

## **Economics and Management in Branches and Spheres of Activity**

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**Updating remote employment development factors in the digital labor market.  
P. 9-19.**

**Abstract.** Emergence of digital reality is accompanied by fundamental changes in the labor market, the gradual formation of its digital twin, ensuring the interaction of the parties to labor relations in a virtual environment, the emergence of new formats of employment in the economy. The purpose of this publication was to present the factors that activate the development of remote employment in the digital labor market, to update their influence, confirmed by the state and dynamics of the market development. The study was based on the methodological provisions of labor economics, the concept of digitalization of the economy, the cause-and-effect relationship and interdependence of phenomena and processes characteristic of the digital labor market, which creates conditions for remote employment of the population. The work implements the methods of literature review, goal setting and goal achievement, identification of key factors influencing the subject of the study and their analytical substantiation using the tools of factor, structural, trend, positional analysis. The article presents the author's vision of the composition of the current factors determining the development of remote employment in the digital labor market - the development of digital competence of the population, institutionalization in the structure of the labor market, the growing popularity of the remote employment format in the economy, prevalence in all types of economic activity, remote offer of job vacancies. Proof of the relevance of the factors is given with confirmation by digital illustrations constructed using official statistical information posted in open-access electronic resources.

**Keywords:** digital labor market, digital competence of the population, remote employment, platform employment, factors of remote employment development.

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**Small and medium business in the region: trends, drivers, financial instruments for its support and development. P. 20-30.**

**Abstract.** Ensuring the development of small business is one of the strategic goals of the state, as it has a direct impact on the flexibility and sustainability of the economic system. The purpose of the study is to conduct a study of trends and drivers of small and medium-sized businesses development, to summarize the experience of supporting small businesses in the region. During the study, general scientific methods were used, in particular analysis, synthesis, comparison, consistency, complexity, etc. The article presents the results of a study of trends and drivers of small and medium-sized businesses in the Belgorod region. The dynamics of the number of small and medium-sized businesses in the Belgorod region for 2017-2023 was studied; the main problems of small and medium businesses in the region in 2023 were identified. The article summarizes the experience of supporting small businesses in the region. As a result of the study, we came to the conclusion that the problem of supporting business entities in the context of economic and political crises largely depends on the effective and high-quality development and implementation of financial instruments. As a result of the study, it was found that through the use of financial instruments, small and medium businesses can achieve risk reduction, obtain short-term profits, and quickly mobilize various sources of funding to support their organizations.

**Keywords:** financial instruments, small and medium business, insolvency, bankruptcy, economic crisis, insolvency.

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**Improving approaches to preparing accounting (financial) statements by commercial organizations. P. 31-38.**

**Abstract.** Constantly changing conditions of economic activity of modern economic entities have a serious impact on them, reducing the time required for maneuvering in the conditions of changing external market conditions. As a result, based on the principles of free competition and independence of individual economic entities, potential investors feel the need to obtain reliable and verified data contained in certain sources of information for timely adoption of management, investment and financial decisions. Currently, the main source of such information is accounting (financial) statements. However, many users of accounting information need a wider range of indicators that are not mandatory components of traditional forms of accounting (financial) statements. Moreover, in addition to the generally accepted indicators reflected in the relevant forms of accounting (financial) statements, alternative performance indicators determined by calculation are widely used. According to new trends in

international accounting practice, information on the procedure for determining such indicators should be disclosed in the notes to the main forms of accounting (financial) statements in order to ensure the possibility of comparability of these indicators. The need to provide such calculation methods is caused by the multivariance of calculations of the corresponding indicators.

**Keywords:** methodology, improvement, accounting (financial) reporting, Russian accounting standards (RAS), international financial reporting standards (IFRS), balance sheet, financial performance report, analytical profit indicators, EBITDA, EBIT, OIBDA, investors, management decisions.

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**Intellectual property objects in the context of the state customs services development. P. 39-56.**

**Abstract.** The objective of the study is to substantiate the structure and content of the customs register of intellectual property objects (CRIP) of the Russian Federation (RF) as an integral part of the unified customs register of the member states of the Eurasian Economic Union (EAEU), which is the result of the provision of the state customs service (SCS). Achieving the objective of the study necessitated the systematization, analysis and assessment of the content of CRIP in the Russian Federation as a result of maintaining CRIP based on applications from Russian and foreign copyright holders and their providers, as well as the effectiveness of customs control over goods containing intellectual property objects (IPO), which made it possible to identify: a trend towards a reduction in the number of identified counterfeit goods, which still remains significant, occurred against the background of the introduction of mutual sanctions by the Russian Federation and individual states, an actively pursued policy of import substitution and reduction of imported commodity items, a pandemic and the introduction of a moratorium on inspections of the activities of business entities in the country, permission for parallel imports; an increase in the number of IPOs included in CRIP and the value of the coefficient of their inclusion while simultaneously reducing the "active" IPOs of major trading partners; differences in the structure and content of the Russian TROIS from those approved for both the formation of a single TROIS of the EAEU member states and the maintenance of a national TROIS. The study of the structure and content of the TROIS, the results of customs control of goods containing intellectual property rights, led to the use of methods of two levels: theoretical and empirical.

**Keywords:** state customs service, maintenance of customs register of intellectual property objects, customs authorities, copyright holders.

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**Structural interrelationship of lean manufacturing ecosystem development elements in the sphere of education. P. 57-69.**

**Abstract.** The relevance of this topic is due to the demand of the modern labor market, where there is a need to form a lean personality, create a production system based on lean principles and develop the concept of an ideal employee from the employer's point of view. In order to achieve the highest results in personnel training and increase labor productivity, today it is necessary to take effective measures to implement lean manufacturing tools. Systematic work in the field of using the concept of lean technologies in the field of education will create an educational ecosystem aimed at developing a lean personality through the formation of an end-to-end flow of personnel training. The purpose of this study is to analyze the structural elements of the lean manufacturing ecosystem in the field of education and their interrelations in the process of functioning. In the process of working on the study, we used general scientific methods, including: the method of scientific generalization, analysis and synthesis of theoretical material on the problem under study, the structural-logical method. As a result of the study, the hypothesis was confirmed that the formation of a lean manufacturing ecosystem in the field of education will allow for a synergistic effect from the cooperation of all participants in the educational process, including the employer, through the construction of end-to-end interorganizational flows.

**Keywords:** lean manufacturing, lean communities, lean manufacturing implementation practices, lean manufacturing ecosystem in education.

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**Mechanism for integration of contract execution by suppliers between 1c application solutions. P. 70-78.**

**Abstract.** The process of accounting and control of work under contracts takes up a large amount of work in the organization and plays an important role in ensuring the timely and accurate fulfillment of contractual obligations. The purpose of the study is the need to use innovative mechanisms and services to implement the mechanism for integrating the execution of contracts by suppliers between 1C application solutions, which will allow organizing proper control over the fulfillment of contractual obligations by all officials involved in this process

with centralized accounting. In general, the study was based on the use of business process reengineering methods, system analysis and synthesis, comparison and analogy methods, and pragmatic solutions. In the article, the integration of contract execution between 1C application solutions is considered using the example of an agro-industrial holding. In the process of studying the subject area and its business processes, it was revealed that the protection of accounting information is significantly reduced as a result of employees entering the accounting program to identify accounting documents related to the fulfillment of contracts by suppliers. Diagrams of the implementation of the mechanism for integrating the execution of contracts by suppliers between the 1C application solutions "as it should be" have been developed. To implement the mechanism for integrating the execution of contracts by suppliers, corresponding new metadata objects have been developed in the two 1C systems used - "1C:Holding Management" and "1C:CORP Accounting".

**Keywords:** integration mechanism, exchange plans, scheduled task, 1C:Holding Management, 1C:Accounting CORP.

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**Agglomeration processes in the regions of the central Federal district of Russia. P. 79-93.**

**Abstract.** In the context of large-scale sanctions pressure and a high level of differentiation in the quality of life of the population in Russia, one of the priority tasks of the regional economy is the theoretical substantiation and methodological support for assessing the impact of spatial agglomeration processes on the dynamics and efficiency of economic development. The complexity of this task lies in the insufficient study of the theoretical provisions of agglomeration processes in relation to the peculiarities of the spatial economy of Russia. The objective of the study is to assess and identify the main trends in agglomeration processes in the regions of the Central Federal District of Russia for the period 2012-2022. The information base of the study was the data of the Federal State Statistics Service. In the Central Federal District, the following cities are involved in agglomeration processes: Belgorod and Belgorod District; Voronezh, Novousmansk District, Ramonsky District, Semiluki; Kaluga and Obninsk and the adjacent districts: Zhukovsky, Borovsky, Ferzikovsky; Lipetsk District, Gryazinsky District, Usman. Moscow acts as a center of attraction for resources: financial, labor, innovation, technology, etc., which makes it the center of agglomeration processes both in the Central Federal District and in the entire country. When developing strategies and programs for the spatial development of territories, it is important to take into account the effectiveness of ongoing agglomeration processes, to predict the emergence of new ones that can have both a positive and negative impact on the socio-economic development of the constituent entities of the Russian Federation.

**Keywords:** region, agglomeration process, agglomeration, population density.

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**Role of regions in the formation of a competitive national economy in the conditions economic relations transformation. P. 94-102.**

**Abstract.** In the conditions of instability of socio-economic development of the Republic of Tajikistan and its regions, the issues of ensuring sustainable development and competitiveness of economic entities are of particular relevance. The Republic of Tajikistan is characterized by weak mobility of production factors, which is one of the main reasons for differences in the level of development of regions. The current situation contributes to the growth of social tension, a decrease in the level of income and life, tax revenues to the regional budget, etc., which may ultimately affect the political life of the republic. In this regard, relying on the absolute and relative advantages of the regions of the republic, there is a need to pursue a state policy aimed at reducing the level of differentiation of regional development, smoothing out differences between regions in key macroeconomic indicators, since territorial differentiation and the degree of unity of political, economic, social and other life of society within a separate state are indicators of their role in the international arena. The purpose of writing the article is to assess the contribution of regions to the economy of the Republic of Tajikistan and develop directions for the development of their economic opportunities. The article presents the results of assessing the influence of regions on the economic development of the Republic of Tajikistan. The features of the distribution of natural resources of the country, urbanization, wage levels and other factors influencing the development of the regional and national economies are also considered. The author, based on the GRP per capita indicator, assessed the level of socio-economic development of regions, determined the degree of their differentiation and the factors that determine its formation. Based on the results of the study, recommendations are given to increase the economic opportunities of regions in the interests of increasing their contribution to the economy of the Republic of Tajikistan by smoothing out differences in regional development, clustering, developing promising industries, attracting foreign investment and others.

**Keywords:** regions, differentiation, differentiation of socio-economic development, competitiveness, production factors, public policy.

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**To the question of the methodology of assessing the domestic economy digital transformation level. P. 103-111.**

**Abstract.** The process of digitalization of the domestic economy has gained maximum momentum in recent years and has become almost mainstream in scientific research and journalism. The degree of influence of digital technologies on various spheres of life is also increasing, which allows us to talk about the formation of a new digital society and the activation of transformation processes in various areas of economic, political, legal, cultural and other spheres. At the same time, it is generally accepted that the effects obtained from digitalization are certainly positive, but in practice, digital transformation entails certain risks and problems

that require solutions. Thus, the task of quantitative and qualitative description of both the digitalization processes themselves, the conditions created for its development, the efforts made to adapt current conditions to digital transformations, and the results obtained from the spread of digital technologies and the expected effects becomes relevant. Consequently, adequate methodological support for this process becomes a significant task. However, in our opinion, the set of indicators that official statistics use to describe digitalization does not reflect the essence of transformation processes and requires careful development.

The hypothesis of the study is that at this stage the methodological problem of quantitative and qualitative assessment of digital transformation processes has not been solved. Thus, the purpose of the study is to study the indicators for assessing the development of the digital economy and methods for quantitatively describing the results of transformation processes caused by the spread of digital technologies.

**Keywords:** digitalization, digital transformation, digital maturity, assessment methodology.

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**Identification of problems and restrictions in customs administration that impede the development of the export potential of the Russian Federation. P. 112-121.**

**Abstract.** In modern conditions, customs administration plays a vital role in the socio-economic development of any country. Undoubtedly, this is also typical for Russia. This fact is explained by the fact that customs administration ensures the regulation of foreign economic activity, protects national interests, and also promotes the development of international trade. And if in the conditions of globalization and active development of international trade the issues of increasing the efficiency of customs administration were important, then in the conditions of confrontation, ongoing sanctions and essentially a trade war they become the most significant in the process of developing the export potential of any state. Thus, the purpose of the study is to consider the prospects for the development of customs administration in the Russian Federation from the point of view of maintaining foreign economic relations with partners, entering new markets and increasing the export potential of the country as a whole. The work considers the main areas of reforms, innovations and technologies that can contribute to the improvement of customs administration, and also provides specific examples from Russian practice.

**Keywords:** customs administration, customs activities, customs affairs, customs operations, export, export potential.

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**Improving the methodology of accounting for intangible assets in the digital economy. P. 122-131.**

**Abstract.** The article discusses the issues of improving the methodology of accounting for intangible assets in the digital economy. The purpose of the study is to develop an author's model of accounting for IA, adapted to the specifics of the functioning of organizations in the digital environment. The work is based on general scientific and special methods: analysis, synthesis, comparison, generalization, systematization, conceptual modeling, adaptation, design, graphical visualization. The article analyzes the provisions of the current FSB 14/2022 "Intangible Assets", systematizes the key aspects of the regulated methodology of accounting for IA. The conclusion about the need to develop approaches to accounting for IA in the context of digital transformation is substantiated. A conceptual model of accounting for intangible assets is proposed, which assumes the identification and recognition of specific digital assets (tokens, big data, algorithms, etc.) in the IA, the use of fair and conditional valuation, the introduction of the category "value potential", the use of a dynamic depreciation method, the disclosure of an expanded range of information about digital IA. The conclusion is substantiated that the implementation of the proposed model will contribute to increasing the reliability and transparency of financial information about companies of the digital age. Prospects for further research are outlined: testing the model on data from real organizations, operationalization of approaches to evaluating specific digital assets, integration of the IA accounting methodology with the concept of integrated reporting. The importance of further development of the theory and practice of accounting for IA in the direction of adaptation to the realities of the digital economy is emphasized.

**Keywords:** intangible assets, digital economy, digital assets, accounting methodology, conceptual model.

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**Review of approaches to conceptualizing digital management in management science. P. 132-143.**

**Abstract.** Scaling of digital transformations of modern economic reality is accompanied by fundamental changes in the system of management relations, the emergence of a new subject area of scientific knowledge - digital management. The purpose of the presented work was to prove the position on the need to form the subject content of digital management in management



science through a review of approaches to its conceptualization and argumentation of the priorities of the cyclical approach for management practice. The methodological basis for the study is the provisions of applied management in the concept of enriching its subject content due to the ongoing digital transformations of management reality; the principle of ensuring the practical value of the results of theoretical research. When performing the work effectively, with the receipt of new scientific results, the methods of reviewing information sources on the research problem were implemented; substantive analysis of conceptual approaches to digital management; identifying the main components in terms of concretizing their key provisions; visual display of research results; evidence-based argumentation of the priority conceptual approach for understanding the subject content of digital management and its replication in the practice of managing entities at the microeconomic level. The main reasons hindering the formation of a holistic concept of digital management are identified. The conceptual approaches of digital management (evolutionary, revolutionary, transformational, organizational, strategic, cyclical) that form its subject content in management science are identified, and their key provisions are revealed. The priority of the cyclical approach of digital management for management practice is substantiated.

**Keywords:** digital management, conceptualization of digital management, digital transformations of management, management of microeconomic level entities.

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**Improvement of the procedure for inventory conducting in modern conditions.  
P. 144-150.**

**Abstract.** Modern conditions pose the problem of ensuring the safety of material assets for business entities. Analysis of the activities carried out by an economic entity related to the safety of material assets within the framework of the organization of management and accounting involves the use of modern regulatory documentation. Considering that inventory is one of the components of the procedures not only in the framework of the preparation of accounting (financial) statements, but also one of the elements of the internal control system in terms of the safety of material assets, the study of the current procedure for implementing this procedure is always a priority. This article analyzes current theoretical and methodological aspects, as well as innovations related to the specifics of conducting and accounting for inventory in domestic commercial organizations in the context of the approval of the new national accounting standard - FSBU 28/2023 "Inventory". The new national standard introduces requirements for inventory, and also regulates in more detail the issues of mandatory implementation of this procedure. Undoubtedly, there is a certain interest in the organization of

warehouse accounting in terms of issues related to the safety of material assets, the organization of accounting in terms of issues related to the safety of material assets and mechanisms that allow inventory to be carried out with less loss of time.

**Keywords:** inventory, inventory methods, property of the organization, inventory commission, inventory documents, inventory objects, inventory results, shortage, surplus, missortment, financially responsible person.

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**Towards the substantiation of the value of the risk management concept and its functionality for the formation of enterprise's economic security strategic stability. P. 151-160.**

**Abstract.** In the system of enterprise management object, economic security is characterized by a special complexity of management influence. The purpose of the work is to prove the value of the conceptual provisions of risk management and its functional components for ensuring the sustainability of the economic security of an enterprise in the strategic perspective by forming a basic composition of functional strategies and management tools used to ensure economic security. The methodological basis for the study is the provisions of the strategic and functional approaches to managing the risks of economic security of an enterprise, adequate to the content of the risk management concept. The methods of scientific controversy, management strategizing, substantive and functional analysis, construction of logical models, standardization of risk management tools are selected as research methods. The author's understanding of the essential difference between risk management and risk management is specified. The main conceptual approaches to determining the functionality of risk management are identified and their value for the formation of the sustainability of the enterprise's economic security is argued. The process of organizing risk management at the enterprise is decomposed by functional components in the concept of determining the risk of a resource of strategic sustainability of economic security. The compositions of the basic functional strategies of risk management and management tools used to achieve the goal of sustainability of the enterprise's economic security in the strategic perspective are formed.

**Keywords:** economic security of the enterprise, economic security risks, risk management, risk management functionality.

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**Conceptual approach to the development of a methodology for assessing Russian industrial enterprises' competitiveness taking into account lean production. P. 161-173.**

**Abstract.** The relevance of the article is due to the fact that the Government of the Russian Federation considers the issue of implementing the concept of lean production significant and important for the development of the country's economy. The purpose of the work is to form

a conceptual approach to the development of a methodology for assessing the competitiveness of an industrial enterprise in Russia taking into account the concept of lean production. The author's hypothesis consists in the assumption: it is possible to create a comprehensive methodology for assessing the competitiveness of industrial enterprise in Russia taking into account the concept of lean production. The methodological basis are general scientific (analysis, synthesis, comparison, induction), special methods of economic sciences (structural-functional, systemic). The practical significance lies in the following: the presented methodology is universal and applicable to the Russian industrial enterprise of any scale and industry. Theoretical significance consists in the fact that the materials of this scientific article contribute to the solution of the scientific problem of creating a comprehensive methodology for assessing the level of competitiveness of the Russian industrial enterprise taking into account the concept of lean production. The most important elements of scientific novelty contained in the methodology are the following: analysis of the enterprise on three levels of competitiveness; differentiation of the concept of "potential" into three terms; development of an algorithm for economic evaluation of the socio-psychological component, including cost calculation of losses from unrealized creative potential of employees of the enterprise.

**Keywords:** lean production, product competitiveness, industrial enterprise, unrealized creative potential, resource base, enterprise competitiveness.

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

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**On the labor market and platform entrepreneurial employment in the Republic of Tajikistan. P. 174-183.**

**Abstract.** The article deals with the state of the labor market and features of the platform employment development in the Republic of Tajikistan. The purpose of the study is to substantiate the need to development platform employment as a new tool in ensuring a balanced labor market in the Republic of Tajikistan based on the analysis of its current state and development trends. General scientific methods of scientific research, such as statistical analysis, logical inference, generalization, observation, comparison, etc. are used as research methods. On the basis of statistical data, the tendencies of labor market development in the republic are revealed. Trends of development of the number of labor resources, labor force, employed population, and underutilization of labor force in the economy are shown. On the basis of the data of official bodies of the Republic of Tajikistan, the tendency of reducing the number of labor migrants in the Russian Federation in recent years is revealed. It is substantiated that in the current conditions of trends in the main indicators of the labor market, the formation and development of

platform employment in the republic becomes obvious, which will allow to a greater extent to attract persons from among the self-employed in labor activity. Difficulties in the development of this type of activity and its weaknesses are noted. Proposals on further ensuring the development of platform employment in the Republic of Tajikistan are given.

**Keywords:** labor market, labor resources, informal employment, labor migration, platform employment, strengths and weaknesses, recommendations.

## **Marketing, Commerce and Logistics**

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**Promotion strategy based on the use of internet marketing tools: methodological aspect. P. 184-193.**

**Abstract.** The purpose of the article is to study the methodological aspects of the promotion strategy based on the use of Internet marketing tools, identify the advantages and disadvantages of Internet marketing and its individual tools in business promotion.

The study used the works of scientists in the field of developing a promotion strategy, Internet marketing, analyzed scientific publications in the field of implementing the promotion strategy and using individual Internet marketing tools by business entities.

The authors developed a conceptual scheme for creating and implementing a promotion strategy, including stages, functions, rules, errors and tools for its implementation.

To improve the efficiency of the promotion strategy implementation, an algorithm of actions for providing comprehensive promotion services is proposed.

The article defines the stages of implementing the SEO promotion strategy, since the site is an important Internet marketing tool that must be used during the implementation of the promotion strategy. For practical use of the SEO promotion strategy, it is recommended to implement the following stages: forming the goal of the strategy and the semantic core, content planning, creating and posting content, optimizing technical factors, optimizing quality indicators for searches, link promotion, using social networks to promote the site, advertising, collecting statistics on visits to analytics.

The study identified the advantages and disadvantages of Internet marketing for promoting products and business in general, as well as the advantages and disadvantages of its individual tools (search marketing, content marketing, email marketing, viral marketing, mobile marketing, targeted advertising).

**Keywords:** promotion strategy, comprehensive promotion, SEO promotion, internet marketing, internet marketing tools.

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**Using webinar marketing as a tool to attract potential clients and accelerate sales process in digital marketing. P. 194-210.**

**Abstract.** Webinars are becoming increasingly popular in the business sphere. When used correctly, they become an effective and unique tool that can raise the level of companies' marketing strategies. Webinars not only allow you to demonstrate your accumulated experience and unique value proposition, they are designed to gain trust and mutual understanding with the audience, attract potential customers, increase conversion and enhance brand awareness. The purpose of the study is to summarize the theoretical approaches and practical experience of using webinars as an innovative marketing tool to attract potential customers, as well as accelerate the sales process and brand awareness. The study was conducted using the methods of structural, logical, semantic and system analysis, expert assessment, and the comparison method. The paper presents a classification of webinars used to solve a wide variety of cognitive tasks. The advantages and disadvantages of a webinar as one of the marketing communications tools are revealed. The virtual nature of webinars is noted and substantiated. Attention is paid to personalization, which allows companies to increase conversion and involvement. The focus is on key indicators for webinars, including: attendance, number of registrations, duration. The elements of effective conversion of potential webinar clients into sales are systematized. A set of actions is defined, the implementation of which is aimed at brand growth and a strong connection with the target audience.

**Keywords:** webinar marketing, webinar classification, personalization.

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**Personal brand perception research. P. 211-219.**

**Abstract:** The growing relevance of personal branding is due to many factors, including changes in the economic situation in the world, individualization of needs, a change in the format of business communication with consumers, as well as the development of the digital

environment. The objectives of the study are to quantify the change in interest in the phenomenon of personal brand itself, to establish the level of awareness of people about the concept of personal brand and to obtain information about the meaning they attach to this term. The hypothesis of the study is that interest in the study and formation of a personal brand has been increasing in recent years, people are aware of its need, a personal brand is perceived not just as a marketing term, but as a modern tool for the effective promotion of their professional services. The article uses methods of analyzing secondary information, which are used to study the dynamics of the growth in popularity of personality branding from 2018 to 2024, as well as methods of conducting a survey using which relevant empirical data are obtained. The results of the study showed that the majority of respondents not only know the concept of a personal brand, but also have an understanding of its constituent elements, including image, appearance, professional achievements, verbal and non-verbal skills, as well as life principles and beliefs of a person.

**Keywords:** personal brand, personal branding, survey, reputation, image.

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**The role of non-traditional advertising media in emotional branding and increasing customer value. P. 220-229.**

**Abstract.** The problem of the study lies in the insufficiency of using traditional advertising to position brand values. Companies are forced to look for new formats to provide value to customers and focus on emotional branding. In managing emotional branding and increasing the value of the company for the consumer, a special role is assigned to non-traditional advertising media, which allows creating an emotional field and trusting feedback with the target audience. The aim of the work was to identify the role of non-traditional accommodation facilities in emotional branding to increase customer value. Advertising has a powerful educational effect. The essence of emotional branding, which includes non-standard advertising objects, is to evoke emotions and experiences, public response. When managing emotional branding, companies are recommended to adhere to the "golden mean", avoid repetitions in choosing creative placement objects, otherwise the consumer will perceive advertising creativity as an annoying routine. In the work, the author set tasks: to reveal the concept of emotional branding, to present a set of emotional branding tools, to highlight the place and importance of non-traditional advertising in emotional branding (ambient media), to consider existing points of view regarding the highlighted issues of work. The research uses methods of comparing and summarizing the positive experience of Russian companies in developing partnerships and increasing brand value. The author came to the conclusion that it is advisable to adhere to a certain systematic process of managing emotional branding.

**Keywords:** emotional brand, advertising, outdoor advertising, non-traditional advertising media, ambient media, management, client, value, integrated marketing communications, positioning.

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**Regional marketing: theoretical aspect. P. 230-236.**

**Abstract.** Modern development of the regions of the Russian Federation is a key task, which is associated with the introduction of various sanctions and restrictions, but the study of the development of territories, regions and individual cities remains at the head of marketing research. Some regions are faced with the problem of the outflow of the able-bodied population to more attractive regions, which, accordingly, arouses the interest of a number of scientists: the causes, problems and solutions remain at the head of research. Other regions are successfully developing using a set of measures offered by territorial marketing. The purpose of the study is to study the categorical and conceptual apparatus of the term "regional marketing", identify the key components and form a regional marketing complex based on the 7P marketing complex. The article proposes to consider the complex of regional marketing through the following components, which are represented: the price of a territorial product, a product, the promotion of a territorial product, the promotion of a territorial brand, the process of providing a territorial product, the participants involved, the creation of a unique regional product. The proposed scientific approach is based on the characteristics and methods of providing a territorial product, which will allow us to identify weaknesses and strengths in each region and develop appropriate tactics and development strategy.

**Keywords:** the complex of regional marketing, marketing, regional marketing, regional management, territorial product.

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**The consumer experience influence on the Chinese students loyalty to the Russian university. P. 237-246.**

**Abstract.** This work describes the results of econometric modeling of the consumer experience influence on the loyalty of the Chinese students to the Russian university. The purpose of the work is to assess the consumer experience influence on the loyalty of the Chinese students to the Russian university. The proposed methodological approach is based on assessing the main structural elements of the consumer experience with assessment of variety touchpoints of the Chinese students and the Russian university. This work presents the results of assessing the consumer experience influence on the loyalty of the Chinese students, obtained on the basis of multiple regression analysis. The analysis of the models of the consumer experience influence determined most effective touchpoints of the Chinese students and the Russian university. The obtained results of the analysis can be used by the Russian universities management to determine effective areas to increase the loyalty of the international students to the Russian university based on the effective management of their consumer experience.

**Keywords:** consumer experience, consumer experience management, education export, loyalty, internationalization.

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**Market analysis of software for the design of automatic fire extinguishing systems. P. 247-253.**

**Abstract.** One of the significant segments of the fire extinguishing systems market in the Russian Federation is the software sales market. However, there are currently no studies of this market that provide a reasonable quantitative and qualitative characteristic. In this regard, the purpose of the work is to analyze the market segment of software for the design of automatic fire extinguishing systems. The research methods are the methodology for estimating market volumes – TAM, SAM, SOM, as well as a literary review and analysis of sources devoted to this market. Based on the results of the analysis, it was determined that the volume of the global software market for the design of automatic fire extinguishing systems is increasing. On the territory of the Russian Federation, demand significantly exceeds supply, which is caused by the withdrawal of foreign companies from the market. The sale of software occupies a significant share of the fire extinguishing systems market and is divided into two main blocks: the first makes it possible to design automatic fire extinguishing installations, the second block allows you to perform hydraulic calculation of installations. The results of the performed market assessment for TAM, SAM, SOM show that TAM amounts to 811.387 million rubles per year, SAM – 486.832 million rubles per year, SOM – 128.559 million rubles per year.

**Keywords:** market analysis by TAM, SAM, SOM, software, design, automatic fire extinguishing installations.

## **Cooperation and Entrepreneurship**

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**Nature and role of consumer cooperation in the services sphere. P. 254-263.**

**Abstract.** The presented article considers modern consumer cooperation as an entity in the service sector, which is experiencing rapid growth and change in its essential characteristics. The purpose of the study is to theoretically substantiate the place of consumer cooperation in the service sector based on the study of the economic essence of cooperative activity. The study used a system-structural, resource-reproduction and result-based approach. The conducted study showed that consumer cooperation, as a special socio-economic system, is aimed not only at satisfying the needs of its participants and employees, but also at implementing a social mission, plays an important role in the service sector. Based on the conducted literature review, the place and role of consumer cooperation in the service sector



are clarified. The article presents the author's approach characterizing the model of consumer cooperation activity based on the paradigm of service sector development. The main characteristics of the service sector are identified and disclosed based on the study of the essential content of the service category. New modern structures have designated the service as a product of the relationship between consumer cooperation and the consumer of the service based on the involvement of labor, reputation, financial and material services. The functions and characteristics of the activities of consumer cooperation as a multi-sector socio-economic system in the service sector are defined.

**Keywords:** consumer cooperation, service, service sector, social responsibility, social mission.