

Economics and Management in Branches and Spheres of Activity

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Industrial tourism as a way to promote and develop industrial and economic potential of the Belgorod region. P. 9-24.

Abstract. The Belgorod region is a region with a high level of production development and a fairly high standard of living. The most developed industries are: mechanical engineering and metalworking, mining, metallurgy, production of building materials, food industry. Assessment of prospects and justification of the strategy for the development of industrial tourism in the Belgorod region is the purpose of this study. The article summarizes the results of the authors' research carried out as part of the participation in the regional team of the Belgorod region in the educational project of the II All-Russian Accelerator for Industrial Tourism "Open Industry", organized by the Agency for Strategic Initiatives together with the RANEPa in 2022-2023. The authors analyzed the benefits and threats for industrial enterprises and local residents when introducing industrial excursions into tourist routes. The assessment was carried out in accordance with the priority goals of the industrial tourism development strategy: industrial potential and quality of products produced in the region; retaining the population and attracting young people to the industry, increasing the flow of tourists and increasing the profitability of the tourism industry, developing the infrastructure of industrial tourism. The stages of developing a draft Strategy for the development and promotion of the industrial potential of the region, including a roadmap for the development of industrial tourism for 2023-2025, as well as a recommended package of digital marketing solutions as part of its implementation, are presented.

Keywords: industrial tourism, production and economic potential of the region, promotion strategy, industry.

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Some aspects of assessing the economic state of an industrial enterprise in a crisis (Rusagro group of companies llc as a case study). P. 25-32.

Abstract. The article considers some practical and methodological aspects related to the assessment of the economic condition of an industrial enterprise in a crisis. It is substantiated that one of the groups of indicators for assessing the economic state is economic sustainability. Based on the study of the activities of Rusagro Group LLC, three groups of threats to the economic stability of an industrial enterprise related to demand, counterparties and logistics were identified, an analysis of each of the groups of threats was carried out, and measures were indicated that can be used to reduce their impact on the economic condition of the enterprise. The necessity of taking these threats into account when assessing the economic condition of Rusagro Group of Companies LLC is substantiated. Since most of the threats to economic sustainability are associated with inventory management, the dynamics of changes in reserves in Rusagro Group of Companies LLC was analyzed, and an assessment was made of the sufficiency of sources of funds for the formation of reserves. A formula has been proposed that allows tracking the effectiveness of the inventory

management system from the implementation of one or another measure to prevent threats. The purpose of the study is to improve the assessment of the economic condition of an industrial enterprise in a crisis under the influence of threats to economic stability, as well as to study the sufficiency of sources of funds for the formation of reserves in the near future. Research methods: induction, deduction, synthesis, analysis, scientific measurement and others. Research results: expansion of tools for assessing the economic condition of an industrial enterprise. It is concluded that it is necessary to take into account the threats to the economic stability of an industrial enterprise when assessing its economic condition.

Keywords: economic condition, economic sustainability, assessment of the economic condition, economic crisis, threats to economic sustainability, stocks.

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Resource potential of an enterprise as a condition for its efficient functioning. P. 33-44.

Abstract. The effective functioning of an enterprise in conditions of economic instability largely depends on the availability and use of resources. Resource potential is a complex and multi-level category. As part of the resources of the enterprise, personnel, market, information and production components are distinguished. The article provides a classification of the components of the resource potential of an enterprise, highlights the factors of efficiency in the use of the production component, defines the types of efficiency and stages of assessing the efficiency of using enterprise resources. The purpose of the study is to study the essence and content of the resource potential of an enterprise as a factor in its effective functioning. In the course of the study, general scientific methods were used. In the course of the study, it was found that the efficiency of using the resources of an enterprise is assessed both as a whole by the totality of elements, and in the context of its components. The key point in improving the efficiency of resource use in an enterprise is the ability to find the relationship between indicators, understand their features and calculation methods, and the ability to quickly and effectively influence them. The main result of the activity of any business entity should be the optimal combination of resources consumed for business purposes. Each enterprise seeks to achieve a two-way balance between costs and resources, in other words, the optimization of resource management is accompanied by the use of modern production technologies, expanding the product range and entering new markets. The performance of each economic entity depends on the efficiency of the functioning of the resource potential and its components. The optimal resource potential makes it possible to achieve high values of economic efficiency indicators in conditions of economic instability.

Keywords: potential, resource potential, components of resource potential, efficiency, indicators for evaluating the efficiency of resource use.

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Formation of innovative infrastructure of the region as the basis of its effective development. P. 45-54.

Abstract. The relevance of this study is related to the need to create an effective spatial base for the implementation of innovations at the regional level to ensure its sustainable development. In a difficult time for the Russian Federation, the expansion of its own production and the introduction of innovative solutions and new technologies are among the main factors determining the future of the country. Innovations penetrate into all spheres of life of the population: economic, political, social and spiritual. We need a powerful economic impetus coming from the subjects of the Russian Federation, as well as their desire to develop and contribute to the development of the state economy as a whole. The first stage in this complex, long and multifaceted process is the creation and improvement of the innovation infrastructure, which is the driver of the region's economic growth. The purpose of the work is to study the innovative infrastructure of the region, as well as to identify priority areas for its development. The most important research methods are general scientific methods of cognition, statistical methods of research, classification of types, modeling of processes in the economy, a systematic approach to the studied economic phenomena, which made it possible to study the current problems and features of the region's innovation infrastructure. The paper considers the key problems of the functioning of the region's innovation infrastructure. On the example of the Belgorod region, an assessment of its current state is given, and ways to improve it are formulated. In the course of analyzing the effectiveness of the infrastructure support system for innovation activity in the Belgorod region, conclusions were drawn regarding its impact on the innovative development of the region.

Keywords: innovations, region, innovation infrastructure, regional development, innovation potential of the region, competitiveness of the region.

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Development of the economy of nature management: ecological and economic interests and protection of the environment. P. 55-65.

Abstract. Development and close attention of stakeholders to the study of the economics of environmental management is due, on the one hand, to the objective need to maintain an effective level of economic development, and, on the other hand, to the growing problems of ensuring the protection of the natural environment. The article considers certain economic and environmental aspects related to the development of the economy of nature management. Three levels of nature management as a large sphere of the economy, as well as the subjects of nature management corresponding to these levels, are singled out. It is substantiated that various subjects of the economy have multidirectional environmental and economic interests and their relationship is determined. The main elements of economic incentives for environmental protection activities by the state are identified, as well as comprehensive measures for the protection of the natural environment by all economic entities. The measures for the implementation of the policy of rational use of natural resources, the active introduction and use of non-waste technologies, the use of new types of energy, technologies and materials are described in most detail. The purpose of the study is to identify and study the environmental and economic interests of the subjects of the economy of environmental management, as well as to determine the most important measures in the field of environmental protection. Research methods: induction, deduction, synthesis, analysis, scientific measurement and others. Results of the study: substantiation of the relationship between economic and economic interests of economic entities, as well as the development of comprehensive measures to protect the natural environment. The conclusion is made about the need for the participation of all economic entities in the integrated implementation of measures to

protect the natural environment, which will significantly increase the efficiency of economic development and ensure the stability of the ecological future of mankind.

Keywords: economics of environmental management, environmental and economic interests, levels of environmental management, protection of the natural environment.

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Scientific and production enterprise management peculiarities in the conditions of a market economy. P. 66-76.

Abstract. The purpose of the study is to identify the specifics of the management of a research and production enterprise on the example of the defense industry in a market economy, and to develop proposals for their balanced development. Methods of analysis, description and comparison allowed to determine the features of managing high-tech enterprises. To achieve this goal, the main characteristics of the organization of production processes of science-intensive products are analyzed; the key problems of the development of knowledge-intensive enterprises in a market economy are systematized. Balanced development is proposed as one of the conditions for the effective functioning of research and production enterprises in market conditions. In order to analyze the innovation system of a research and production enterprise of the defense complex from the point of view of the functions of a complex system (adaptation, goal setting, motivation and resource provision), a chain of movement of resources between elements has been formed. As part of the procedure for diagnosing the innovation system of a research and production enterprise, four areas and evaluation criteria are formed, diagnostic results and actions to ensure balance in each of the areas are proposed. It is proposed to lay the basis of the innovation system as a scientific and educational complex, including research institutes and educational institutions that develop and train specialists in the field of the defense industry. It is concluded that it is necessary to design a system diagnostics of the balance and effectiveness of the development of an innovative system of a research and production enterprise of the defense complex.

Keywords: science-intensive enterprises, defense industry, market economy, research and production enterprise, balanced development, research complex, institutes.

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Analytical procedures for internal controls in the management of an industrial enterprise for financial sustainability and economic security improvement. P. 77-84.

Abstract. Current state of the Russian economy is permeated with the need for enterprises to quickly respond to changing external conditions. The policy of sanctions, restrictions on the use of certain types of resources, the need for innovative projects in the production and social spheres, digitalization cause an urgent need for effective management decisions. The system of internal control plays a significant role in making managerial decisions. External and internal factors provoke the internal control of enterprises to apply analytical procedures to ensure economic security and financial stability. The timely use of analytical procedures by internal control will allow the enterprise management structures to coordinate actions in the future, using subsequent control based on absolute and relative indicators. The definition of these indicators is based on the use of internal management reporting, which is more realistic in the current situation. The article considers the use of traditional indicators for assessing financial stability by the internal control system as management procedures. The purpose of the study is to use analytical procedures for

internal control in assessing the financial stability of an industrial enterprise based on management reporting. The use of scientific and theoretical methods for studying internal control (analysis and modeling) made it possible to generate information and indicators in order to assess the quality of resource management in ensuring the financial stability of an enterprise.

Keywords: analytical procedures, internal control, financial stability, economic security, management.

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Development of customs activities in the conditions of digitalization. P. 85-100.

Abstract. The purpose of the study is to analyze, evaluate and identify areas of digitalization and the use of elements of artificial intelligence in the customs activities of the Russian Federation (RF). Achieving the goal of the study led to the development of recommendations for the development of the customs service of the Russian Federation, including: the creation of checkpoints depending on the specific type of vehicles with elements of automation and artificial intelligence; improvement of electronic exchange of documents and information between customs authorities and banks; introduction of elements of artificial intelligence into the work of a single network of electronic customs and electronic declaration centers; improvement of automatic scheduling of goods declarations; expanding the functionality of the automated software tool "Personal account of a foreign economic activity participant"; increasing the level of automation of the risk identification process at all stages of customs control of goods; expanding the practice and capabilities of an automated service using elements of artificial intelligence to analyze fluoroscopic images obtained using inspection and screening systems, the implementation of which in the future will ensure the transition of customs activities from digital to intellectual, guaranteeing the release of original and safe goods, in respect of which customs payments have been paid in full and on time, and the costs of the interacting parties will be reduced to a minimum. Analysis, assessment and identification of directions for the development of customs activities in the context of digitalization of the economy led to the use of general scientific methods of theoretical and empirical levels.

Keywords: digitalization, customs control, declarations for goods, automation, artificial intelligence, customs payments, customs activities, customs operations.

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Economic sociology as a theoretical and methodological basis for analysis of innovative development problems. P. 101-112.

Abstract. The article attempts to conceptually substantiate economic sociology as a science and as a special sociological theory in the context of analyzing the problems of innovative development, examines the socio-economic conditionality of the formation and development of economic sociology, its main theories and concepts. The purpose of this study: to characterize the prerequisites for the emergence, the essence of economic sociology; identify the features of the social mechanisms of economic regulation in the concepts of various authors; to analyze topical issues of economic sociology in the context of the analysis of problems of innovative development. The article uses the basic methods of conceptualization of interdisciplinary phenomena used in the humanities and socio-economic sciences: analysis, generalization, as well as systemic and

dialectical methods. The study revealed and showed that the subject field of economic sociology needs to be conceptualized. The authors conclude that economic sociology as a whole includes three conceptual tools: social networks, the cultural-historical approach, and the sociology of rational choice. Modern economic sociology largely forms two areas - the sociology of markets and the sociology of consumption. The authors also reveal the humanistic potential of economic sociology in conditions of a high degree of instability, instability of the world socio-economic system in the context of analyzing the problems of innovative development.

Keywords: western economic sociology, sociology of markets, sociology of consumption, the concept of rootedness, new economic sociology, innovative development.

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Revealing the features of the management of an educational organization in the digital economic space. P. 113-123.

Abstract. The development of society largely depends on the educational organization and its ability to respond to the changes taking place in the educational environment. The aim of the study was to identify the features of managing an educational organization in the context of the digitalization of society. An analysis of literary sources showed that the issues of managing an educational organization can be found in the works of such scientists and researchers as: F. Taylor, A. Foyle, B.S. Gershunsky, V.Yu. Krichevsky, I.S. Busygin and others. The author reveals the essence of an educational organization, as well as the content of the concept of "management of an educational organization". The management of an educational organization is a dynamic process that requires the search for innovative solutions, including motivation, goal setting, organization, regulation and control. The results of the activities of an educational organization are determined by the effectiveness of management and leadership style. The studies were carried out using detailing and generalization of information from the literature on the research problem, as well as comparative and logical analysis. The management of an educational organization is presented as a system that includes a set of such elements as: an object, a subject, methods and models of management. The key functions of management in an educational organization are outlined. The study showed that the digitalization processes taking place in the educational environment leave their mark on the management of an educational organization - in order to achieve higher performance indicators, it is necessary to actively use up-to-date information resources and technologies.

Keywords: educational organization, management, management of an educational organization, digitalization, management methods, management functions, management models.

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Mechanism for ensuring enterprise's economic security: essence and structure. P. 124-133.

Abstract. High degree of tension in the world political arena and the intensification of crisis phenomena in the world economy objectively predetermine the inevitability of the formation of various kinds of threats that undermine the stability and sustainability of the development of the domestic economy, and, as a result, intensify efforts aimed at their prevention, neutralization and elimination of possible negative consequences. The most important tool for protecting the socio-economic system from the negative impact of various threats and risks is the mechanism for

ensuring the economic security of the enterprise. The purpose of this work is a comprehensive study of the mechanism for ensuring the economic security of an enterprise and the establishment of its role and place in the system for preventing threats to violating the stability and economic development of an economic entity. The paper presents the relationship and interdependence of the elements of economic security of the system of a single world economic space within the framework of various levels of its formation. The author's interpretation of the definition of "economic security" is presented, reflecting this category from the position of the socio-economic system of the macro-, meso- and microlevels. The role of the mechanism for ensuring economic security in the formation of the required level of protection of the socio-economic system from the influence of endogenous and exogenous factors has been established. The main essential characteristics and conceptual elements of the mechanism for ensuring the economic security of the socio-economic system are identified, which make it possible to ensure a high level of its adaptability and resistance to the negative impact of various threats and dangers and, as a result, to achieve maximum results and efficiency.

Keywords: mechanism, economic mechanism, economic security, levels of economic security, elements of economic security, mechanism for ensuring economic security, structure of the economic security mechanism, functions of the economic security mechanism.

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Problems of integration of climate risks into the risk management system of the organization. P. 134-142.

Abstract. The purpose of the study is to study the integration of climate risks into the current management system of the organization and identify the main problems of this process. The methodological basis of the study is the principle of causation, the use of which proves the relationship of the results, their dependence on certain factors in the problem under study. The author's principles for classifying climate risks are proposed, according to the following criteria: by the subject of management, by the source of negative influence, by predictability, by types, by consequences. The principles of climate risk management of the organization are investigated: interconnections, urgency, proportionality and compliance. The stages of integration of climate risks into the current risk management system of the organization were studied and the main problems of this process were identified. The results of the implementation of the organization's climate risk management functions and the difficulties associated with them are formulated. The study revealed the main problems of integrating climate risks into the organization's management: organizational (associated with insufficient experience of the organization's personnel in accounting, assessment and response to climate risks); methodical (associated with the lack of a unified methodology for identifying, accounting, assessing the risks under study), regulatory (lack of uniform norms and rules for reporting on climate risks for organizations in various fields of activity).

Keywords: climate risks, organization's risk management system, physical climate risks, transitional climate risks.

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Distance learning as an effective format of lifelong education process. P. 143-153.

Abstract. The purpose of writing the article is to substantiate the relevance and necessity of using distance learning as an effective format for the process of continuous education of employees of enterprises, institutions and organizations of various profiles. In the process of work, the author used such methods as: collection and analysis of available information, filtering and deleting information not subject to analysis, graphical display of data. The article substantiates the need for distance learning, highlights its goals, objectives and principles of implementation. The author considers the essential characteristics of the concept of "distance learning" in the interpretation of scientists-researchers of this issue, identifies the main advantages and disadvantages of distance learning. The features characteristic of distance learning as an effective format for obtaining continuous education by employees of enterprises are reflected, the main aspects of the development and implementation of a corporate course adapted to the needs of the employer in the training activities of the enterprise are identified. As a result of the study, the author substantiates the need to create corporate courses, determines the stages of implementation of distance learning programs, and makes suggestions on the feasibility of developing a system of measures aimed at popularizing corporate courses and motivating learning. Promotion of corporate courses through the training of managers makes it possible to involve the entire staff of the enterprise in the development of distance learning programs. And the distance format helps to reduce their workload by shifting the burden on the distance learning system. Based on the identified aspects of the general informatization of the learning environment, the study made it possible to substantiate the need for remote training of personnel, which has significant advantages over traditional forms of training.

Keywords: distance learning, advantages and disadvantages of distance learning, features of distance learning, information environment, corporate website.

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Efficiency factors of the retail trade enterprises modern formats use. P. 154-164.

Abstract. The purpose of the research is to study and clarify the concept of the format of a retail enterprise and determine the dependence of the final results of the activities of retail organizations on the formats used. To achieve the goal of the study, it was necessary to solve a number of tasks: to consider the features of existing formats of retail enterprises, their development and implementation, to determine the importance of retail formats for improving the efficiency of retail activities, to analyze the state of retail trade; highlight the features of the development of retail trade and factors influencing the state of retail trade, propose the use of various formats of retail enterprises as components of efficiency improvement. The basis of the work was general scientific and special methods of comparative and systematic approach to the study of formats of retail enterprises. The article highlights the main organizational, trade and technological methods that determine the format of a retail enterprise, provides an analysis of the retail market. The dynamics of the development of retail trade, retail chains, online commerce is analyzed, where the formats of retail enterprises are defined as a factor in attracting consumers to points of sale. The application of innovations in the development and implementation of formats of retail enterprises is substantiated. The authors substantiate the use of formats of retail enterprises based on information and Internet technologies, as well as involving the active use of elements of e-commerce and the digital environment, which makes it possible to achieve high efficiency in the work of trade enterprises and organizations under the influence of negative factors.

Keywords: retail trade, online retail trade, offline trade, online trade, e-commerce, points of sale, Internet technologies, Internet trade, trade format, retail trade enterprises, Internet.

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Innovative development of industrial policy in the trend of digital transformation. P. 165-174.

Abstract. The ongoing digital transformations of the economy set the vector of its development for a strategic perspective, create new, wider opportunities for introducing innovations into the system of economic relations. In the industrial sector of the economy, which is defined as a priority for innovative development, digitalization requires the formation of an industrial policy of a new quality, adequate to the leading trend of economic transformations. The purpose of this study was to methodologically argue the impact of digital transformations on the innovative development of industrial policy in terms of concretizing its purpose, principles of formation and reviewing the practice of implementing digital solutions in the activities of industrial enterprises. The basis of the research methodology was the provisions of the theories of innovation and the digital economy, which give an idea of the innovative development of an object through its digital transformation. The paper implements methods for a meaningful review of scientific publications on the problem of research, goal setting and goal achievement, strategic forecasting, benchmarking of best practices for solving the problem under study. The author's understanding of the goal of innovative development of industrial policy in the context of the digital transformation of the economy is formulated and substantiated. A system of general (macroeconomic) and particular (sectoral) principles has been formed, the observance of which will ensure the achievement of the goal. The characteristic of end-to-end digital technologies of innovative development of the industrial sector of the economy is given. Examples of digital solutions acceptable for the implementation of innovative industrial policy are given.

Keywords: industrial policy, innovative development, digital transformation, digital solutions in the implementation of industrial policy.

Economy of Labor and Labor Relations

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Application of digital technologies as a mainstream in HR management of a modern organization in conditions of digital adaptation to a new reality. P. 175-186.

Abstract. The introduction of digital technologies, without which today it is impossible to improve the quality of management activities and achieve the desired result, has made certain adjustments to the principles of office work, including the personnel management system of the organization. The use of digital technologies in the study area opens up prospects for both managers and staff and creates certain advantages in the performance of work operations. The purpose of the study was to identify the main problems in the personnel management system in the context of digitalization and to determine the opportunities for the development of digital

technologies in this system. The main content of the study is general scientific methods, including observation, comparison, logical analysis, as well as descriptive methods, on the basis of which the generalization and interpretation of the information received was carried out. The article discusses modern applications for personnel management in an organization, examines innovative methods of recruiting personnel for an organization in the context of digitalization, and characterizes the areas that determine the content of a digital labor organization. Of particular interest is the relevance of the introduction of digital technologies in the organization, affecting primarily the personnel management system. Modern online applications common to all staff are presented, the special importance of digitalization in the recruitment process and the prospects of digital tools for recruitment are indicated. The authors identified priority areas for online training of employees. Having determined the possibilities of using digital technologies, recommendations are proposed in personnel management in the context of digitalization.

Keywords: digital technologies, personnel management, digitalization, digital management platforms, digital work organization, digital adaptation, digital tools.

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New principles of cooperative labor statistics as a methodological basis for data comparability. P. 187-197.

Abstract. The collection and consolidation of data in accordance with the new principles of cooperative statistics, adopted in 2018 by the 20th International Conference of Labor Statisticians, is aimed at determining the contribution of cooperatives to the development of the global community. The purpose of the study is to be able to obtain consistent and comparable data on cooperatives to measure their real contribution to social development. The methods of review of literature sources, induction, deduction, analysis and synthesis were used in the work. The author considers the structural elements for obtaining comparable statistical data on cooperatives, indicators for assessing the contribution of cooperatives based on the principles of statistics, stages of work to improve the quality of statistical data at the national level, the need to classify cooperatives according to their main economic activity and on a cooperative basis. Conclusions are drawn about the need to develop our own system of statistics to control the number and types of cooperatives in economic activity, to account for the number of members of cooperatives, to measure their contribution to the economy and employment. The novelty of the study lies in the study of the possibility of obtaining reliable data based on the new principles of Labor Statistics of cooperatives and their support by the International Cooperative Alliance (ICA) and other international and national organizations.

Keywords: cooperatives, ICA, comparability of data on cooperatives, classification of cooperatives by economic activity and by cooperative attribute.

Marketing, Commerce and Logistics

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Target vision of the use of marketing consulting forms in solving the problems of enterprises in the new economic reality. P. 198-209.

Abstract. The purpose of writing the article is to substantiate the relevance and necessity of using marketing consulting as an effective tool for solving problems of enterprises in developing a marketing system, shaping changes in business processes to improve the quality and volume of sales, provide quality service and increase the number of loyal customers. In the process of work, such methods were used as: search, collection and analysis of data in public sources, systematization and graphic display of information relevant to the research topic. Based on the analysis of various approaches to the definition of the concept of "marketing consulting", the author's conceptual position of this definition is formulated, the main forms of consulting support for business processes of an enterprise and their specific areas of application are systematized, including the integration into a separate cluster of the main complex forms of marketing consulting and consideration in the context of each of them. presented forms of the problem field in which they are applicable. As a result of the study, the problem of using marketing consulting by enterprises in order to solve problems in the field of marketing activity management and the opportunity to reach a new level of interaction with market participants has been updated. The growth rates of revenue of the largest consulting companies (ranking participants) and its change in the context of their activities are analyzed. As a result of the study, the main trends in the marketing consulting services market were identified, which include: building close cooperation with influencers, striving for conversational marketing, expanding communication with customers on social networks, widespread use of video in marketing campaigns, creating content in the form of a podcast and corporate blog in order to interact with potential consumers of goods and services who are not yet familiar with the activities of the enterprise, stimulate purchases and increase consumer confidence. The forms of marketing consulting are considered and proposed, which allow to reduce the time for searching and developing optimal solutions in various situations that negatively affect the activities of the structural divisions of the enterprise.

Keywords: marketing, marketing consulting, forms of marketing consulting, business process, target market.

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Development of the internet network as the main factor of marketing communications transformation in modern conditions. P. 210-221.

Abstract. As a result of the development of information, digital technologies and Internet technologies, the marketing communications of participants in economic relations are being transformed. The reasons for this transformation were positive factors (expanding the coverage of Internet access, the development of information and mobile technologies, etc.), as well as the creation of a new platform for working with clients. The purpose of the study is to study the trends in the development of the Internet in Russia, to identify the impact of the activity of network users, as well as social networks on the media, and to form the information background of market relations. The basic methods for conducting the study were induction and deduction, analysis and synthesis, as well as methods for comparing, generalizing and systematizing the results of scientific thought on the problems of the work, and others. Based on the results of the study, the

main trends in the development of the Internet, the influence of network users on the media and the formation of their information agenda were identified. The dynamics of the mention of social networks in the media was also considered, which made it possible to draw conclusions about the importance of social networks for the formation of the information agenda, the growing importance of information dissemination through information technologies on the Internet. As a result, by now the conditions for qualitative changes in marketing communications have been formed.

Keywords: marketing communications, Internet, Internet users, publication activity, number of publications, number of mentions.

Cooperation and Entrepreneurship

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Meso-level consumer cooperation: a trend for sustainable development of regional rural territories. P. 222-233.

Abstract. In modern conditions, the processes of spatial and economic transformation of economic entities, including the subjects of consumer cooperation, are being updated, which are quite capable of interacting effectively and entering into competitive relations. The subject of the study is the features of the integration processes of consumer cooperation for the sustainable development of rural areas. The purpose of the work is to substantiate scientific provisions on the development of network partnerships of consumer cooperation organizations at the mesolevel, as well as to develop an algorithm for creating a network form of economic activity of consumer cooperation entities. This study was conducted using monographic, comparative legal and system-structural methods. The article presents the most significant trends and organizational and legal principles for the development of entrepreneurship in consumer cooperation through the introduction of more effective partnership forms and mechanisms within its powers. A generalizing algorithm for forming a network of consumer cooperation organizations has been developed. The study found that a system of measures is needed to improve the participation of consumer cooperatives in entrepreneurial activities, ensuring the creation of appropriate organizational and financial and economic conditions for inter-institutional interaction, balancing the interests of the parties - participants in entrepreneurial projects (state programs) for the sustainable socio-economic development of the territory.

Keywords: consumer cooperation, sustainable development, network form, entrepreneurial activity, mesolevel.

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Current state of the capital of the consumer cooperation organization and the directions of its development (Shebekinsky raipo as a case study). P. 234-250.

Abstract. The most important factor influencing the competitiveness of an economic organization whose activities are carried out through trade and intermediary operations is the availability of capital, presented both in the form of non-current assets (buildings, structures, various equipment, including trade and equipment used in public catering), and in the form of current assets (goods for resale, materials, semi-finished products) and the effective use of the organization's assets. Their effective application contributes to ensuring the effective operation of the enterprise and the formation of profits. The presence of capital in the appropriate form allows you to solve the problems facing the organization. Its state, structure and efficiency of use have a certain influence. This study reflects an assessment of the state and efficiency of the use of the capital of a cooperative organization and the development of measures for its development. The article defines the importance of capital as the most important element of entrepreneurial activity. The main elements of capital are characterized - fixed capital (non-current assets) and working capital (current assets). The article highlights the main features of the capital of consumer cooperation organizations and its significance. The estimation of cost of the capital of the organization of consumer cooperation, element-by-element structure, efficiency of use of the cumulative capital of the organization of consumer cooperation and its elements is carried out. The main shortcomings in the management of the capital of the organization of consumer cooperation are revealed. Also, measures have been developed aimed at improving the use of fixed and working capital of a consumer cooperation organization.

Keywords: capital, fixed capital, working capital, property potential, turnover, return on capital, capital intensity, capital productivity, efficiency.