

ISSN 2223-5639



HERALD

**BELGOROD UNIVERSITY
OF COOPERATION, ECONOMICS AND LAW**

INTERNATIONAL RESEARCH AND THEORETICAL JOURNAL. PUBLISHED SINCE 2002

Issue 6(115)

2025

The journal is registered with the Federal Service for Supervision in the Sphere of Communications, Information Technologies and Mass Communications. Certificate on the registration of the Media PI No. FS77-63329 of October 9, 2015.

The publication is included in the List of peer-reviewed scientific publications in which the main results of dissertations for the scientific degree of a candidate of sciences and a doctor of sciences must be published.

The journal is included in the Russian Scientific Citation Index (RINC). Free access to the full text of the articles is provided on the technical platform of the Scientific Electronic Library on the Internet at elibrary.ru.

The articles published in the journal «Herald of the Belgorod University of Cooperation, Economics and Law» are assigned the digital identifier of the object - DOI, fixed in the standard ISO 26324: 2012 «Information and Documentation. System of digital identifiers of objects».

The founder of the journal is the Autonomous Non-profit Organization of Higher Education «Belgorod University of Cooperation, Economics and Law».

Address of the editorial office, publisher, printing house:
116a Sadovaya str. Belgorod, 308023

Free price

Distributed by subscription

The periodicity of publication is six times a year.

The journal is included in the United Catalogue «Press of Russia» index 18037

Online subscription: <https://www.ppressa-rf.ru/cat/1/edition/t18037/>;

https://www.akc.ru/itm/vestnik-belgorodskogo-universiteta-kooperat_sii-y_ekonomiki-i-prava/

Chief Editor

Teplov V.I.

Ph.D. in Economics, Professor, Merited Employee of Higher School of the Russian Federation, Member of Russian Academy of Natural Sciences, President,
Belgorod University of Cooperation, Economics and Law

Science Editor

Tarasova E.E.

Ph.D. in Economics, Professor, Merited Employee of Higher School of the Russian Federation, Member of Russian Academy of Natural Sciences, Academician of
the Russian Ecological Academy, First Vice-Rector for Research, Belgorod University of Cooperation, Economics and Law

Editorial Board:

Aimagambetov E.B., Ph.D. in Economics, Professor, Corresponding Member of the International Academy of Higher School, Academician of the International
Academy of Economics «Eurasia», Rector, Karaganda University
(Kazpotreboysuz), Republic of Kazakhstan

Alifanova E.N., Ph.D. in Economics, Professor, Professor of the Chair of Financial Monitoring and Financial Markets, Rostov State
University of Economics (RINH)

Althonayan Abraham, Ph.D., Member of the Advisory Board, King Khalid University, Saudi Arabia

Bragin L.A., Ph.D. in Economics, Professor, Professor of the Base Chair of Trade Policy, G.V. Plekhanov Russian University of Economics

Bychkova S.M., Gatchina State University, Doctor of Economics, Professor, Honored Worker of the Higher School of the Russian Federation, Professor of the
Department of Accounting and Statistics

Doroshenko Yu.A., Ph.D. in Economics, Professor, Corresponding Member of the Russian Academy of Natural Sciences, Director of the Institute of Economics and
Management, Head of the Chair of Strategic

Management, V.G. Shukhov Belgorod State Technological University

Zimakova L.A., Ph.D. in Economics, Associate Professor, Professor, Chair of Innovative Economics and Finance,
Belgorod State National Research University

Ivanchenko I.S., Ph.D. in Economics, Associate Professor, Professor of the Chair of Financial Monitoring and Financial Markets, Rostov State
University of Economics (RINH)

Isaenko E.V., Ph.D. in Economics, Professor, Member of Russian Academy of Natural Sciences, Academician of the Russian Ecological Academy, Rector,
Belgorod University of Cooperation, Economics and Law

Klimenko O.I., Ph.D. in Economics, Professor, Full Member of the Russian Academy of Natural Sciences, Head of the Distance Learning Center,
Belgorod University of Cooperation, Economics and Law

Kononenko R.V., Candidate in Economics, Associate Professor, Head of the Chair of Economics,
Belgorod University of Cooperation, Economics and Law

Lebedeva S.N., Ph.D. in Economics, Professor, Rector, Belarussian Trade and Economics University of Consumer Cooperatives, Republic of Belarus

Makrinova E.I., Ph.D. in Economics, Professor, Member of the Russian Academy of Natural Sciences, Academician of the Russian Academy of Natural Science,
Head of the Chair of Hotel and Tourism Services, Commerce and Advertising, Belgorod University of Cooperation, Economics and Law

Matveyeva O.P., Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Associate Professor of the
Chair of Customs Operations and Customs Control

Prizhigalinskaya T.N., Ph.D. in Economics, Professor, Corresponding Member of Russian Academy of Natural Sciences, Dean of the Faculty of Correspondence
Studies, Professor of the Chair of Accounting, Analysis and Statistics, Belgorod University of Cooperation, Economics and Law

Rozdolskaya I.V., Ph.D. in Economics, Professor, Honored Worker of the Higher School of the Russian Federation, Member of Russian Academy of Natural
Sciences, Academician of the Russian Academy of Natural Science, Head of the Chair of Marketing and Management, Belgorod University of Cooperation,
Economics and Law

Semenyuta O.G., Ph.D. in Economics, Professor, Head of the Chair of Banking, Rostov State University of Economics (RINH)

Snitko L.T., Ph.D. in Economics, Professor, Corresponding Member of Russian Academy of Natural Sciences,
Professor, Chair of Economics, Belgorod University of Cooperation, Economics and Law

Ternovsky D.S., Doctor of Economics, Associate Professor, Leading Researcher at the Center for Agricultural Policy of the Institute of Applied
Economic Research RANEPA

Tresnitsky A.B., Candidate of Economics, Associate Professor, Head of the Department of Accounting, Analysis and Statistics
Belgorod University of Cooperation, Economics and Law

Khairullina M.V., Doctor of Economics, Professor, Director of the Institute of Management,
Director of the Directorate «Project Office of the Rector» RANEPA

Tretiakova L.A., Ph.D. in Economics, Professor, Corresponding Member of Russian Academy of Natural Sciences, Academician of the Russian Academy of
Natural Science, Professor, Chair of Management and Marketing, Belgorod State National Research University

Khodyrevskaya V.N., Ph.D. in Economics, Professor, Professor of the Chair of Management, Marketing and Personnel Management,
Kursk State University

Shekhovtsov V.V., Candidate in Economics, Associate Professor, Head of the Chair of Finance and Customs Revenues,
Belgorod University of Cooperation, Economics and Law

Proofreaders: N.V. Sergejeva, T.E. Pelyushenko
Computer typesetting and layout A.V. Matyshechkina

Release date 20.11.2025.

Format 60x84 1/8. Offset paper. Conditional printed page 34,87
Circulation 1,000 copies. Order 6536

CONTENTS

Economics and Management in Branches and Spheres of Activity

<i>Klimenko O.I., Chernukha E.S.</i> Conceptual approaches to researching the agrarian economy sustainability and their development prospects.....	9
<i>Meshechkina R.P., Shvetsova M.D.</i> Improvement of customs processes based on customer centricity of customs services.....	21
<i>Isaenko A.V.</i> Main trends in healthy food consumption in Russia.....	36
<i>Ternovskiy D.S.</i> Seasonal component in Russian agricultural export prices.....	47
<i>Kononenko R.V., Kislik E.A.</i> Dairy products sub-complex of the agro-industrial complex: functional characteristics and role in ensuring food security in the country.....	59
<i>Matveeva O.P., Matveev O.A.</i> Performance of state customs services in the context of forming performance indicators of the business sector in customs affairs.....	71
<i>Shalygina N.P., Selyukov M.V.</i> Increasing the efficiency of interaction between customs authorities and other control authorities in the process of customs control after the release of goods.....	85
<i>Androsova I.V.</i> Conceptual model for managing the process of integrating entrepreneurial structures in strategic business partnerships.....	98
<i>Evseeva S.A., Pletneva N.A., Zemlyakova A.A.</i> Employee journey map in it organization as a tool to influence an employer brand.....	109
<i>Koptelova L.V., Tsymbal E.A.</i> Areas of business processes improvement in the service sector based on reengineering and automation.....	120
<i>Panova E.A.</i> Specifics of using CRM systems in small and medium-size industrial enterprises.....	134
<i>Lipina O.A.</i> External imperatives for digital transformation of pharmaceutical company: regulatory requirements for consumer expectations.....	143
<i>Bekirov M.K., Kazhametova T.N., Stefanenko M.N.</i> Creative industries as a factor of tourism sector development.....	155
<i>Sergeichev L.S., Suvorova T.V.</i> Comparative analysis of small and medium-sized businesses state regulation in the Moscow region and other regions of Russia.....	164
<i>Kravchenko A.V.</i> Implementation of a historical-genetic approach to understanding the economic nature of services.....	175
<i>Mikhonin M.V.</i> Development of a model system for the standardization of the Russian-Chinese projects management.....	185

Economy of Labor and Labor Relations

<i>Balabanova G.G., Chizhova E.N.</i> Influence of safe work culture on labor productivity in industry.....	195
<i>Jalilzoda A.A., Komarova G.B.</i> Analysis of structural changes in the labor market of the Republic of Tajikistan in the context of economic transformation.....	207

Marketing, Commerce and Logistics

<i>Tarasova E.E., Isaenko E.V., Tarasova K.V.</i> Contemporary trends in e-commerce: theoretical and methodological approach.....	220
<i>Ponomareva V.E., Dogaeva L.A., Pashentseva L.P.</i> Food product quality from a consumer perspective.....	231
<i>Tofan A.L.</i> Anti-crisis marketing in the digitalization era: risk assessment and algorithms for sustainable growth.....	241
<i>Polshakova N.V., Ananiev V.V.</i> Comparative characteristics of branding in entrepreneurial structures: Russian and foreign experience.....	252
<i>Antonova O.V., Chernyshev A.I., Krivdina O.A.</i> Analysis of marketing activities of universities in the Kursk region.....	266
<i>Ordynets A.A.</i> Practical need for optimal budget distribution for advertising and marketing activities in the enterprise's activities.....	276
<i>Molokova A.A.</i> Determinants of territory marketing development.....	286
Правила направления и опубликования научных статей в журнале «Вестник Белгородского университета кооперации, экономики и права».....	297