

Economics and Management in Branches and Spheres of Activity

Alyabieva M.V.

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

Samoilov I.N.

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

Import substitution policy in the Russian Federation in conditions of sanction pressure. P. 9-19.

Abstract. The article is devoted to the policy of import substitution in the Russian Federation in the current conditions of sanctions pressure. Import substitution is being actively implemented in agriculture, the construction industry, mechanical engineering, the IT industry, industry, pharmaceuticals and other industries. Successful achievements are observed in the agro-industrial complex. The article considers the genesis of the theory of import substitution, gives the author's formulation of the term "import substitution", defines the basic foundations for the implementation of the import substitution policy in the Russian Federation. The authors also identified the critical sectors of the economy of the Russian Federation, in which, first of all, it is necessary to ensure independence from imported components. The article examines the commodity structure of imports from the Russian Federation and identifies the main groups of imported goods to the Russian market. The main priority areas of import substitution in the Russian Federation by type of economic activity are also identified, and the objectives of the import substitution policy are defined. The purpose of the study is to study the policy of import substitution pursued by the state in the face of sanctions pressure. Research methods: generalization, induction, deduction, synthesis, analysis, scientific measurement and others. Results of the study: expansion of the theoretical foundations for the development of the import substitution policy, as well as the definition of features and rates of its development in the Russian Federation. It is concluded that the policy of import substitution is the most important tool for ensuring the national security of the Russian Federation.

Keywords: import substitution policy, competitiveness, market, sanction pressure, sanctions, import, state, protectionism.

Kharitonov D.V.

JSC ONPP Tekhnologiya named after A. G. Romashin, Russia, Obninsk, D.Sc. Deputy Director of the Research and Production Complex for Production Activities, Head of the Workshop

Modeling the balanced development of an innovative scientific and production enterprise. P. 20-30.

Abstract. For research and production enterprises, as well as for other business entities, capacity building, its use to achieve goals, it seems possible to ensure balanced development based on the introduction of innovations. The purpose of the article is to balance the controlled variables of the development of an innovative research and production enterprise and build a predictive model of high-tech and science-intensive products in terms of value added. The hypothesis of the study lies in the structuring of the controllable factors of the innovative development of a research and production enterprise, which will increase the level of added value of the created science-intensive products. Under the balanced development of an innovative research and production enterprise, it is proposed to understand the achievement of sustainable trends in the results of its activities in various indicators, which are determined in the development strategy, through the equal use of intellectual, industrial, human resources that contribute to the growth of value added and innovative products by activating the potential of high-tech and science-intensive productions.

The article presents a component analysis of controlled variables in the model of balanced development of an innovative research and production enterprise, the distribution of controlled variables into controlled factors in the model of balanced development of an innovative research and production enterprise is given. A forecast has been made for the share of high-tech and science-intensive products in the value added and the volume of added value created due to high-tech and science-intensive industries. It is concluded that the trends in the balanced development of an innovative research and production enterprise can be assessed on the basis of a balance of goals, indicators and resource content of intellectualization, material security, innovation and investment. The obtained results of the study can be used in the implementation and improvement of the concepts of development of science-intensive industry, as well as individual research and production enterprises.

Keywords: research and production enterprise, innovations, balanced development, high-tech production, knowledge-intensive production, development modeling, added value.

Nyurenberger L.B.

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

Petrenko N.E.

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

Manevich Ya.V.

Novosibirsk State University of Economics and Management (NINH), Postgraduate Student

Features of the implementation of digital communications technologies and tools in the modern sphere of tourism and hospitality services. P. 31-38.

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Abstract. The sphere of tourism and hospitality services is undergoing serious transformational impacts associated with the active introduction of digital approaches to the organization of the tourism business, the need to study which determined the setting of the research goal. Research methods are based on modern concepts and scientific materials that reveal the features of the implementation of digital tools in industry communication in the process of developing and implementing tourism services. The article substantiates the objective need to implement digital approaches that meet modern requirements in the formation, promotion and sale of tourism products; based on the demand and popularity of individual platforms, in particular, VK, WhatsApp, Telegram, TikTok, Viber, etc., the most promising of them are identified in terms of communication with consumers of tourist services; since when switching to social networks and instant messengers, the process of two-way communication is modified, the dialogue takes on a different character in contrast to offline communication with the interlocutor, the authors have identified and argued those professional skills and competencies that a qualified manager of a tourist enterprise must have in order to effectively communicate with online consumers for successful sale of the tour package. Digital sales should be based on an understanding of the psychology of a tourist, and behavioral characteristics at each stage of making a decision to purchase a tour, the main of which are: meeting and establishing contact, identifying needs, selecting alternatives and presenting offers, selling and after-sales support of a tourist.

Keywords: tourism, consumer, digital technologies, social networks, professional communications, communication tools.

Shnorr Zh.P.

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

Budnova M.V.

Novosibirsk State University of Economics and Management (NINH), Assistant, Chair of Business in the Sphere of Services

Medical tourism: key directions and regional development practice. P. 39-54.

Abstract. The purpose of the article is to explore key areas and regional practices for the development of medical tourism in the face of new challenges and external constraints. The article discusses the essence, characteristics, distinctive features of medical tourism. The peculiarity and novelty of the study is the systematization of approaches to the definition of "medical tourism", the emphasis on the organization of medical travel outside the permanent residence of not only the country, but also the region. It is substantiated that medical tourism includes segments of inbound and domestic tourism. The authors paid special attention to the consideration and systematization of key areas of development of the medical tourism services market in modern conditions, including geographical and target segments, international certification, involvement of private healthcare entities, the inclusion of tour operators in the process of developing medical tourism products, the popularity of intraregional medical travel, the formation of regional models of medical tourism. The regional practice of developing medical tourism is considered on the example of the Novosibirsk region, one of the leading regions of the studied service sector. The features are outlined and the main problems of the development of the medical services market in the Novosibirsk region are formulated from the standpoint of its intersectoral, interdisciplinary and complex nature. Prospects for the development of medical tourism are considered in the context of improving the organizational and economic mechanism of interactions between all subjects of the organization of medical tourism on the basis of public-private partnerships, clustering, achievements and opportunities for digitalization.

Keywords: medical tourism, organization, export of medical services, Novosibirsk region.

Vladyka M.V.

Belgorod State National Research University, PhD in Economics, Associate Professor, Professor of the Chair of Applied Economics and Economic Security

Rudychev A.A.

V.G. Shukhov Belgorod State Technological University, PhD in Economics, Professor, Professor of the Chair of Economics and Production Organization Economic Security

Starikova M.S.

V.G. Shukhov Belgorod State Technological University, PhD in Economics, Associate Professor, Professor of the Chair of Marketing

Scenarium maps for the development of industrial enterprises. P. 55-64.

Abstract. The aim of the work was to develop a theoretical and methodological platform for determining prospects and solutions for the development of industrial enterprises based on the formation of scenario maps. The study was carried out on the basis of a systematic and logical analysis of the functioning and development of industrial enterprises, a coalition analysis of the interdependence of the results of an enterprise's development on the ongoing technical, technological, investment, economic and innovation policies. The formalization method visualized trend models of functioning and development of manufacturing enterprises. The heuristic method made it possible to identify the parameters of scenarios of future states in the conditions of incompleteness of the initial information and the absence of a clear program for managing the process of solving the problem. The scenario method served as the basis for describing the prospects for future states and events of production systems in a dynamic environment in the

absence of complete and accurate information about trends in external factors. With the help of a hypothetical approach, alternatives for constructing scenarios for the development of industrial enterprises are formed. Scenario maps are used to generalize and systematize development policy options depending on the nature of the dynamics of the control parameter. The technology of scenario maps made it possible, using trend models, to identify development trends and form different solutions in the future, and then compare their consequences.

Keywords: scenario maps, development scenario, industrial enterprises, trend model.

Iovleva O.V.

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

Tokar E.V.

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

Strategic planning as a basis for management decision-making. P. 65-72.

Abstract. The purpose of the study is to develop a model of strategic planning of the enterprise. In modern economic conditions, one of the factors for ensuring the efficiency of the enterprise is strategic planning at the enterprise. The importance of planned activities is primarily due to the fact that it will ensure the efficient use of resources and improve the performance of the enterprise. Planned activity at the enterprise ensures the implementation of a fundamentally new decision-making technology of analysis, optimization, regulation and ensuring the efficiency of the enterprise. The implementation of the strategic planning process must comply with a number of prerequisites in order for the planning process to become effective. In the planning process, the development of various options for enterprise development strategies is carried out, depending on the specified conditions and the desired result. The development of possible options for the strategies of the enterprise should be focused on a certain criterion; the one that will be optimal for an economic entity. The article presents the process of strategic planning based on a strategic analysis of the external and internal environment of the enterprise, formulating strategies in order to improve the efficiency of the enterprise. In the modern economy, strategic planning determines not only the main subject of activity, but also the object of this planning. When drawing up plans, it is important to take into account the implementation of one of the planning principles - the principle of alternativeness. To do this, the plans drawn up must be multivariate in nature. Improving strategic planning, taking into account its quality, leads to the effective operation of the enterprise.

Keywords: strategic planning, strategy, best economic solution, quality planning, managerial decision, enterprise strategic plan.

Igolkina T.N.

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

Semenenko K.S.

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

Theoretical and methodological basis for accounting for risk factors in assessing the possibility of implementing investment projects of enterprises. P. 73-83.

Abstract. The aim of the study is to develop and improve methodological approaches and tools for accounting and assessing external and internal risk factors that should be taken into account when implementing investment projects at an enterprise, to determine the characteristic

features of risk factors and the likelihood of their occurrence when implementing an investment project using the example of a light industry enterprise. Research methods: analysis, analogy, generalization, induction method, deduction method, observation method, other methods of cognition. To solve the problem of assessing external and internal risk factors in the preparation and implementation of investment projects at light industry enterprises, the company's management is invited to use a risk map, carefully examine them, characterize and assess the possible occurrence, and when developing and implementing investment projects at light industry enterprises, it is necessary look for more effective methods for assessing risk factors. When assessing the possibility of implementing an investment project at light industry enterprises, it is necessary to study the main external and internal risk factors, draw up a map for assessing risk factors, which will help to obtain objective assessment results and take timely measures to minimize risks.

Keywords: investment project, investor, investment project phases, risk factors, light industry enterprises, methodology for research and evaluation of external and internal risk factors, risk accounting, risk map.

Salko M.G.

Tyumen Industrial University, Candidate in Economics, Associate Professor, Associate Professor, Chair of Management in the Branches of Fuel and Energy Complex

Yakunina O.G.

Tyumen Industrial University, Candidate in Economics, Associate Professor, Associate Professor, Chair of Management in the Branches of Fuel and Energy Complex

Skvortsova N.K.

Tyumen Industrial University, PhD in Economics, Professor, Professor, Chair of Construction Management, Housing and Communal Services

Economic evaluation of the energy efficiency upgrade project of an oil producing enterprise production process. P. 84-95.

Abstract. Large-scale implementation of projects to improve the energy efficiency of industrial enterprises requires a reliable feasibility study and the use of reliable methodological approaches to their assessment. The purpose of the study is to conduct an economic assessment of the project for the implementation of an automated system for accounting for the specific consumption of electricity at an oil producing enterprise, including the functional distribution for the service of this system. The article characterizes the main trends in reducing the energy intensity of Russia's GDP, determines the significance and trajectory of development. The role of the fuel and energy complex and, in particular, the oil industry in programs to increase the energy efficiency of industrial production in the Russian Federation is substantiated. The features of the implementation of projects to reduce the energy consumption of production processes of oil producing enterprises and the criteria for their evaluation are highlighted. The characteristics of methodological tools for evaluating projects to improve the energy efficiency of an oil producing enterprise are presented. The factors influencing the energy intensity of processes for mechanized oil production, taking into account gas condensate, maintaining reservoir pressure and an oil receiving point, are identified. A fragment of a model for automated accounting, analysis and forecasting of specific electricity consumption in oil production is presented. As the results of the study, the specifics of the project being evaluated for the introduction of an automated system for accounting, analysis and forecasting of specific electricity consumption (SEC) for the main production processes of an oil producing enterprise are presented. The authors have identified and systematized the functions for the implementation of the project, taking into account the involvement of a contractor. The developed organizational and managerial model for the

implementation of the project allowed the authors to justify the costs of implementing and operating the automated control system for the ERP. The forecast for reducing energy consumption through the implementation of the project is defined as an unused reserve for reducing electricity consumption due to measures included in the energy saving program of an oil producing enterprise. Examples of design solutions to improve the energy efficiency of production that determine the reserve for reducing energy intensity without attracting additional investment costs are given. Further guidelines for scientific research are determined and conclusions are formulated.

Keywords: energy efficiency, specific power consumption, oil producing enterprise, automated control system, economic evaluation of the project.

Lokhonova G.M.

Cheboksary Institute (Affiliation), Moscow Humanitarian and Economic University, Candidate in Pedagogics, Associate Professor, Chair of Economics and Management

Management aspects of inter-organizational interactions. P. 96-105.

Abstract. The relevance of scientific research is determined by the fact that in modern conditions of complication of socio-economic relations and tougher competition, one of the tools to ensure sustainable competitive advantages of organizations is their interaction and cooperation. The purpose of this scientific study is to identify the managerial aspects of interorganizational interaction as the basis for their improvement and increasing the efficiency of strategic management activities. When conducting scientific research, their role and content were determined by general scientific and special methods, as well as methods of systemic, dialectical and dialogic approaches. Since interorganizational interactions are not only a mutually beneficial strategic alliance, but also a dynamically changing system of business relations, then, firstly, they must necessarily be of a contractual nature, and secondly, their potential and actual participants must be aimed at building up their potential (including including strategic management) from the standpoint of consistency and mutual benefit, efficiency and legitimacy. To ensure them, the article reveals the place of managerial aspects in the structural-logical scheme of the formation and functioning of interorganizational interaction, substantiates the need to take into account their managerial aspects and the competent coordinated implementation of their managerial functions.

Keywords: organization, partnership, joint activity, interorganizational interaction, collaborative relations, consistency, management, managerial aspects.

Barshevtsev S.A.

JSC ONPP Tekhnologiya im. A.G. Romashina (Obninsk), Head of the Department of Automation of Control Systems

Petrov V.B.

JSC ONPP Tekhnologiya im. A.G. Romashina (Obninsk), Deputy Head of the Department, Head of Information Systems Design Sector

Transition to a process approach in the production of a digital product at DIC enterprises. P. 106-116.

Abstract. Low pace of digital product production at the enterprises of the military-industrial complex, due to the insufficient development of the software industry, requires the search for new principles and methods for organizing the work of the unit in the field of information technology. An analysis of modern world methods in the subject area made it possible to put forward an assumption about the prospects for restructuring a unit in the field of information technology using process approaches in management to improve the efficiency of solving problems of developing a digital product. The experience of using promising methods confirmed this assumption. A list of topical problems of subdivisions in the field of information technology

of enterprises of the military-industrial complex is given. A description of modern techniques used to develop uniform principles for the production of a digital product is given. A combination of methods is considered that provides a solution to urgent problems of departments in the field of information technology and an increase in the efficiency of work in the production of a digital product at enterprises of the military-industrial complex. The results of the increase in the rate of production of digital products, obtained during the experiment on the implementation of a unified methodology in the information technology division (IT division) of a military-industrial complex (DIC) enterprise in the period from 2018 to 2019, are described.

Keywords: digital product, information systems, process approach, military-industrial complex, SDLC, PMLC.

Antonova O.V.

Kursk Institute of Cooperation (Affiliation, ANO HE Belgorod University of Cooperation, Economics and Law, Senior Lecturer, Chair of Economics and Management

Kameneva A.Yu.

Kursk Institute of Cooperation (Affiliation, ANO HE Belgorod University of Cooperation, Economics and Law, Senior Lecturer, Chair of Economics and Management

Pechyorskaya T.V.

Kursk Institute of Cooperation (Affiliation, ANO HE Belgorod University of Cooperation, Economics and Law, Senior Lecturer, Chair of Humanities, Natural Sciences and Law Disciplines

Special economic zone «Tretii polyus» in the Kursk region: forecasts and prospects. P. 117-126.

Abstract. The article discusses the concept of "special economic zone", shows the key goals of creating special economic zones for the state. Within the framework of the indicated study, an analysis of various models of special economic zones and an assessment of their effectiveness were carried out. The impact of SEZs on economic growth, attracting foreign investment, creating new jobs and increasing exports of products is analyzed. To achieve this goal, special and general scientific research methods were applied: analysis and generalization of statistical information of the Ministry of Economic Development of the Russian Federation, as well as the Investment Portal of the Kursk Region. This article analyzes the benefits of special economic zones (SEZ) for potential and real investors, as well as for the very specific region in which the SEZ is located. A classification of types of special economic development zones is given, which, according to the current legal legislation, belong to the category of special economic zones. The material on the territorial location of special economic zones of all types is presented. Four types of special economic zones can be created on the territory of Russia: industrial and production (industry), technological innovation (technology), tourist and recreational (tourism) and port (logistics). As a detailed study and analysis, a special economic zone of the industrial-production type "Tretii Polyus" of the Kursk region was taken. The normative acts regulating the activities of the IP SEZ "Tretii Polyus" are disclosed. Based on the study, the conclusion summarized and showed forecasts and prospects for the activities of the special economic zone of the IPT "Tretii Polyus" of the Kursk region, an assessment of the results for the implementation of investment projects was given.

Keywords: "Third Pole", special economic zone, Kursk region, investments, additional jobs, customs benefits, preferences, insurance premiums, investors, national and regional economy, exports, benefits and privileges of residents, foreign economic relations.

Valiullin A.E.

Kazan National Research Technological University, Scientific Degree Applicant, Chair

Study of the structure of domestic and imported raw material resources use in the sectors of the Russian Federation economy. P. 127-136.

Abstract. The article deals with the actual problem of developing raw material sovereignty for the smooth functioning of industries. The purpose of the article is an empirical analysis of the import dependence of Russian industrial enterprises, an assessment of the structure of raw materials and materials, taking into account domestic and imported production resources. Empirical methods were used as the main research methods to study the possibilities of developing the raw material sovereignty of the Russian economy. To determine the level of import dependence of production resources, a methodological approach is proposed based on the coefficient of import dependence, which made it possible to classify the types of products, raw materials and services according to the level of excess use of imported resources in production over domestic ones. The structure of consumption of domestic and imported resources in the sectors of the economy of the Russian Federation was studied, where the share of imported resources was determined at 13.36% and the share of domestic resources at 86.84% in 2020 in terms of gross industrial output, i.e. the volume of the main production, supporting and auxiliary processes, including the construction of rear and facilities, cultural and social facilities. Resource consumption trends in the production of chemical products and chemicals are identified, which determine the high risk of import dependence of this industry in the positions of "machinery and equipment", "vehicles, trailers and semi-trailers", "electrical equipment", "chemical substances and chemical products", "services transport". It has been determined that, according to official statistics, the level of import dependence in the Russian industry is not higher than in Europe. It is substantiated that in a developed market economy, under favorable external conditions and the absence of restrictions, the use of imported resources in industry is a natural phenomenon and a natural process. The materials of the article can be used in the development of strategies for the development of the resource base in the context of the formation of technological and raw material sovereignty.

Keywords: raw materials, industrial resource base, import dependence, technological sovereignty, resource structure, change in stocks, gross capital formation.

Idrisov A.E.

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

Clustering sectors of the economy by the level of technological development. P. 137-148.

Abstract. At present, under the influence of political, socio-economic, financial and technological restrictions for the Russian economy, the issue of achieving technological sovereignty has been put on the agenda among the key tasks that can ensure the national security of the Russian Federation. The purpose of the article is to cluster the sectors of the economy by the level of technological development and develop directions for strategic initiatives to achieve technological sovereignty. As research methods, general scientific theoretical methods of cognition were used, in particular, description, generalization of concepts and categories, analogy. Among the special methods of cognition, methods of economic-mathematical and statistical data modeling were used – analysis of time series, descriptive statistics, methods of deep data exploration – Data mining, in particular, cluster analysis based on the EM algorithm. Research results: trends in the development and use of advanced production technologies in the Russian economy are presented; a base of indicators and sectors of the economy was formed for clustering by the level of technological development; carried out a cluster analysis of economic sectors by the level of technological development and suggested directions for the development of strategies for technological improvement. Based on the results of the analysis, the following conclusions

were obtained. The Russian economy has a high potential for the development and use of advanced production technologies, which allows us to talk about the prospects for achieving technological sovereignty. The growth of fundamentally new created advanced production technologies outpaced the growth of introduced production technologies, which made it possible to conclude that there are drivers of scientific and technological achievements in the field of technological development of the Russian economy. The results of clustering can be taken to the development of industry programs and technological development projects.

Keywords: technological development, technological sovereignty, advanced production technologies, technological development strategy, economic sectors, clustering.

Karnaukhov I.O.

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

Application of social media monitoring systems in the interests of forming a positive image and reputation of the organization. P. 149-158.

Abstract. Modern business environment is characterized by the complexity and variety of interactions between different actors. In the context of digital transformation, the process of building the image of an organization goes beyond the management of corporate communications and marketing specialists. The image and reputation of an organization are formed with the participation of a wide range of parties, including customers, employees, competitors and the public. Each of these parties can express their opinion, which affects the image in various forms and on various platforms. The modern availability of information and its rapid dissemination mean that maintaining and managing the image and reputation of an organization becomes both a space of opportunity for gaining competitive advantage and a challenge in the event of incidents. In this context, monitoring the organization's public image is of paramount importance. The purpose of this study is to study and generalize trends in the field of social media monitoring in the context of the development of information and communication technologies. To achieve this goal, the main research tasks were formulated: to generalize and systematize the key aspects of social media monitoring systems, to identify areas of their application in marketing communications. The working hypothesis of this study is that social media monitoring tools can improve the effectiveness of marketing communications and make positive changes in the process of creating a positive image of commercial organizations. Based on the results of the study, the article proposes to use social media monitoring tools at each stage of the organization's image formation.

Keywords: marketing communications, social media, monitoring systems, negative information, information attacks, social networks, information security.

Shaekhov M.R.

Kazan National Research Technological University, Assistant, Chair of Logistics and Management

Tools for assessing reputation of a region. P. 159-165.

Abstract. National economy is characterized by asymmetric development of mesosystems, which is due to a number of objective and subjective factors. It is possible to level the existing differences, in particular, by attracting flows based on the effective management of the reputational economy of the region. The purpose of the study is to develop an algorithm and tools for assessing the reputation of a region. The research methods were algorithmization, formalization, logical-information modeling, developing a methodology for assessing the reputation of regions. The paper substantiates the methodology (rating approach) for identifying the type of region depending on the level of reputational economy – regions with low, medium, moderately high and high levels of reputational economy. The proposed solution formed the basis of the algorithm for typology of Russian regions, which takes into account a wide range of reputation factors, the level of develop-

ment of various subsystems of the mesosystem. In addition, an organizational mechanism for managing the reputational economy of the region is presented, taking into account a differentiated approach to prioritizing the directions for developing the reputation of the mesosystem. The necessity of digital support for monitoring the reputation of the region is substantiated. A set of solutions that are potentially applicable for monitoring the reputation of the reputational economy of the region has been systematized, in particular, various notations and methods for modeling the evaluation organization process (IDEF0, DFD, BPMN, Petri nets, etc.). In the form of a DFD diagram, a decomposition of the reputation diagnostics process is built. The conclusion is made about the possibility of "leveling" the development of the region's reputational economy through digital tools, including Big Data, it is proposed to consider Tatarstan as a pilot project for the implementation of digital monitoring of the region's reputation. The results of the study can be considered as the basis for the formation of a unified information platform for monitoring the development of the reputation of Russian regions.

Keywords: reputational economy, Russian regions, measurement, level of the region's reputational economy, algorithm, tooling.

Economy of Labor and Labor Relations

Chizhova E.N.

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

Balabanova G.G.

V.G. Shukhov Belgorod State Technological University, Senior Lecturer, Chair of the Theory and Methodology of Science

Zhuravleva L.I.

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

Selection of an industrial enterprise technological development direction on the basis of comparative analysis of labor productivity. P. 166-176.

Abstract. The purpose of the study is to identify the dependence of the level of labor productivity of an industrial enterprise on the current technological level and the corresponding development strategy. In their study, the authors relied on the Polterovich-Khenkin evolutionary model of diffusion of technologies, which states that in any economic system, regardless of the level, there are three groups of differently effective technologies that underlie strategic technological restructuring. The authors relied on the historically developed two main ways to increase labor productivity depending on the target strategic setting: focus on innovation or borrowing technologies with subsequent refinement and focus on their own technological developments and their implementation. As a result of the study, a cross-country comparative analysis of labor productivity indicators of the Russian Federation and the United States, calculated on the basis of GDP, was carried out. It has been substantiated that the application of the critical productivity technique allows one to compare labor productivity levels by industry in order to determine the technological base and develop a strategy. Enterprises of the building materials industry are taken as a sectoral object. The connection between labor productivity and the choice of a technological development strategy by an industrial enterprise is logically built. It is substantiated that for the enterprises of the building materials industry of the Russian Federation, strategies for borrowing technologies are currently expedient, but combined strategies are also possible for leaders. The innovative efficiency of leading enterprises is associated mainly with process innovations that reduce material and energy intensity. It has been proven that many reasons

for the low level of labor productivity in the building materials industry are related to the problems of personnel training that have developed in the recent period (obtaining digital skills above basic ones, real practical training of graduates of universities and colleges), which requires strengthening the connection between the enterprise and the university and updating curricula to the needs of the industry.

Keywords: simulation and innovative technological development, threshold level of labor productivity, building materials industry.

Marketing, Commerce and Logistics

Tarasova E.E.

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

Matuzenko E.V.

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

Glazunova O.A.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Hotel and Tourist Services and Advertising

Food retail in Russia: functioning features and development directions. P. 177-188.

Abstract. Currently, the global economic crisis, the difficult geopolitical situation and the consequences of the pandemic are affecting the consumer market. However, the consumer market is actively adapting to ever-changing conditions. The result of this adaptation was the rapid development of productive retail, as food products are essential goods. The purpose of this article is to study the grocery retail market, identify the features of its functioning and justify the directions of its development. In the course of the study, general scientific and economic-statistical data processing methods were used - grouping, comparison, index method, systematic approach and comparative analysis, the use of which made it possible to determine the features of the Russian and foreign food retail markets, as well as identify trends in its development. The article analyzes the main indicators of the functioning of the food retail market, such as market volume, its structure, retail trade turnover, revenue and market share, incl. online retailers. The authors of the article highlight the features of the functioning of the grocery retail market, the direction of its transformation at the present time and substantiate the directions of development in two main blocks: to increase the number of loyal customers and to improve the efficiency of the functioning of grocery retail as a whole. The proposed directions for the development of grocery retail will increase its competitiveness in a constantly changing external environment.

Keywords: market, food retail, retail turnover, revenue, online retailers, traditional retail, modern retail.

Balabanova L.V.

Donetsk National University of Economics and Trade named after Mikhail Tugan-Baranovskiy, PhD in Economics, Professor, Professor of the Chair of Marketing Management

Sardak E.V.

Donetsk National University of Economics and Trade named after Mikhail Tugan-Baranovskiy, PhD in Economics, Professor of the Chair of Marketing Management

Antsiferova E.A.

Donetsk National University of Economics and Trade named after Mikhail Tugan-Baranovskiy,
Candidate in Economics, Associate Professor of the Chair of Marketing Management

Systematization of the existing concepts of «marketing risks of an enterprise». P. 189-199.

Abstract. In the face of new opportunities and constraints, the complexity of the marketing space, market imperfections, asymmetric marketing information, or diversification of stakeholders bring marketing risk management issues to the fore. The authors focus on the fact that for commercial enterprises the problem of managing marketing risks in the current conditions of the new economic reality is particularly acute. Marketing risks in a trading enterprise consist in the probability of failure to achieve marketing goals under the influence of the external environment or internal negative factors. The purpose of this article is to systematize the existing concepts of "enterprise marketing risk". The article used the methods of structural-logical and semantic analysis, system analysis and synthesis, tabular, multidimensional comparative analysis. The authors considered various approaches to the definition of the concept of "marketing risk" and placed the main emphasis in interpreting the essence of this category in the modern scientific field. The place of marketing risks in the enterprise risk system is shown. The authors noted that the parameters of marketing risks lead to a decrease in the effectiveness of marketing activities, cause an increase in the marketing costs of a trading enterprise, and, accordingly, a decrease in the effectiveness of its activities as a whole. In the process of research, the interrelation of the categories "instability of the marketing environment", "uncertainty of the marketing environment", "marketing risks" is considered, a causal relationship of uncertainty and marketing goals of a trading enterprise is shown.

Keywords: marketing risk, system, approach, category, instability of the marketing environment, uncertainty of the marketing environment.

Germanchuk A.N.

Donetsk National University of Economics and Trade named after Mikhail Tugan-Baranovsky,
Doctor of Economics, Associate Professor, Professor of the Chair of Marketing Management

Korshunova E.A.

Donetsk National University of Economics and Trade named after Mikhail Tugan-Baranovsky,
Assistant, Chair of Marketing Management

Trust as a factor for forming online consumers loyalty. P. 200-211.

Abstract. The aim of the work is to develop theoretical and methodological foundations for the formation of online consumer confidence in the Internet environment. The research methodology is based on the principle of causation, the implementation of which made it possible to identify the essential relationship of factors that determine the level of consumer confidence in online shopping. The paper uses the methods of information retrieval, review of literary sources, theoretical generalization and systematization, abstraction. The article defines "online trust" and proves its impact on ensuring consumer loyalty. A simplified chain of contact points is presented, clearly demonstrating the process of forming trust and anti-trust; factors are identified. The process of making a decision on the purchase of goods in an online store in the context of three stages (before the purchase, during the purchase, after the purchase of the goods) is considered, indicating the points of contact and trust factors at each of them. The main variables that characterize the level of online trust in online stores are systematized: the quality of the online store website, perceived reputation and perceived risks, indicating specific indicators for their assessment. External factors of trust that are beyond the control of enterprises (past experience of interacting with the brand and word of mouth) are identified. The results obtained allow us to identify

promising areas for the formation of online consumer confidence to stimulate repeat purchases in online stores and ensure the transition from a potential to a regular customer, which will help strengthen the competitive position of Internet enterprises in the market.

Keywords: consumer loyalty, online consumer trust, online trust factors, online store.

Glotov D.S.

Lipetsk State Technical University, Senior Lecturer, Chair of Management

Analysis of territories brand functions. P. 212-219.

Abstract. The article considers the issues of the functional purpose of the brand of territories, its features and methods of application in the conditions of the regional economy. The article compares the functions of a product brand, their purpose and the possibility of reflecting this theory on the theory of building a regional brand in modern conditions. The analysis of target audiences, stakeholders, communication channels, their role and interaction in the framework of territory branding is given. The results of the study are the creation of a functional approach to the brand of territories, which allows to understand to a large extent the interconnection of the processes taking place in the regional economy. The study of the territory brand function allows the regions to create a favorable image not only for the local community, but also for interaction with various external factors. Further research on the functions of the territory brand provides an opportunity for stakeholders to identify the benefits that territory stakeholders can gain from using this tool. The application of the functional approach should become a promising direction in the development of scientific thought in the study of the brand and branding of territorial entities. An analysis of the works of domestic and foreign authors will help to fully identify the mechanisms for applying the brand of territories, its analysis, consistency and, as a result, manageability, as a process in a constantly changing environment of existence.

Keywords: brand, territory brand, territory branding, identity, brand functions, territory marketing, regional economy.

Cooperation and Entrepreneurship

Saliy V.V.

Sibirskyy University of Consumer Cooperatives (Novosibirsk), PhD in Economics, Professor, Professor of the Chair of Trade and Advertising

Plotnikova T.V.

Sibirskyy University of Consumer Cooperatives (Novosibirsk), Candidate in Sciences, Professor, Head of the Chair of Trade and Advertising

Glebova D.V.

Novosibirsk State Teachers Training University, Candidate in Economics, Associate Professor, Associate professor of the Chair of Economics and Management

Integration is a key factor in the development of consumer cooperation. P. 220-228.

Abstract. Consumer cooperation performs important economic and social functions in the preservation of rural areas, which makes it necessary to study the factors of its development. One of the sources of strengthening consumer cooperation is integration activities. The purpose of the article is to determine the directions of integration processes in the sphere of consumer cooperation and to identify the effects generated by them. The information base of the study was made up of publications and statistical data from various sources. The research methods were analysis and observation. The article considers the impact on the integration processes in consumer cooperation of information technologies, changes in the behavior of end consumers (focus on savings, online

shopping, demand for "clean products"), the spread of the influence of business ecosystems, pressure on cooperatives with the side of federal and regional trading networks, agricultural holdings, the development of the rural local economy and other factors. An analysis is made of the approaches and forms of internal integration processes of cooperative organizations, as well as interaction with external market entities. Examples of the use of integration by cooperative organizations, the effects obtained from its implementation are given. The result of the work was the identification of the most significant integration processes for the domestic system of consumer cooperation as a key reserve for its development.

Keywords: integration, consumer cooperation, retail trade, ecosystem, online trade.

Antonova M.V.

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

Tkachev D.V.

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

Directions for increasing the socio-economic efficiency of credit cooperatives: methodological aspect. P. 229-237.

Abstract. Credit cooperation plays an important role in the financial market of the Russian Federation, ensuring that the financial needs of shareholders are met. The purpose of the study is to study the methodological aspects of improving the socio-economic efficiency of credit cooperatives. The methodological basis of the study was the theoretical methods of data analysis and processing. The author's model was developed using such mathematical research methods as: modeling, decision tree method. The article proposes an algorithm for determining DLI, taking into account the hidden incomes of the population. To determine the DLI, a template of a data array is proposed for assessing the expenses, savings and investments of a shareholder (a potential borrower of a credit cooperative). The results of this array will be used when calculating the DLI using the decision tree method. The article presents an approbation of the proposed method. The advantages and disadvantages of the author's model are described, which require further scientific research in this direction. The proposed method allows assessing the available income of a shareholder-borrower (both official and hidden) and can be used in the practical activities of a credit cooperative. We believe that improving the methodology for assessing DLI will improve the socio-economic efficiency of the cooperative by increasing the share of shareholders' satisfaction in meeting their financial needs.

Keywords: credit cooperative, shareholder, debt load indicator (DLI).