-SaaS consumption market. The factors contributing to the growth of the market and preventing the penetration of the SaaS model in Russia are identified, the forecast for further growth of the cloud solutions market is considered.

Keywords: cloud services, cloud solutions market, SaaS, IaaS and PaaS services, providers, users, business SaaS.

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Development of organization's marketing information system in the digital environment. P. 203-215.

Abstract. The purpose of the study is to substantiate the main directions for the development of an organization's marketing information system in a digital environment, to identify digital tools for its effective functioning, as well as to develop methodological approaches to assessment. To solve the tasks set in the course of the study, systematic and integrated approaches to the study of economic phenomena and processes were used. The study used general scientific methods: induction, deduction, analysis, synthesis, logic. The study is based on the work of domestic and foreign specialists in the field of digital marketing. In the course of the study, a model for the functioning of the MIS of an organization based on the use of digital marketing

analytics tools is proposed, built taking into account the functions of marketing and providing for technological, software, methodological and organizational support for the MIS, including digital marketing analytics tools. Particular attention is paid to the study of marketing analytics tools, the use of which allows you to collect, track and summarize the necessary information to promote and position the organization's products and makes it possible to manage the organization's marketing activities. The study defines the role of CRM systems in the functioning of the organization's marketing information system, which provide the ability to interact with customers through various communication channels and integrate with other digital marketing tools, as well as digital social media and advertising tools. The study also proposed a methodological approach to assessing the functioning of the MIS, which makes it possible to assess the external environment of the organization, incl. based on the effective functioning of the organization's website. The proposed directions for the development of the MIS of an organization can improve the efficiency of its marketing activities and provide competitive advantages.

Keywords: marketing information system; marketing functions; digital environment; digital marketing information system tools.

Cooperation and Entrepreneurship

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Economic participation of shareholders is the main factor of consumer cooperation development. P. 216-225.

Abstract. The purpose of the article is to prove the need to change the activities of cooperatives, taking into account the achievement of privileges for shareholders. The authors state a systematic decrease in the number of shareholders and consider this tendency as one of the reasons for the reduction in the total volume of activities and practically all branches of the cooperative economy, the decrease in the presence of cooperatives in the consumer market of rural areas. Based on the methodology of the dual nature of cooperation, the dual control system, the authors use the method of logical construction of chains of interconnection of phenomena and processes that take place in the production relations of consumer cooperation. Scientific novelty is the rationale for the need to create a new branch "Socialization of membership". The purpose, subject, function, its attribution to the non-production sphere is determined, it is proved that without a sectoral approach to organizing the economic participation of shareholders, the consumer society loses its cooperative identity and the advantages of the cooperative economic model. The author considers the structure of a cooperative as an association of shareholders, which includes the apparatus of the chairman of the council, organizing the economic participation of shareholders in the activities of a cooperative organization; conditions under which the socialization of membership is transformed into a really functioning industry that generates income for the cooperative and shareholders. The authors assign a primary role in improving economic relations to information and cooperative educational education, increasing adherence to cooperative principles and values of the international cooperative movement.

Keywords: consumer cooperation, association of shareholders, economic participation of shareholders, cooperative economic model, branch "Socialization of membership".

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Economic approaches to improving retail trade turnover assessment in cooperative organizations. P. 226-236

Abstract. The purpose of this study is to consider the main trends in the development of retail trade turnover in cooperative organizations engaged in retail trade, and to identify the main directions of its improvement. To solve this goal, general scientific and special research methods were used. When processing economic information, such approaches were used as systemic, comparative, economic analysis, statistical groupings, and surveys, comparison, observation, groupings, averages, absolute differences, series of dynamics, factor analysis and others. Also, when analyzing the retail trade turnover, data from public statistical and accounting reports were used. In the course of the study, the dynamics of the retail trade turnover of the consumer cooperation system organization for the period from 2018 to 2020 was analyzed and the influence of the main factors on the changes that occurred was revealed. Based on the results of the study, the main directions of growth in retail trade turnover in cooperative organizations have been identified. The performed factor analysis showed the available opportunities for increasing the retail trade turnover, such as increasing the coverage of money income of the population by improving the organization of trading activities, carefully studying the demand of the population served, importing durable goods into cooperative organizations, and improving the quality of services.

Keywords: retail trade, retail trade turnover, consumer cooperation, trade organizations.