

Economics and Management in Branches and Spheres of Activity

Tarasova T.F.

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

Igolkina T.N.

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

Al-Abbudy Mohaimin Nadhir Jasim

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

Tools development directions for assessing the economic substance of economic entities. P. 9-18.

Abstract. Purpose of the study: development and improvement of methodological tools for assessing the economic viability of business entities. Prove that the assessment of the economic viability of business entities should be based on anti-crisis management tools. This article is devoted to the problems of carrying out express diagnostics of the viability of an economic entity based on publicly available data, as well as various means and instruments of crisis management. The article proves that the use of express diagnostic tools for the economic activity of an enterprise allows you to quickly and timely assess the real state of affairs and come to an informed management decision on how to get the enterprise out of a crisis situation. Investigating the problems of using express diagnostic tools in crisis management, the authors of the article came to the conclusion that in order to promptly respond to contradictions and challenges of the external and internal environment, it is necessary to timely monitor the economic situation in the enterprise and the environment where it operates. Research methods: economic analysis, diagnostics, express diagnostics, method of analogies, methods of induction and deduction, observation, other methods of cognition. Results: to solve the problem of assessing the economic viability of business entities, crisis management tools should be used, among which such a tool as express diagnostics of the company is highlighted. This tool allows the company's management to see the problems of the entity's functioning, identify its weaknesses at the current time and take the necessary measures to eliminate negative factors that bring destabilization and destruction to the economic system. Conclusions: the use of express diagnostic tools for the economic activity of an enterprise allows you to quickly and timely assess the real state of affairs and come to an informed management decision on how to get the enterprise out of a crisis situation. Therefore, analytical services, economic and planning departments of the company should use the capabilities of express diagnostics when assessing the economic viability of business entities.

Keywords: express diagnostics, crisis management, business environment, uncertainty, crisis, crisis situation, diagnostic analysis tools, enterprise management in a crisis.

Tokar E.V.

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

Solovyeva L.V.

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

Sharikov R.V.

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

Problems of ensuring the development of healthcare organizations in rural areas in conditions of economic transformation. P. 19-27.

Abstract. Currently, the Russian Federation is implementing a national social project – “Healthcare”, aimed at improving the health of the population. In this regard, it is very relevant to

search for opportunities to develop medical care for people living in rural areas. The purpose of the study is to characterize modern problems in the development of healthcare organizations in rural areas. The scientific article used various research methods: systematization and content analysis of publications and regulatory documents. In the process of research, the authors consider the concept of development in general, and in relation to healthcare organizations, their importance for the development of rural areas is shown. The goals and objectives are outlined, the solution of which will ensure the development of healthcare organizations. Determining priorities for healthcare development should be associated with a broad and in-depth study of the population's needs for medical care. Every year, the practice includes more and more additional services in the healthcare sector. The article examines the world's current trends in the development of healthcare and shows the possibilities of their development in rural areas of Russia. As a result of the study, it was found that the development of healthcare organizations in rural areas, on the one hand, is supported by the state, and on the other hand, is stimulated by global development trends in society, science and technology.

Keywords: development, management, healthcare, trends in the development of rural areas.

Shnorr Zh.P.

Novosibirsk State University of Economics and Management, Doctor of Economics, Associate Professor, Professor of the Chair of Business in Service Sector

State and directions of development of the market for online trade of everyday goods. P. 28-41.

Abstract. The purpose of the article is to explore the state and key directions of development of the market for online trading of consumer goods. The article defines the market for online trading of consumer goods, provides a periodization of development highlighting two stages - before and after the COVID-19 coronavirus pandemic. Attention is paid to the specifics of the online trade market for everyday goods, its role in the livelihoods of the population, and the relationship with the consumer goods market and e-commerce is shown. The factors influencing the development of the online trade market for everyday goods in modern conditions are listed. The article discusses approaches to the classification of the online trading market, based on the systematization of which a classification is proposed, characterized by an integrated approach and taking into account the characteristics of the online trading market for everyday goods. Taking into account theoretical premises and data published in open sources, an analysis of the state and development of the market for online trading of everyday goods was carried out, including the dynamics of sales volume, the level of penetration into the e-commerce market, the number of orders, the size of the average check and other indicators. The characteristics of the main subjects of sales and delivery (sales channels) in the online trade market for everyday goods are given, which include: multi-category marketplaces, retail chains, delivery services. The main directions and prospects for the development of the online trade market for everyday goods are outlined.

Keywords: market, online trading, everyday goods, e-grocery.

Bogomolova I.P.

Voronezh State University of Engineering Technologies, Doctor of Economics, Professor, Head of the Chair of Management, Production Organization and Industrial Economics

Vasilenko I.N.

Voronezh State University of Engineering Technologies, Candidate in Economics, Associate Professor, Chair of Management, Production Organization and Industrial Economics

Shulgin S.A.

Atmis-sakhar OJSC, Head of the Boiler Shop of the Thermal Power Plant

On issues of innovation activities management in beet sugar production. P. 42-57.

Abstract. The purpose of this study is to study the key aspects (goals, objectives, features, trends, factors, dynamics, risks, prospects, key directions) of the shaping development of innovation activity in the industrial segment of the economy. The study was based on the provisions of the process and system approach in the logic of the cause-and-effect relationship of the components of the process of forming the subject of risk management for the economic security of an enterprise and their decomposition according to the criterion of exposure to management with the structure of system management components and the characteristics of their constituent elements. The methodological basis of the work was a number of scientific approaches (systemic, logical, dialectical, process, situational) and methods of cognition (description, comparison, expert assessment, idealization, analysis, analogy, formalization, generalization, concretization, abstraction, classification, retrospective, graphic). The work identified the prevailing trends in the dynamics of development of domestic beet sugar production; a list of main and additional factors, as well as the most significant and pressing problems that impede the innovative development of the industry segment of the agro-industrial complex; the most current and promising scientific developments of domestic scientists in the field of beet sugar production are presented; the most significant instruments of state support for innovative development of domestic beet sugar production are highlighted; current directions for ensuring innovative development and scientific and technological progress in beet sugar production in Russia have been formulated.

Keywords: beet sugar production, innovation, innovative development, state, dynamics, risks, problems, prospects, government support.

Filatova M.V.

Voronezh State University of Engineering Technologies, PhD in Economics, Associate Professor, Professor, Chair of Corporate Information Systems and Programming

Trineeva L.T.

Voronezh State Agrarian University, Candidate in Economics, Associate Professor, Leading Specialist, Department of Research Organization

Tsukanova K.A.

Voronezh State University of Engineering Technologies, Senior Lecturer, Chair of Management, Organization of Production and Branch Economics

Directions for improving industry organizations management in order to maintain their financial stability. P. 58-66.

Abstract. Existing methods for analyzing the financial stability of trading organizations operating under a commission agreement or agency agreement contain a number of standard tools that do not always allow timely reduction of the risk of loss of financial stability. The purpose of the study is to improve the management of industry organizations based on a systematic approach to maintaining their financial stability. The work uses methods of morphological and content analysis, literature review, logical modeling, graphic visualization, and evidentiary argumentation of conclusions. Based on a critical analysis of current methods for establishing the type of financial stability, the work clarified the methodology and content of the elements of the system for diagnosing the risk of a decrease in financial stability based on early signals. An algorithm has been defined for ensuring and maintaining financial stability based on compliance with solvency conditions. Analysis of the activities of organizations engaged in wholesale trade under commission agreements or agency agreements does not allow us to identify future risks of reducing financial stability. This is due to the peculiarities of the balance sheet structure of these entities, which consists in an insignificant amount of their own non-current assets, which entails a formally acceptable value of financial stability indicators. Thus, standard methods cannot be decisive for the final determination of the type of financial stability of the organizations under consideration, therefore standard methods require clarification and addition in the form of more accurate diagnostics based on “weak signals”.

Keywords: financial stability, management system, risk of reducing financial stability, financial stability indicators, management mechanisms.

Matveyeva O.P.

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

Matveyev O.A.

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

Development of state customs services: maintaining a customs register of intellectual property objects. P. 67-81.

Abstract. The purpose of the study is to substantiate the directions for quantitative growth and improvement in the quality of provision of state customs services (SCS) by the Department of Trade Restrictions, Currency and Export Control (Department) of the Federal Customs Service (FTS of Russia) to copyright holders in the form of inclusion of intellectual property objects (IPO) in the national customs register of OIP (TROIS). The goal was achieved on the basis of analysis and assessment of: identified counterfeit goods in the EAEU member states, which not only do not contribute to their sustainable development, but are also unsafe for the life and health of citizens of these countries; leaders of counterfeit goods and source countries of their penetration into the single commodity market of the Eurasian economic space; OIP included in the national TROIS of the EAEU member states; commodity structure of the Russian TROIS; proposed and calculated values of the coefficient of effectiveness of maintaining TROIS and the coefficient of provision by customs authorities of the economic interests of copyright holders, which should strive to unity, and reflect the level of quality of customs control in relation to goods containing OIP, the average value of one suspension of the release of goods by the customs authorities of the Russian Federation was relative to the quantitative volume identified counterfeit goods and the value of prevented damage to copyright holders. An analysis and assessment of the provision of GTU by the Office of the Federal Customs Service of Russia in the form of maintaining TROIS using general scientific methods at the theoretical and empirical levels made it possible to identify two directions for their quantitative growth: ensuring the quality of customs control in relation to goods containing OIP, and compliance with the quality standard for providing GTU to right holders.

Keywords: object of intellectual property, customs register, trademark, state customs service, copyright, customs authority, name of place of origin of goods, copyright holder.

Gomonko E.A.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Head of the Centre of International Cooperation, Associate Professor of the Chair of Economics

Kotelnikova O.P.

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

Abdukhamidova Sh.Sh.

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

Genesis of the concept of operational efficiency of business entities in the service sector and its modern interpretation under the influence of process-oriented management. P. 82-97.

Abstract. "Efficiency" is considered one of the oldest economic categories. At the same time, the very essence and content of this most important economic category is not that it has not been fully disclosed and studied, on the contrary, a significant part of scientific works is devoted to it, but they still remain debatable. The problem of the genesis of the concept of operational

efficiency of business entities in the service sector and its modern interpretation under the influence of process-oriented management, discussed in this article, attracts the attention of many researchers studying the category of “efficiency”. The author’s position is that currently there is a shift in emphasis on the efficiency of performing individual business processes, which are distinguished by their diversity, the complexity of determining the results of individual business processes and the value orientation towards the client or end consumer, which, on the one hand, significantly increases the complexity of establishing efficiency criteria, and on the other hand, creates a solid foundation for increasing the efficiency of functioning of business entities in the service sector in the long term. The purpose of this study is to establish the genesis of the concept of operational efficiency of business entities in the service sector and its modern interpretation under the influence of a process-oriented approach to management. In the course of the study, methods of analysis of domestic and foreign literature were used, covering issues of the formation and development of the category “efficiency” in a historical context and at the present stage. In conclusion, the authors of the article come to the conclusion that efficiency as the most important economic category has gone through a significant evolutionary path of transformation, starting with content and ending with the formation of types and criteria of efficiency characteristic of each stage of evolution. Increasing the efficiency of functioning of business entities in the service sector at the present stage cannot exist without increasing the efficiency of business processes, which are distinguished by the variety of types and ways of connecting them in the value chain for consumers.

Keywords: efficiency, types of efficiency, efficiency criteria, evolution of the concept of efficiency, business entities, service sector, business processes.

Nemykin D.N.

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

Skripchenko T.L.

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

Erofteyev E.V.

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

Approaches to assessing professional competencies of management staff of educational institutions. P. 98-108.

Abstract. Assessing the professional competencies of the management staff of educational institutions is an important component of improving the quality of the educational process. Today there is an urgent need for integrated and comprehensive methods for assessing the professional competencies of management personnel. Therefore, modern approaches that provide an objective assessment of the professional competencies of heads of educational institutions must be continuously developed and improved. The purpose of the article is to develop and substantiate approaches to assessing the professional competencies of heads of educational institutions, as well as the conditions that ensure the improvement of professional competencies. The theoretical basis of the work was the fundamental works of both domestic and foreign scientists in the field of assessing the professional competencies of management personnel, information technology and corporate management. The study was carried out using general methods of scientific knowledge, comparative and retrospective analysis. The approach to assessing the professional competencies of heads of educational institutions, pedagogical conditions that ensure the development of professional competencies of management staff in the educational process are substantiated, which allows the use of this experience in the management of educational organizations at various levels. A general conclusion has been made that the approach to assessing the professional competencies of heads of educational institutions is implemented in several stages. As part of the preliminary stage, objective data are assessed to provide a general idea of the development of the assessed

competencies of the managerial employee. As part of the on-site stage of assessing the professional competencies of the head of an educational institution, information about the level of development of the assessed competencies is detailed. As part of the final stage, the results of assessing the professional competencies of management personnel of an educational institution are summed up, recommendations are given for their further development, which is the main task of the procedure for assessing professional competencies.

Keywords: professional competencies, management staff of educational institutions, approaches to assessing professional competencies, level of development of the assessed competencies.

Antonova M.V.

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

Khomutov A.E.

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

Sharing economy – a new form of collaborative consumption of resources. P. 109-117.

Abstract. The purpose of the scientific research is to study a new form of conscientious consumption of resources – the sharing economy. The scientific article consistently solves the following problems: the main approaches to the concept of “sharing economy” are highlighted, with the addition of the authors’ approach to revealing the essence of the term being studied; the authors’ classification characteristics of sharing are proposed; the distinctive features of sharing and renting have been studied; the main features of sharing are highlighted; The features of co-living as a form of sharing economy have been studied. The conducted research made it possible to identify the main approaches to the term “sharing economy”: as “a system that performs an intermediary function between participants”; as “a new form of interaction between participants within a digital platform”; as a “new form of business model”; as “a value that allows the use of temporarily free assets”; as “as a new object of regulation” (this approach was added by the authors of the study). The study presents the authors’ classification characteristics of sharing: by interaction between participants; by sharing objects; according to payment; by timing; according to forms. Of course, this classification is not complete, but it allows us to study in more detail the types and forms of sharing. The authors identified the main characteristics of sharing: trust between participants; rational sharing of resources; focus on socio-economic effect; high degree of social responsibility of participants. One of the forms of sharing is co-living - a new form of shared living that has no regulation in the Russian Federation. According to the authors, regulation of co-living should include: establishing the basic concepts: “sharing”, “co-living”, “co-living tenant”, “co-living provider”, etc.; establishing clear and understandable rules for living together: opportunities, restrictions and prohibitions for the tenant; regulation of temporary registration in co-living (including consideration of the issue for foreign citizens/students); regulation of issues related to the rights and responsibilities of residents, as well as the rights and responsibilities of the co-living owner (co-living provider); regulation of relations on co-living safety issues (fire safety, plumbing, etc.).

Keywords: sharing economy, co-living.

Salnikov I.I.

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

Mashirov D.P.

Belgorod University of Cooperation, Economics, Law, Postgraduate Student

**Content and tools of the mechanism for ensuring economic security of the enterprise.
P. 118-128.**

Abstract. Sustainable economic development of a business in risky and uncertain operating conditions is possible only by achieving a high level of economic security through the use of an effective mechanism for ensuring it, which allows, due to the interconnection and interdependence of the elements that form it, to resist the negative impact of the external environment and effectively use all available limited resources. The purpose of the research was to study the essence and tools of the mechanism for ensuring the economic security of an enterprise, allowing the economic system not only to withstand various destabilizing influences, but also to maintain the ability for economic growth and development. The authors conducted an evolutionary study of the concept in relation to related categories, which made it possible to establish its essential characteristics. Approaches to systematization of the tools used in the process of its implementation are highlighted, which, on the one hand, makes it possible to use their specific set for various functional components of economic security, and, on the other hand, to develop them both in a strategic, on and operational direction. The work substantiates the special place of diagnosing the state of economic security of an enterprise among the tools of the mechanism for ensuring it, which allows, through the use of various analytical procedures, to timely identify the likelihood of the formation of crisis situations in the early stages of their manifestation and development and provide the economic entity with the required level of economic security.

Keywords: economic security, tools for economic security, economic mechanism, mechanism for ensuring economic security, tools for the mechanism of economic security, diagnostics of economic security.

Antonova M.V.

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

Naumov S.A.

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

ESG products of service sector organizations: concept, types, implementation problems. P.129-137.

Abstract. The purpose of the scientific research is to reveal the concept of ESG products, characterize their main types and identify problems of implementation in the activities of service organizations. The goal was achieved by setting the following objectives for the study: to propose proprietary criteria for classifying ESG products; explore the species diversity of ESG products according to the classification criteria proposed by the author; identify the main problems of introducing ESG products into the activities of service organizations. Currently, the scientific community is faced with a number of tasks, the solution of which will accelerate the process of introducing ESG products into the activities of Russian organizations (including service organizations). One of the tasks is to standardize the terminology of the concept and types of ESG products. We believe that in order to solve the problem of terminology standardization, the main classification characteristics of ESG products should be proposed: by type; by material form; by subjects of provision; by sector of provision; on the impact on the organization's performance. The authors' criteria for classifying ESG products proposed in the article are not final and require clarification and specification, but can be used both for further scientific research and for practical implementation in the organization's activities. The work highlights the following main problems, the solution of which will improve the efficiency of the implementation of ESG products: the lack of understanding among organizations of the significance of the implementation of ESG products (uncertainty of prospects from the use of ESG products); lack of regulatory incentives for the introduction of ESG products into the organization's activities; lack of regulatory regulation for

the use of ESG products in service organizations; lack of standardization of ESG products. The main problems of introducing ESG products into the activities of service organizations can be grouped into problems of a regulatory nature and problems of the organization (industry) itself, which is not ready to implement these products due to a lack of understanding of the need and benefits of their use.

Keywords: ESG products, ESG principles, classification of ESG products.

Ryzhkova S.M.

Federal Scientific Center for Agrarian Economics and Social Development of Rural Territories, All-Russian Research Institute of Agricultural Economics (Moscow), Candidate in Economics, Leading Researcher, Department of Marketing and Product Markets Development

Kruchinina V.M.

Federal Scientific Center for Agrarian Economics and Social Development of Rural Territories, All-Russian Research Institute of Agricultural Economics (Moscow), Candidate in Economics, Leading Researcher, Department of Marketing and Product Markets Development

French seed market in relationship with the national interests of Russia. P. 138-150.

Abstract. Seeds are the basic resource of crop production. The French seed sector represents the entire seed value chain and contributes to the success of its members and sector participants by making their businesses prosperous. The French seed market contains not only international companies, but also many national ones, including small and medium-sized enterprises and cooperatives: the number of sales points alone totals 23 thousand. In addition to its leadership in the EU, France also has a global presence: it exports seed products to more than 150 countries and is the No. 1 exporter of field crop seed in the world. In the French seed sector, exports account for more than 50% and the trade surplus is more than 1 billion euros. This success is ensured by a long history of developing varieties; stable, qualified and secure production networks; the existence of a structured seed sector; favorable regulatory framework; good pedoclimatic conditions. On the contrary, Russia is largely dependent on the import of certain types of seeds, which in a situation of sanctions pressure and restrictions can be a threat to the country's food security. In addition, the Russian market depends on the import of French seeds, and Russia is the largest importer from the list of third countries for France. Also, French seed companies have opened their representative offices and research and production stations in Russia and are placing orders for seed production from domestic producers. The purpose of the article is to study the experience of France as a model in building a seed production system, institutional structure and increasing technical potential in Russia. The main scientific methods used: monographic, logic, analysis, induction and deduction, economic and statistical.

Keywords: seed market, seed import, seed export, seeds, breeders, seed organizations, multiplier farmers, cooperatives, seed consumers, protected areas.

Mikhailov A.M.

Lipetsk Institute of Cooperation (Affiliation), Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Economics and Humanitarian-Social Disciplines

Grechushkin V.A.

Lipetsk Institute of Cooperation (Affiliation), Belgorod University of Cooperation, Economics and Law, Candidate in Pedagogics, Associate Professor, Chair of Economics and Humanitarian-Social Disciplines

Sitnikov S.A.

Lipetsk Institute of Cooperation (Affiliation), Belgorod University of Cooperation, Economics and Law, Senior Lecturer, Chair of Finance and Accounting

Russian Federation economy during western sanctions pressure. P. 151-162.

Abstract. International division of labor, specialization, cooperation and localization in the world economy have currently undergone transformation due to the desire of developed countries such as the USA and the states of the European Community to apply economic sanctions in competition, pressure on their satellites in order to use their political and economic influence for their own selfish purposes and achieve a competitive advantage. As a result, the Russian Federation found itself under Western sanctions, which hinder the economic development of our country, but at the same time the Western countries themselves found themselves in a trap they created against the Russian Federation. For example, the Americans, who are forcing Europe to abandon Russian oil and gas, themselves continue to import oil from Russia, consistently increasing import volumes. The purpose of the study is to provide a brief overview of the process of import substitution in the Russian Federation in connection with political and economic interaction with both friendly and “unfriendly” countries. When conducting the research, the following methods were used: structural analysis, systems approach, economic and statistical methods of research and processing of economic information. The information base for the study was legislative acts and regulations on the problems of anti-crisis measures and import substitution, statistical reporting, the results of studies conducted by analytical agencies, articles in periodicals and special publications, as well as materials posted on the Internet. The object of the study is the most vulnerable sectors of the Russian economy to Western sanctions. The article conducted an express study of the level of localization of the five most import-dependent sectors of the Russian economy: pharmaceuticals, automotive, bearing production, sales of consumer goods, microelectronics, coupled with telecommunications and information technology. The directions for import substitution of industries are substantiated.

Keywords: anti-crisis projects, knowledge-intensive, high-tech goods and services, import substitution, sanctions, competitiveness in domestic and foreign markets, software development, computer technology.

Golovina N.A.

Novosibirsk State University of Economics and Management (NINH), Candidate in Economics, Associate Professor, Chair of Information and Analytical Support and Accounting

Current issues of reflecting rebranding costs in accounting. P. 163-170.

Abstract. The purpose of the article is to determine the main characteristics of rebranding, the problems and advantages of its implementation, as well as the composition of regulations governing the mechanism for reflecting in accounting and tax accounting the facts of economic life in its implementation and operating with these categories. In the work, the author notes recent changes in legislation that should be taken into account when reflecting rebranding costs. At the initial stage, specialists must study the strengths and weaknesses of an economic entity and assess the possible costs of its implementation. Rebranding allows you to look at an organization or its product from a new perspective, develop in accordance with the latest trends and attract more customers. In this regard, more and more economic entities are beginning to position themselves in a new way and are reconsidering their corporate identity. If you don't change, you can become irrelevant and unclaimed. On average, rebranding lasts from 12 to 18 months. Depending on the chosen rebranding methodology (stages, tools, required expenses), the procedure for reflecting expenses in accounting and tax accounting depends. As practical examples, the correspondence of invoices for reflecting these expenses in accounting and the assessment of tax risks that an organization may face when carrying out rebranding are given.

Keywords: rebranding, trademark, expenses, accounting, tax accounting.

Makhmudova M.M.

Tyumen Industrial University, Candidate in Pedagogics, Associate Professor, Associate Professor, Institute of Service and Industry Management

Financial security of economic entities as an element of their economic security (Tyumen region enterprises as a case study). P. 171-179.

Abstract. Russian economy, starting from 2022 faced a structural crisis of unprecedented scale caused by large-scale sanctions and cancel culture. In such conditions, it is especially difficult for enterprises to ensure their stability and sustainability. The ability to protect one's financial interests from negative impacts from the economic environment is becoming a key factor in the economic activities of enterprises. The article presents an overview of statistical indicators characterizing the current state of the financial situation of business enterprises in the Tyumen region, as an element of their economic security. As shown by the analysis of the functioning of enterprises in the new economic conditions, existing external threats to business contribute to the formation of internal losses that determine its security. Tyumen large business, despite large-scale sanctions, managed to maintain financial stability. The small and medium-sized enterprise sector in the region is more exposed to the risks of loss of economic security. The untimely adaptation of business entities to the challenges of the regional economy led to the destabilization of the work of enterprises and the blocking of many daily operational tasks. Significant differentiation in the deterioration of the financial condition of enterprises was recorded in the sectoral context. In such conditions, protecting business and assets and maintaining economic security becomes relevant.

Keywords: economic security, business entities, financial stability, profit, loss, debt, Tyumen region.

Teplov I.O.

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

Problems of domestic practice for monitoring sustainable development. P. 180-191.

Abstract. Civilizational challenges of the 21st century have updated the development of the 2030 Agenda for Sustainable Development, which identified 17 global goals, in accordance with which a system of global indicators for their achievement has been formed, representing the information basis for monitoring sustainable development. The purpose of this study was to study the domestic practice of monitoring sustainable development to identify and argue problems associated with the national characteristics of the organization of federal statistical observation. The methodological basis of the study defines the provisions of the concept of sustainable development, which explains the systemic relationship and interdependence of the economic, social and environmental components of this process, measured through UN recommended indicators, subject to adjustment at the national level according to accepted statistical practice. The work implements the principle of cause and effect to identify and substantiate problems in the practice of monitoring sustainable development using methods of comparing goal setting and goal achievement, information retrieval, comparative analysis, logical modeling, analytical substantiation of conclusions, tabular and graphical illustration of research results. The problems of domestic practice of monitoring sustainable development are identified and argued: incomplete development of national indicators for achieving the Sustainable Development Goals (SDGs); uneven distribution of SDG indicators; quantitative discrepancy between target indicators planned for development and statistically taken into account; limited indicators subject to statistical recording at the regional level.

Keywords: sustainable development, goals and indicators of sustainable development, economic system, monitoring of goal achievement, statistical practice.

Izvarin A.A.

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

Determinants of electronic sales development in the consumer sector of the market. P. 192-203.

Abstract. The purpose of this work was to analyze the determinants that have a decisive influence on the development of electronic sales in the consumer sector of the domestic market, in order to identify the main trends in the dynamics of the electronic market. The study implements the methodological provisions of economic analysis; the principle of cause-and-effect relationship of economic phenomena and processes specific to the conditions of formation and development of the electronic market. The study of the determinants of the development of electronic sales in the target market sector was carried out using methods of deterministic factor and economic-statistical analysis, ranking, grouping, structural and index analysis, sample observation, tabular and graphical visualization of results, and analytical substantiation of the conclusions drawn. To conduct the study, its information basis was formed, the rationale for its choice was given, and problematic aspects of use were indicated. The following are identified as determinants for analyzing the development of electronic sales in the consumer sector of the market: the use of Internet resources for electronic sales; formation of service drivers for online purchases in the consumer market; development of electronic sales in a spatial aspect; changes in the product structure of online purchases of goods and services by the population; development of various payment methods for online orders of the population for the purchase of goods and services. Based on the results of the study, the main trends in the dynamics of the electronic market in the B2C sector were identified, formed under the influence of the analyzed determinants of its development.

Keywords: e-commerce, online sales, online shopping, consumer market, determinants of market development.

Miroshnikov L.A.

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

Economic problems of implementing technologies for processing solid municipal waste. P. 204-212.

Abstract. Environmental protection is one of the most important aspects of creating sustainable development in Russia. The article examines some of the economic problems that impede the successful development of waste sorting, as well as the impact of these barriers on the modern environment. The study provided examples of the influence of Russian and foreign manufacturers on the environmental component. The article shows directions for solving environmental and economic problems in the field of MSW management. In modern conditions, Russia has every chance of reducing non-environmental emissions through the introduction of modern technologies, additional funding from the state, as well as attracting investment from large manufacturers. The purpose of this article is to propose possible ways to introduce and use technologies for processing MSW to improve the environmental and economic situation in the country. Research methods: analysis, synthesis, observation, induction, deduction and others. The results obtained indicate that today, to solve environmental problems associated with the processing of MSW, there are many modern technologies, including promising ones from an economic point of view.

Keywords: problems of MSW processing, environmental economics, waste management, MSW recycling, greenhouse effect, enterprise economics.

Aparshev D.A.

University Sinergiya (Moscow), Postgraduate Student

Influence of flexible development methodologies on the organizational structure of its companies. P. 213-220.

Abstract. The article is devoted to studying the features of the influence of flexible development methods on the organizational structure of IT companies. The conditions and

prospects for the use of project management during the period of influence of new challenges of our time are highlighted. A brief description of the state of the IT sector is given, priority areas for leveling out weaknesses and threats for this sector of the economy are highlighted. The purpose of the study is to identify aspects of the implementation of flexible methodologies in the organization of work in the IT industry and their impact on the management process. Tasks. To study the features of the influence of flexible software development methodologies on the organizational structure of companies in the field of information technology; highlight the conditions and prospects for the use of project management during the period of influence of new challenges of our time; give a brief description of the state of the IT sector; highlight priority areas for leveling out weaknesses and threats for this sector of the economy. The research methodology is based on the analysis of practical and theoretical provisions, synthesis of opinions, analysis of statistics, and graphic interpretation of the results. As a result, growth prospects and changes in the nature of the implementation of management policies by IT companies were identified. The most promising flexible project methodologies are identified, their advantages as the most effective tools for implementing innovative management policies are determined.

Keywords: flexible methodology, IT company, Agile, Scrum, organizational structure, employee, change.

Economy of Labor and Labor Relations

Vladyka M.V.

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

Kostenko E.I.

Belgorod State National Research University, Candidate in Economics, Senior Lecturer, Chair of Innovative Economics and Finance

Shilin S.S.

Belgorod State National Research University, Postgraduate Student

Regional labor market development trends in modern conditions. P. 221-230.

The research was carried out within the framework of the state assignment of the National Research University "BelSU" FZWG-2023-0014, the theme of the project is "Spatial-network interaction of Russian regions in the context of new challenges of technological development"

Abstract. Labor market is one of the important phenomena of the modern economic environment, which has a significant impact on a wide range of life in modern society. This segment of the economy is relevant and integral for ensuring not only employment of able-bodied citizens, but also for the development of the economy as a whole. The labor market plays a huge role in the economic progress of society. It influences the development of companies and industries by providing entrepreneurs with opportunities to find the required workforce with the required skills and experience. Improving the efficiency of labor use contributes to increased productivity, innovative development and increased competitiveness of the country. Overall, the relevance of the labor market lies in its important role in providing employment, economic progress, social welfare and social justice. The purpose of the scientific article is to study trends in the development of the regional labor market in modern conditions. The article presents qualitative and quantitative characteristics of the regional labor market. In the frameworks of the study, it was revealed that over the last five-year period the said indicators had an unstable trend. In this regard, the problems of the regional labor market are highlighted, and recommendations for their elimination are proposed.

Keywords: economics, economic development, labor, labor market.

Komarova O.A.

Yaroslavl State Technical University, PhD in Economics, Professor, Professor of the Chair of Economics and Management

Current problems of human capital reproduction in Russia. P. 231-238.

Abstract. In the conditions of the fourth industrial revolution and the transition of developed countries to the sixth technological order, there is a fundamental change in the nature of work, manifested in an increase in the intellectual saturation of labor functions, a change in the structure of employment (an increase in the number of workers engaged in collecting, processing and storing information), increasing requirements for professional competence and personal potential of human resources. Information and knowledge become the main value that determines the competitiveness of individual workers, enterprises, and countries. In this regard, a transformation of human capital is taking place: the importance of the educational component, readiness for continuous education and self-improvement is increasing. The purpose of the article is to substantiate the most pressing problems of the reproduction of human capital in Russia. To achieve this goal, general scientific and special methods were used: abstractions and analogies; induction and deduction; comparative analysis; statistical analysis, etc. The article substantiates the current problems of reproduction of human capital in Russia: lack of demand for knowledge and competence; the lack of a strong correlation between the education system and the requirements of the knowledge economy for the educational level of the population; the unpreparedness of the education system for the challenges of digitalization as a key trend in the knowledge economy; ineffective use of human capital in sectors of the national economy.

Keywords: human capital, knowledge economy, digitalization, education, employment.

Marketing, Commerce and Logistics

Rozdolskaya I.V.

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

Ledovskaya M.E.

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

Rozdolsky D.A.

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

Directions of marketing and managerial influence in attracting and retaining talents in order to ensure organizational sustainability of companies. P. 239-257.

Abstract. Modern business world is experiencing a transition to a talent economy, the development of which requires the creation of innovative scientific and technological ecosystems, national systems for identifying and supporting talent based on them, as well as international cooperation in this area. The purpose of this work was to determine the directions of marketing and management influences in attracting and retaining talent in order to ensure the organizational sustainability of companies. The research methodology was based on the use of a systematic approach, comparative analysis, grouping and generalization method, and scientific classification method. Trends in the field of talent management have been systematized; The important elements of talent management have been identified. The principles of the talent management system are summarized. Various areas of talent management are shown, which form a conceptual basis in the

form of management and marketing formats and mechanisms. A contextual model of talent management is presented. Outlines the benefits of real-time feedback as part of a talent management system. The versatility of analytics in talent management is demonstrated. The “Organizational Performance Management” model and the stages of organizational effectiveness that leaders use to improve the organizational sustainability of companies are presented. Based on the results of the study, the main problems in attracting and retaining talent were identified.

Keywords: talent, talent management, talent management strategy, talent management system, talent reviews, talent assessments, TalentTech ecosystem, onboarding, career management, personnel marketing, employee engagement, talent marketplaces, global talent competitiveness index, organizational sustainability.

Isaenko V.A.

Belgorod University of Cooperation, Economics and Law, Scientific Degree Applicant

Conceptual modeling of prospects for the development of cloud services in a digital marketing business environment. P. 258-267.

Abstract. The purpose of the study was to build a conceptual model that forms an idea of the development of cloud services in the digital marketing business environment, defined by the triad of “projections - perspectives - directions”. The methodological basis for the research was the provisions of a strategic and systematic approach, which make it possible to form a vision of the prospects of the process under study in different projections, ensuring its development in the logic of a cause-and-effect relationship. The work uses methods of logical modeling, strategic, trend, marketing and functional analysis, graphic visualization, evidence-based argumentation of provisions, and benchmarking of best practices. The features of cloud services, determined by their dual role in digital marketing (product and infrastructure), are specified. A conceptual model of the prospects for the development of cloud services in the digital marketing business environment is presented and justified, the development logic of which corresponds to the triad of “projections - prospects - directions”. In the projections of the model - knowledge, institutional, functional and instrumental - the prospects for the development of cloud services are determined, respectively: the development of cognitive technologies, the institutionalization of digital platforms, the expansion of the functionality of cloud services, the construction of digital twins of business processes. For each identified prospect for the development of cloud services in the digital marketing business environment, examples of leading trends that have emerged in best marketing practices are given: intellectualization of business analysis models for subjects of relationships, scaling of digital ecosystems, replication of startups in the design of a digital platform, qualification of leads using artificial intelligence.

Keywords: cloud services, digital platforms, digital ecosystems, digital marketing environment, business analysis.

Komogortseva A.V.

Far Eastern Federal University (Vladivostok), Postgraduate Student, Chair of Marketing and Markets Development, School of Economics and Management

Factors affecting consumer experience in the context of the educational services market. P. 268-278.

Abstract. Study of consumer experience and the factors influencing it is an important area of theoretical and empirical research in modern marketing. Factors influencing the creation of a positive consumer experience contribute to the development of an effective strategy for attracting consumers. In the context of the national strategy for internationalization and increasing the export of Russian education, this study is aimed at studying the factors that influence the consumer experience of foreign students when choosing a Russian university. The goal is to highlight the

main approaches to identifying factors influencing consumer experience and clarify the classification of the identified factors in the context of the educational services market. In the work, based on methods of comparative analysis and generalization of theoretical and empirical materials, existing approaches to the classification of factors influencing consumer experience were studied. During the analysis, three main approaches to determining factors were identified (traditional, objective, universal), within the framework of which the author of the work proposed a refined classification of factors influencing the consumer experience of foreign students when choosing a Russian university. The results of the study can be used in further research on consumer experience and can be used by Russian universities to form and manage the consumer experience of foreign students in order to develop an effective strategy for attracting foreign applicants.

Keywords: factors influencing consumer experience, consumer experience, internationalization, consumer experience management, international students.

Cooperation and Entrepreneurship

Semenenko G.A.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Head of the Chair of Theory and History of Cooperative Movement

Afanasyeva L.V.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Theory and History of Cooperative Movement

Bogatyreva Yu.F.

Belgorod University of Cooperation, Economics and Law, Senior Lecturer, Chair of Theory and History of Cooperative Movement

Digital transformation as a key strategic function of modern cooperatives. P. 279-290.

Abstract. The article is devoted to studying the possibilities of digital transformation of retail trade of the consumer cooperation system in different regions of the country and determining the advantages of digitalization for modern cooperatives. The purpose of the study was to substantiate the benefits of digital transformation of retail trade of consumer cooperation organizations. The article presents the results of a study of trends in the development of niche marketplaces in Russia; the main distinctive features of market places have been identified; an analysis of the results of successful cooperation between a number of Russian cooperative organizations and well-known marketplaces was carried out; possible risks of consumer cooperation organizations were identified when implementing projects for the digitalization of trade; The benefits for cooperative organizations from digital transformation have been established as for the main sellers in rural regions. The methodological basis of our research was made up of general scientific methods of cognition, including: observation, analysis and synthesis, dialectical, abstract-logical, system analysis. The empirical research method made it possible to study the main trends in the development of marketplaces and conduct a study of the existing results of the digital transformation of cooperative organizations in individual regions of the country. Content analysis of scientific works published in peer-reviewed publications; expert analytical reports and materials posted in the public domain on the Internet made it possible to study the best practices for implementing digital transformation projects of trade organizations.

Keywords: digitalization, retail, consumer cooperation, marketplaces.