

## Cooperation and Entrepreneurship

***Klimenko O.I.***

Belgorod University of Cooperation, Economics and Law, Doctor of Economics, Professor, Head of the Distance Learning Center, Professor of the Department of Economics

***Sergeyev M.V.***

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

### **Methodological problems of assessing enterprise's economic security. P. 9-19.**

**Abstract.** The aim of the work was to study the content of methodological tools developed for assessing economic security in the concept of various approaches, with the identification and argumentation of methodological problems that are characteristic of their use in analytical practice. The research methodology was based on the principle of causation, the implementation of which allows to prove the essential relationship of problems, their interdependence in a closed, cyclical circuit. The paper uses the methods of information retrieval, review of literary sources, generalization of the essential aspects of the object under study, meaningful analysis of the problem under study, scientific debate, reasoned evidence of the conclusions and conclusions drawn. The objectivity of the existence of methodological problems of assessing the economic security of an enterprise, due to the incompleteness of the formation of assessment tools due to the relative novelty of the phenomenon of economic security for domestic theory and practice, is substantiated. A set of approaches to assessing the economic security of an enterprise (indicative (threshold), risky, resource-functional, complex, cluster, deterministic, matrix) has been formed, their key provisions and subject areas of assessment have been identified. Based on the results of studying the content of the approaches, the methodological problems of assessing the economic security of an enterprise are identified and logically argued: the plurality of approaches to assessment, the variability in the presentation of the subject areas of the assessment, the alternative composition of the assessment meters, the high degree of subjectivity of the assessment results, the lack of connection between the results of the assessment process and recommendations for ensuring the economic security of the enterprise.

**Keywords:** economic security of an enterprise, assessment of economic security, methodological support of the assessment process, methodological problems of assessment.

***Meshechkina R.P.***

Belgorod University of Cooperation, Economics and Law, Doctor of Economics, Professor, Dean of the Faculty of Customs and Information Technology, Professor of the Department of Customs Operations and Customs Control

***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

### **Informational and analytical aspect of customs control after goods release in Belgorod customs. P. 20-28.**

**Abstract.** The purpose of the study is to substantiate the feasibility and necessity of information and analytical activities of the customs authorities of the Russian Federation (RF) to ensure the effectiveness and quality of customs control after the release of goods (CCARG). Achieving the goal of the study led to: determining the feasibility and need for the formation of

information and analytical reports (IAR), as the basis for improving the quality of control measures aimed at identifying customs offenses by participants in foreign trade activities by employees of the departments of the Belgorod Customs CCARG service; determination of CCARG objects in the region of activity of the Belgorod customs; analysis and assessment in the region of the Belgorod Customs activities: control measures and their effectiveness, the number of foreign trade entities for compiling the FTE, the number of low-risk foreign trade entities (FTE), the number of violations by the subjects of foreign trade activities of the FTA, in respect of which the FTE are compiled, the number violations per one subject of foreign trade activities of FTA, measures to control the circulation of goods, unit costs for one customs check. The substantiation of the expediency and necessity of improving the effectiveness and quality of the CCARG based on the use of the results of information and analytical activities of the customs authorities of the Russian Federation led to the use of general scientific methods of theoretical and empirical levels.

**Keywords:** information and analytical information, customs inspection, control measures, customs authorities, participants in foreign trade activities, information and analytical activities.

***Snitko L.T.***

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

***Rudykh A.E.***

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

**Ensuring economic security of enterprises in interaction with subjects of the external environment. P. 29-39.**

**Abstract.** The growing turbulence of the external environment as one of the main goals of domestic enterprises has determined the provision of their economic security, which requires tracking external and internal threats to the activities of the enterprise, identifying and ordering its economic interests according to the level of priority, according to which interests must be coordinated both internally and externally. external environment, etc. The purpose of the study is to develop theoretical and methodological foundations for ensuring the economic security of enterprises in an unstable environment in the process of interaction with its subjects. The study used such methods as analysis and synthesis, a systematic approach, methods of theoretical generalization, expert and statistical methods, the method of analysis of hierarchies and the decomposition method. The article deepens and develops the content of such concepts as: "economic security of the enterprise"; "a business entity as a reflexive system"; "managing the strategic interaction of a business entity with the subjects of the external environment." The interrelation of the strategic economic interests of the enterprise with its economic security is determined. The main strategic opportunities and challenges for the enterprise when interacting with the subjects of the external environment are outlined in terms of strategic interaction of the vertical type (with suppliers and consumers) and horizontal type (with the state and competitors). An integral indicator of the state of economic security of an enterprise and an indicator of the effectiveness of managing its interaction with the subjects of the external environment are proposed. The mechanism for choosing growth points is substantiated, which ensures the choice of the problem area of the enterprise, the most favorable in terms of the use of resources and development potential, bringing the mode of operation to one that, based on the neutralization of

the constraints that determine the problem, provides the maximum multiplier effect of development for the entire enterprise.

**Keywords:** economic security of the enterprise, subjects of the external environment, strategic economic interests, strategic opportunities and challenges, growth points.

***Tokar E.V.***

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

***Solovieva L.V.***

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

***Rogov D.A.***

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

**Main trends and prospects for the development of retail trade in the era of digitalization. P. 40-50.**

**Abstract.** Development of retail trade in modern economic conditions is carried out as a result of the introduction of innovative technologies. Thanks to this, there is an increase in the efficiency of trade activities, through the introduction of the latest databases containing a large set of information about potential consumers, as well as the introduction of artificial intelligence. The purpose of the study is to study the directions of development of retail trade in the context of digitalization. In the course of data processing, general scientific methods were used, in particular, analysis, synthesis, generalization, comparison, consistency, complexity, etc. The article studies the trends in the development of retail trade in conditions of economic instability. It was revealed that over the past twenty years, the retail trade turnover in Russia has grown by more than 12 times. In the context of the crisis and pandemic (2019-2020), the growth rate of retail trade was significantly reduced, however, already in 2021, the highest growth in retail trade turnover was observed during the study period. It has been established that the revival of sales is associated with an increase in demand after the pandemic and rising prices. The last ten years have shown an increase in the dynamics of the share of retail chains in the retail trade turnover in Russia by more than 2 times, so the share of retail trade turnover of retail chains in retail trade in 2021 amounted to 38.9%. There was a significant increase in the total revenue of the largest retailers. Online trading has taken a leading position in the list of platforms to meet the needs of consumers. In Russia, the volume of the e-commerce market is growing. The leaders of Internet commerce among the regions of the country are: Moscow and the Moscow Region, St. Petersburg and the Krasnoyarsk Territory, Sverdlovsk Region. Large marketplaces of the Russian Federation (Ozon, Wildberries, SberMegaMarket, Yandex.Market) are successfully developing foreign markets, the retail online export market grew by 86% in 2021. As a result of the study, it was found that the retail trade in our country is undergoing a new round of changes. In trade organizations, the use of Internet technologies, large databases, and artificial intelligence technologies is being introduced.

**Keywords:** retail trade, turnover of trade networks, change in indicators of retail trade turnover, retail, crisis, Internet technologies, Internet trade.

***Boltenkov A.N.***

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Vice-Rector for Educational Work and Youth Policy of the University, Associate Professor of the Chair of Accounting, Analysis and Statistics

***Ustinova E.M.***

Belgorod University of Cooperation, Economics and Law, Candidate of Economic Sciences, Associate Professor, Dean of the Faculty of Economics and Management, Associate Professor of the Department of Accounting, Analysis and Statistics

***Kachan N.A.***

Belgorod University of Cooperation, Economics and Law, Senior Lecturer, Chair of Accounting, Analysis and Statistics

**Improving the classification of services for the purposes of economic analysis.  
P. 51-59.**

**Abstract.** The purpose of the study is a detailed study of the history of the development of domestic and foreign experience in the classification of services for the purposes of economic analysis. At present, the rapid development of the service sector is very relevant for the development of the entire national economy of the country, since in the conditions of a modern market economy the role and importance of this industry is associated not only with its dominance in the economy, but also with the fact that as a result of the provision of services, such important factors intensifying economic growth, such as scientific knowledge, intangible forms of accumulation, information technology, as well as changes in the structure of economic activity. Consequently, a significant role is played by structural restructuring directly in the service industries themselves, which enhance their own importance in the development of the economy and culture of society, and also create the necessary conditions for its further growth and development. The purpose of the study is a theoretical substantiation of possible historical directions for the development of the service sector in foreign countries and an assessment of the possibilities of their practical implementation in the development of services in our country. The article discusses in detail the main types of services, identifies domestic and foreign organizations that have succeeded in developing service classifiers, schematically depicts the domestic classification of services and its main features, provides the concept of “service”, which is reflected in GOST 50646-94, is presented in the chord of considering foreign experience a formalized model for achieving profit in the services market, the main features of modern foreign and domestic work on the standardization of services are noted.

**Keywords:** service, service sector, classification of services, internal prerequisites for the development of services, external prerequisites for development, forms of service provision.

***Antonova M.V.***

Belgorod University of Cooperation, Economics and Law, candidate in Economics, Associate Professor, Chair of Finance and Customs Revenues

***Naumov S.A.***

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

***Pomazanov P.M.***

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

**Digital platform as a result of market participants economic interaction transformation. P. 60-68.**

**Abstract.** The aim of the study is to study the platform form of economic interaction between market participants as a result of digital transformation. General scientific research methods served as a methodological basis for the authors. The study reflects that the digital transformation of the economy has determined a new trend of interaction between market participants: the platform form. The authors highlight the key aspects of the interpretation of the term "platform" in the context of the digital economy and the term "digital platform". The article gives a description of the new participants, which the authors attributed to the infrastructure of the digital market: financial platform operators, digital asset exchange operators, investment platform operators and electronic platform operators. The study provides a comparative description of the participants in the infrastructure of the Russian financial market according to such criteria as: the number of participants registered in the Register of the Bank of Russia, the percentage of active participants, the requirements for value indicators. Comparative characteristics of the participants in the Russian financial market infrastructure made it possible to identify similarities and differences between them. The authors have identified the following similarity criteria: mandatory reflection in the relevant register of the Bank of Russia; availability of a risk management system; the existence of rules for conducting operations on the corresponding platform. The distinctive criteria of the studied participants are: the difference in the normative acts regulating their activities; differences in requirements (the size of the authorized capital, organizational and legal form, qualifications of employees).

**Keywords:** platform, digital transformation, digital platform, financial platform operators, information systems operator, investment platform operator.

***Igolkina T.N.***

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

***Bezuglova Yu.V.***

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

***Romanov N.V.***

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

**Theoretical and methodological study of individual problems of ensuring business subjects' economic security. P. 69-78.**

**Abstract.** The purpose of the study: to consider the results of theoretical and methodological research of scientists on the problems of ensuring the economic security of an economic entity, to identify existing opinions and scientific approaches to interpreting the essence of the category "economic security of an economic entity", to study the main functional components of the system of economic security of an enterprise, to analyze the existing methodological tools assessment of the system and the level of economic security of the enterprise. Research methods: logistic, systemic, complex, comparative, economic and mathematical, induction, deduction, synthesis and other research methods. In the course of the study, it was

revealed that today there is no single unified opinion among scientists both to the content of the definition of "economic security of an economic entity" and to its main functional components, problems were also identified in the field of assessing the economic security of an enterprise and the availability of effective methodological approaches. The basis for the effective functioning and development of an enterprise in the market is economic security. An efficient enterprise is an economic entity that defends its economic interests in the market within the framework of the current legislation, ensures its economic security at a certain time, in a rapidly changing external and internal environment, is able to quickly respond to external and internal threats and resist them.

**Keywords:** economic security, composite functional elements (components), system of economic security of an enterprise, external and internal dangers, threats, methodological tools and criteria for assessing the economic security of an economic entity, protection strategy, measures to ensure economic security.

***Kravchenko E.Yu.***

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

***Bolotova I.S.***

Belgorod University of Cooperation, Economics and Law, Senior Lecturer, Chair of Marketing and Management

***Kulabukhov V.R.***

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

**Systematization of forms and tools for the implementation of corporate social responsibility. P. 79-89.**

**Abstract.** The implementation of the strategic goals of corporate social responsibility currently plays an important role and involves the use of its various forms and tools. As a goal, we have identified the implementation of the process of systematization of forms and tools for the implementation of corporate social responsibility. Scientific results in the course of the work were obtained using the following methods: analysis and synthesis, induction and deduction, graphical interpretation of empirical and factual information, the method of system analysis, the method of comparison. The content of the article is disclosed by using a set of methods: system analysis, causal, expert, comparison method. The article considers and systematizes the forms of social responsibility, examines various points of view on the classification of corporate social responsibility instruments. The tools of corporate social responsibility in the context of the levels of management of organizational processes and its interaction with interested groups are defined. The purpose, objectives, levels, forms, tools and results of corporate social responsibility were systematized. The tools and existing ratings of corporate social responsibility of organizations to society by industry among the largest corporations are investigated. The tendency of the need to possess the information of the society about the participation of organizations in solving social problems of society is revealed.

**Keywords:** corporate social responsibility, instruments of corporate social responsibility, forms of corporate social responsibility, stakeholders, rating of corporate social responsibility of organizations to society.

## **Economy of Labor and Labor Relations**

***Klimenko O.I.***

Belgorod University of Cooperation, Economics and Law, Doctor of Economics, Head of the Distance Learning Center, Professor of the Department of Economics

***Bezuglova Yu.V.***

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

***Igolkina T.N.***

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

### **Labor market in the trend of digital transformation. P. 90-99.**

**Abstract.** Acceleration of the digitalization of the economy, characteristic of the modern period, is associated both with the natural process of implementing the results of the fourth industrial revolution, and with the action of force majeure circumstances in the form of a coronavirus pandemic. These key factors have become a catalyst for systemic transformations that have affected almost all spheres of public life. The digital transformation had an unconditional impact on the strengthening of the stochasticity and heterogeneity of the domestic economy, which in turn had certain consequences for the functioning of the labor market. The purpose of the article is to form a comprehensive understanding of the trends in the development of the labor market in the context of the digitalization of the economy and substantiate the prospects for its regulation. To achieve this goal, general scientific and special methods were used: structural-logical analysis; comparative analysis; statistical analysis; graphic; cognitive modeling; empirical method; method of expert assessments, etc. The economic turbulence caused by digitalization has caused a number of systemic changes in the traditional understanding of the mechanism of the functioning of the labor market and predetermined the need to generalize the key consequences of this impact. In this regard, it is necessary to form a comprehensive understanding of the ongoing processes and specify the directions for their regulation. The article presents a substantiation of the key consequences of digital transformation for the labor market, the manifestation of which was the formation of a fundamentally new employment model, the emergence of its atypical forms, the reduction of jobs and the asymmetry of the education system and the needs of the labor market. The content of the article gives a generalized description of the features of the labor market in the digital economy and presents recommendations in the field of regulation and stabilization of its functioning in the new conditions.

**Keywords:** digital economy, labor market, digital transformation.

***Ledovskaya M.E.***

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

***Ledovskaya I.I.***

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

***Kononenko I.S.***

Belgorod University of Cooperation, Economics and Law, Postgraduate Student, Chair of Marketing and Management

**Application of productive forms of career development in the format of organization's strategic personnel management. P. 100-119.**

**Abstract.** In modern conditions, company employees need new opportunities for professional growth, which is realized through career development and the realization of career opportunities. In this regard, the study of career issues is an important direction of scientific research in the modern theory of personnel management. As the goal of the study, we have determined the positioning of the versatility and effective forms of the career development process as an important component of personnel management. Approaches to the problem of career development are disclosed by using a combination of methods: dialectical, cause-and-effect, expert, method of observation, etc. Attention is drawn to the main career trends of the current stage of development. The article emphasizes the breadth of the range of the concept of "career" and the multi-level context in research. The content of career development is shown, the system of which should be well-functioning and transparent. The essence and features of building and managing a career in modern realities are described. Attention is focused on the most popular career management technologies, including career counseling, which is one of the most effective ways to resolve emerging problems in a dynamic transformation of the external environment. The idea is substantiated that through career counseling it is possible to solve the issue of retention and involvement of personnel in conditions of uncertainty. And in this context, career counseling is part of the well-being program. This direction is complemented by the relevance of the relationship between career and well-being, implemented in a proactive approach to career well-being. The authors elaborated and presented the technology of career counseling in the organization. The functional and content aspect of a career consultant has been worked out. A fragmented structural construction of career development using career coaching technology is demonstrated. The process of forming career tracks has been built. The paper demonstrates the scale of career management through a system of interaction between the main functional groups in the format of strategic personnel management. The structural construction of the career process management system in the organizational space of an economic entity is shown.

**Keywords:** career, career development, career mobility, career experience, career growth, career consulting, career coaching, digitalization of career management, career well-being.

## **Marketing, Commerce and Logistics**

***Isaenko E.V.***

Belgorod University of Cooperation, Economics and Law, Doctor of Economics, Professor, Rector, Professor of the Department of Economics

***Tarasova E.E.***

Belgorod University of Cooperation, Economics and Law, PhD in Economics, First Vice-Rector for Research, Professor of the Chair of Hotel and Tourist Services, Commerce and Advertising

***Tevanyan G.A.***

Belgorod University of Cooperation, Economics and Law, Postgraduate Student



**Directions of marketing promotion of service industry organizations on the Internet. P. 120-134.**

**Abstract.** The purpose of the study is to substantiate the main directions for improving the marketing promotion of service organizations on the Internet. The service sector plays an important role in the development of the economy. For its development, it is necessary to use marketing tools, in particular, Internet marketing tools. In the service sector, a special role is given to retail trade, which is an important sector of the economy, providing communication between consumers and producers and the development of the production sector, satisfying the needs of the population. The theoretical and methodological aspects of the study are based on the works of scientists in the field of marketing organizations in the service sector, the use of Internet promotion tools. The information base of the study was data obtained from open sources, data from the Federal State Statistics Service. The study used general scientific and economic-statistical methods of data processing, including grouping, comparison, index method. The article provides a brief analysis of the compilation of retail trade in the Russian Federation, identifies its main features and trends, substantiates the feasibility of using individual tools for Internet promotion of service organizations and shows the directions for their use. Among the main directions of marketing promotion of organizations in the service sector on the Internet are the development of products, the provision of information support - the creation of a website and a landing page; selection of the main tools of Internet promotion; use of marketing analytics tools.

**Key words:** Internet promotion tools, service organizations, retail trade, marketing analytics tools, website.

***Rozdolskaya I.V.***

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

***Yakovleva L.R.***

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

***Volobuev A.A.***

Belgorod University of Cooperation, Economics and Law, Postgraduate Student, Chair of Marketing and Management

**Strategic determinants of customer-centric marketing based on the principles of behavioral economy and the practice of customer experience research. P. 135-150.**

**Abstract.** Technological progress, access to innovative technologies and services, as well as changing living conditions have had a noticeable impact on the ongoing changes in customer habits and expectations. At the present stage, customers expect not only the simplicity and convenience of interaction, but also the manifestation of empathy and a human-oriented approach at all points of both offline contact and online contact. The noted aspects are reflected in the approaches of client-centric marketing. As the purpose of the study, we determined the identification of promising areas for the development of client-centric marketing based on the principles of behavioral economics and the practice of researching customer experience. Approaches to the problem of developing client-centric marketing are revealed by using a combination of scientific and special methods. As basic methods, methods of comparison, detailing, analogy, the method of expert assessments, generalizations, groupings, etc. were used.

Attention is paid to the study of client (user) experience, highlighting the key principles of CX design and the elements that make up a quality CX design. It is noted that companies need to constantly upgrade their CX strategy. The article emphasizes the importance of the customer journey map as one of the ways to find new hypotheses to increase the number of leads and sales. The experience of interaction is reflected as the basis of customer experience. The characteristics of consumer orientation are described, including: customer orientation and customer centricity. Attention is focused on behavioral marketing, which is based on a client-oriented ideology that determines the behavior of staff and the organization as a whole. The management of the organization from the position of client-centric marketing is substantiated. The authors have worked out and presented consumer behavior in a digital society, which must be taken into account when developing a marketing strategy. The expediency of using the Customer Data Platform, a tool used to collect information about customers, to build long-term relationships with the client and identify their needs, habits and attachments is emphasized.

**Keywords:** customer experience, interaction experience, behavioral approach, behavioral economics, customer interactions, marketing strategy, customer centricity, customer centricity, customer centric culture, ecosystem customer centric approach, CX strategy, UX strategy.

***Makrinova E.I.***

Belgorod University of Cooperation, Economics and Law, PhD in Economics. Professor of the Chair of Hotel and Tourist Services, Commerce and Advertising

***Matuzenko E.V.***

Belgorod University of Cooperation, Economics and Law, PhD in Economics. Professor of the Chair of Hotel and Tourist Services, Commerce and Advertising

***Fintisova A.V.***

Belgorod University of Cooperation, Economics and Law, Senior Assistant, Chair of Hotel and Tourist Services, Commerce and Advertising

**Study of the Russian advertising market as information component of business infrastructure development. P. 151-159.**

**Abstract.** Advertising business in Russia is currently feeling the effects of a crisis caused first by the pandemic and then deepened by geopolitical factors. The departure of large foreign clients and the blocking of social networks are forcing advertising agencies to look for new platforms and rethink their strategies. In order to study the emerging new trends in the Russian advertising market, the authors of the article considered the volume of advertising in the means of its distribution (including the regional segment), as well as by type of content, estimated the advertising costs of large Russian advertisers, investigated the proposals and key areas of activity of large manufacturers Russian advertising product. The study used general scientific and economic-statistical data processing methods, including grouping, comparison, index method, systematic approach and comparative analysis, the use of which made it possible to determine the features of the Russian advertising market as an information component of the business development infrastructure. The authors of the article proved that in order to increase business efficiency, it is necessary to cooperate with advertising companies that offer customers not only a comprehensive solution to promotion problems (development of business advertising strategies, creation of optimized websites, brand reputation management, creation of mobile applications, etc.), but and using statistical research, analytics and modern automated services.

**Keywords:** advertising market; business; Internet advertising; outdoor advertising; television advertisement; printable advertisement; radio advertising.

## **Cooperation and Entrepreneurship**

***Nagovitsina L.P.***

Siberian University of Consumer Cooperation (Novosibirsk), Doctor of Economics, Professor, Professor of the Department of Theoretical and Applied Economics

***Drozдова M.I.***

Siberian University of Consumer Cooperation (Novosibirsk), Doctor of Economics, Associate Professor, Professor of the Department of Theoretical and Applied Economics

### **Project management in consumer cooperation: fields activities and procurement. P. 160-172.**

**Abstract.** The purpose of the article is to show the necessity and possibility of project management for Russian consumer cooperation. The concept of a project and project management is given, the most relevant projects are identified, taking into account the dual nature of cooperation: projects of a cooperative as a legal entity and as an association of shareholders. The rational sequence of development of industry projects and their implementation is shown, taking into account the financial, material, labor costs of the cooperative for design. The most relevant and economically significant projects in trade (wholesale and retail) and in procurement are characterized. It was recommended to create a new cooperative industry "Field activities and procurement". The purpose of the study is to summarize the features of consumer cooperation and its possibilities in the use of project management. The methodology for studying the problem is the dual nature of consumer cooperation, according to which the possibilities of using project management in the system are considered for its two components: a commercial organization engaged in entrepreneurial activities, and a non-profit organization - an association of shareholders, aimed at satisfying the material and other needs of its members. This creates the advantage of a cooperative business model, since non-working shareholders are involved in economic relations as investors, creditors, sellers and buyers, as well as non-cooperative population - in fishing and procurement activities. This causes the need not only for economic, but also for social projects. The theory and practice of consumer cooperation ignores fishing activities. It is not represented in the list of cooperative industries, in economic literature, textbooks, teaching aids, monographs, statistics, scientific articles and reviews of recent years.

**Keywords:** consumer cooperation, project, project management, features of cooperative projects, field activities, procurement.

***Solovieva V.N.***

Siberian University of Consumer Cooperation (Novosibirsk), Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Theoretical and Applied Economics

### **Promotion of cooperative identity. P. 173-184.**

**Abstract.** The article examines the distinctive features of cooperatives - part of the wider world of socio-economic organizations, subject to changing circumstances and requiring constant rethinking and clarification of the cooperative identity. The relevance of the research topic lies in

the study of directions for further promotion of cooperative identity as a competitive advantage of organizations in empowering participants and cooperating with other business entities. The purpose of the work is to determine the identity of cooperative organizations with the principles and values of the International Cooperative Alliance (ICA) in the context of sustainable development. In the process of research, the author used methods of collecting information, providing for the processing, generalization and interpretation of the data obtained, analytical, graphical and tabular methods. The article considers the elements of cooperative identity, the main directions of its study and aspects of strengthening, determined by the 33rd World Cooperative Congress of the ICA. Particular attention is paid to the role of cooperative values in the identification of cooperatives. The growing need to deepen the cooperative identity based on the values, principles and achievements of cooperative organizations is considered. Based on the study, conclusions are drawn about the need to strengthen cooperative identity at the global and national levels, the relevance of this problem for Russia is emphasized.

**Keywords:** cooperative, cooperative identity, cooperative principles and values.