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RESEARCH OF THEORETICAL AND METHODOLOGICAL ASPECTS OF THE INFLUENCE OF MACROECONOMIC AND INSTITUTIONAL FACTORS ON THE INTENSIFICATION OF INNOVATIVE DEVELOPMENT OF THE COUNTRY

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The aim of this article is to research the theoretical and methodological aspects of the impact of macroeconomic and institutional factors on the intensification of innovative development of the country. In particular, the article examines the impact of the processes of co-evolution of technological diversification and foreign economic conditions on the intensity of the country's macro-innovative development. We propose a methodology for two-module analysis based on international patent statistics and macroeconomic indicators for the period 1976–2018. First, we study the models of coevolution and the characteristics of foreign economic diversification. In an attempt to explain the patterns we use a number of econometric methods. Our empirical results show that there is an asymmetric causal relationship between technological diversification and innovation. This result is consistent across time periods and across country groups. In addition, it is established that foreign economic diversification, i.e. The level of globalization of a country's national economy has a positive impact on the intensity of innovation in the country, while technological diversification has a negative impact.

Keywords: *Innovation, innovation development, macroeconomic factors, economic growth*

DIGITAL CURRENCY – PRIVATE MONEY?

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The purpose of this work is to analyze whether digital currency is private money in the context of the Austrian school and to show the modern direction of development of digital models. The author considers the main provisions of the private money theory and carries out a historical and comparative analysis of digital currencies in this context. It is concluded that cryptocurrency is not yet private money as defined by the Austrian school. The author analyzes how modern payment platforms, which are essentially “ecosystems”, use digital payment instruments. The features of digital currencies issued on the platform basis are considered. It is shown that in “ecosystems” tokens are also not private money in accordance with the provisions of the Austrian school.

Keywords: *Austrian school, cryptocurrency, tokens, private money, digital platforms*

DIGITAL INSTITUTIONALIZATION AT THE GLOBAL, INTERNATIONAL AND NATIONAL LEVELS

O.V. Khmyz

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The article analyzes the latest digitalization processes in the aspect of digital institutionalization, covering various levels of the modern world economy - from global to national. The purpose of the article is, based on an analysis of the practice of introducing digital institutionalization at various levels, to identify their features and comply them with the modern requirements for the development of the world economy and the system of international finance. The scientific novelty of the study lies, firstly, in considering the direction (digital institutionalization) that has not been sufficiently studied in the economic studies, and secondly, in analyzing and identifying patterns based on the latest statistical data and the latest regulatory changes. Despite some characteristic features inherent to them in general, there is an increase in digitalization processes, primarily with the participation of fintech companies, as well as with the support of regulatory bodies. Analyzing their course, the author comes to the conclusion about the growing stimulation of the use of digital currencies in the form of a stablecoin, supported by the Bank for International Settlements and the G7 – at the global level, and by the relevant institutions of state regulation - at the regional and national levels.

Keywords: *digitalization, institutionalization, financial technologies, digital currencies, stablecoin, uberization*

ESTABLISHMENT OF THE SYSTEM OF INTER-BUDGET TRANSFERS: HISTORY AND MODERN STATE

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Inter-budget transfers are one of the youngest tools of budget regulation today, and it is criticized year after year, both by the recipients of budget funds and by the executive authorities providing them. At the same time, the main reason for close attention must be noted: inter-budget transfers are powerful state tools that allow ensuring the socio-economic development of the regions, which is also proved through the statistical tools of modern scientists. However, the process of improving the provision, allocation and use of inter-budget funds has always affected the historical dimension. Accordingly, the purpose of writing this article is to present (in short) the stages of development and formation of the modern system of inter-budget transfers. The authors identified logical transitions from one stage to another, which, in essence, are problems that require urgent state intervention and solution.

Keywords: interbudgetary transfers, interbudgetary relations, balance of the budget, grant, subsidy, subvention, interbudgetary relations.

DIGITALIZATION OF THE ECONOMY AND CURRENT TRENDS IN THE MODEL OF CORPORATE PROPERTY MANAGEMENT

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The article examines the theoretical and methodological aspects of the transformation of the corporate property management model in Russian companies. The digitalization of the economy has led to the need to develop the main theoretical provisions of the doctrine of property in the relationship with corporate relations. The article presents an analysis of the factors influencing the transformation of corporate property in modern Russian and world practice. The systematization of the factors that transform the forms of ownership is carried out on the basis of a conceptual approach, a substantive principle, evolutionary-historical, systemic and process approaches. The study shows that the emergence of a new type of digital property does not change the essence of the category of property, which by its nature represents a set of property rights and economic power that determine the processes of appropriation, disposal and use of property objects that have a certain form of existence. It is concluded that the spread of digital technologies leads to the fact that digital assets and intellectual property objects are moving into the category of leading forms of ownership, while adding new digital risks.

Keywords: corporate property, property relations, institutions, share capital, share ownership.

ON ANALYTICAL SUPPORT TOOLS FOR RESEARCH AND COST MANAGEMENT

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The article justifies the need to apply and proposes ways of using and adapting the workflow management tools previously used for software development project management to industrial R & C management. The developed methodology describes the sequence of application of the relevant flow control tools and their relationship. The differences between the proposed methodology and typical methods of managing research and development costs are emphasized, indicating the key points of interaction of

the methodology with other elements of the enterprise management system and its accounting and analytical support.

Keywords: research and development, flow of value creation, R & D cost management.

THE STUDY OF INTER-REGIONAL DIFFERENTIATION OF SOCIO-ECONOMIC DEVELOPMENT INDICATORS OF THE RUSSIAN FEDERATION'S TERRITORIES

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The article examines one of the key problems, which has been relevant for a long period of time, that create barriers to ensuring sustainable socio-economic development of regions and the country as a whole, expressed in the presence of significant inter-territorial imbalances. In this regard, the purpose of the research is to study and to analyze interregional differentiation in the context of the most essential indicators of socio-economic development. Using comparison methods, statistical and logical analyzes, the article investigates a rating assessment of the Russian Central Federal District's subjects according to the selected indicators and reveals the presence of significant inter-territorial imbalances, including determining the corresponding coefficients of variation, and studying their level and characteristics. The presented tabular and graphic materials, as well as the conclusions can be useful in developing effective measures at the federal and regional levels to reduce the inter-territorial differentiation of socio-economic development.

Keywords: region, differentiation, socio-economic development, indicator

THE FUNCTIONING CONDITIONS OF TVER REGION'S AGRICULTURE

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The objective of the article is to show a comparative assessment of the efficiency of agricultural production in various forms of farming and food security of the Tver region (based on the All-Russian agricultural census 2016). The author has developed an algorithm for processing extensive information about all areas of the Tver region. The main method of systematization is a series of sectoral and summary matrix tables and valuation maps.

Keywords: diversity of agriculture, categories of farms, efficiency of agricultural production, food supply.

TRANSFORMATION OF STATE REGULATION MECHANISMS IN THE SPHERE OF HIGHER EDUCATION

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The aim of the work is to study the mechanism for regulating the development of higher education in modern economic conditions. The author analyzes ongoing changes in the content of educational programs and the structure of training students in bachelor's and master's degrees. The research considers innovations in the education system in higher educational institutions in the context of the transition to the digital economy. The author highlights the issues of financial support and the specifics of the work of higher education institutions as non-profit organizations. The study emphasizes the need to take into account the peculiarities of the regional economy in the formation of enrollment in regional universities. The author reveals the leading role of "pivotal" universities in the training of highly qualified personnel, taking into account the economic specializations of the regions and the peculiarities of the spatial development of Russia. The research investigates the established practice of financing UK universities, which ensures the attraction of funds in amounts sufficient for their sustainable functioning. The author highlights the need to expand the training of specialists for work in STEM-areas and the need for greater coordination and application of various forms of educational and research activities within the framework of regional university systems. Measures to be followed will improve the training of professional personnel through the use of the "6i" model for managing the scientific activities of universities during the transition to R&D.2 As a recommendation for further research, we can suggest studying the relationship between the order of funding and the types of universities in order to determine and then rank the set of factors that affect their financial support.

***Keywords:** human potential, educational and research activities, higher education institutions, economic specialization of the region, spatial factors.*

PROFESSIONAL STANDARDS AS A TOOL FOR THE FORMATION OF PROFESSIONAL SUITABILITY OF AN EMPLOYEE

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This article aims at defining the role of professional standards in the formation of professional competence of the individual at the stage of learning in the process of implementation of basic educational programs (BEP) of higher education such as: 38.03.02 - Management and 38.03.03 - personnel Management and business evaluation of personnel in organizations. In the

modern conditions of the market economy, changes are inevitably taking place in the education system in the Russian Federation. An important requirement in the design of BEP remains the integration of the requirements of professional standards, which are actively used by employers, placement of specialists in specific jobs and business evaluation of personnel, as well as Federal State Educational Standards. The novelty lies in determining the degree of compliance between professional standards and implemented BEP in the course of forming the professional suitability of the subject, as well as possible tools for business activity.

Keywords: *professional aptitude, competencies, professional standards, federal state educational standards, business assessment, management, personnel management.*

THE SOCIAL COMPONENT AS A FACTOR OF ENSURING EFFECTIVE REPRODUCTION OF HUMAN CAPITAL AND INNOVATIVE DEVELOPMENT OF THE TERRITORY

C.M. Efremova

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The aim of the study is to establish the influence of the social component in the system of reproduction and development of human capital. To ensure the assessment of the social factor, the author analyzes the existing methodological tools and a system of indicators that allows assessing the degree of influence of the existing social space on the development of human capital and innovation activity of a particular territory. Scientific novelty consists in the analysis and evaluation of the role of the social component as a factor in ensuring the effective reproduction of human capital and innovative development of the territory, identifying problem areas in the system of its development in the modern economic space. The results of the study can be used for the development and justification of regional socio-economic development programs.

Keywords: *labor market, human capital, digital economy, employment, education*

ANALYSIS OF POVERTY IN MODERN RUSSIA

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The article is devoted to the acute and urgent problem of the economic development of modern Russia – the increasing poverty of the population. The purpose of the study is to analyze the degree of social inequality and to conduct a structural analysis of poverty. The author examines the main approaches to measuring poverty by statistical agencies, and also shows the

growth of the share of the poor population, starting from 2013 to the present day. The article notes an increase in the inequality of monetary income, an increase in poverty in rural localities, in families with children, and shows differences in the level of poverty in federal districts. The article analyzes the impact of the global COVID-2019 pandemic on the economy and social structure and the emergence of a new concept of "working poor". It is concluded that it is urgently necessary to implement a policy of overcoming poverty in order to address the current and future challenges facing our country. The scientific novelty of the study consists in conducting a comprehensive analysis of the factors and processes that affect the increase in poverty in modern Russia.

Keywords: *population poverty, income inequality, social inequality, social policy.*

EFFICIENCY INCREASE IN THE ENERGY SAVING PROGRAM IN RUSSIA

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The article is devoted to the description of the methodology developed by the author for ranking Russian regions according to the level of total contribution to the implementation of a set of measures in energy conservation and increasing the energy efficiency of the Russian economy. The author conducts an empirical study of the intermediate results of the implementation of measures to increase energy efficiency in Russia for the period 2010-2019. The study analyzes the direction and dynamics of changes in electricity consumption for the period under study at the level of federal districts and regions of Russia. On the basis of the ranking results obtained, the author has grouped the regions with recommendations for each regional group according to the need to improve energy efficiency on the scale of the Russian economy.

Keywords: *energy saving, energy efficiency, energy saving program of the Russian Federation, electricity consumption of GDP, demand for electricity consumption.*

STATE FAMILY POLICY IN RUSSIA: GOVERNING NETWORK RESOURCES IN A DIGITALIZATION AND ECONOMIC RECESSION

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The purpose of the article is to analyze the management of the network resources of civil society and the state involved in the implementation of the

state family policy of the Russian Federation. The importance of considering network resources is determined by the fact that in the context of digitalization and the economic recession caused by the COVID-19 pandemic, socio-economic relations, political and managerial communication in the Internet space have intensified. The authors consider households not only as an object of state family policy, but also as its subject - the ability of families to mobilize economic, informational and organizational resources to solve acute social problems. The scientific novelty of the research lies in the fact that the authors of the article for the first time study the projects of the network community within the framework of state family policy in the context of digitalization and economic recession. The authors come to the conclusion that under the influence of state family policy in Russia, a networked pro-family civil society is being formed, whose organizations are focused on various online and offline activities, the network resources of the state family policy are of an informational and educational nature, aimed at promoting traditional family values, and are focused on a clear target audience capable of mobilizing in online and offline formats. As a result, by managing network resources, the state influences the behavior of the family as a consumer of certain information products, goods and services of the network economy.

Keywords: *state family policy, traditional family values, Concept of state family policy in the Russian Federation for the period up to 2025, network resources, public organizations.*

COMPETITION OF TRANSNATIONAL BANKS: MAIN TRENDS AND WAYS OF DEVELOPMENT

N.K. Savelyeva¹, T.A., Timkina²

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The article is devoted to the problems of maintaining the competitive advantages of commercial banks for the implementation of financial transactions in cross-border markets. The aim of the study is to analyze the main trends in the development of the work of transnational banks in the context of globalization. The object of research is the world leaders of the international banking sector. In the process of research, the authors have analyzed theoretical and practical material used in general methods of scientific knowledge and statistical research. Scientific novelty lies in the development of the main directions for the development of the banking system at the international level, analysis of the experience of leading transnational banking companies in the context of a pandemic.

Keywords: *cross-border markets, commercial banks, competitiveness, financial markets, transnational banks.*

THE WORLD STRATEGIC GUIDELINES BEFORE AND AFTER THE PANDEMIC: PROBLEMS AND SOLUTIONS

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The authors draw attention to the fact that global market uncertainty changes the strategy of economic development of different countries. The authors analyze the existing models of the development of foreign economic activity as a model for economic breakthrough. The article identifies the groups of states operating in the context of the pandemic, taking into account their foreign economic and foreign policy interests against the background of the transformation of human values. The author investigates the internal problems that arise in countries in connection with the pandemic and the implementation of economic development strategies, and the external problems that exist in the global economic system as a whole. The authors study typical strategies of action of the governments of the countries on the solution of the emerging problems in the conditions of the pandemic. The article presents a promising direction for the development of countries in the context of increasing global challenges and existing restrictions.

Keywords: *foreign economic development model, import substitution strategy, export orientation, restrictions, global challenges, integration, human, human factor, standard country strategies, financial assistance, uneven development, transnationalization.*

COMPARATIVE FRAMES ANALYSIS IN INSTITUTIONAL AND BEHAVIORAL ECONOMICS: PRACTICAL CONCLUSIONS

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The purpose of the study is to practically actualize the concept of a new behavioral economy as the practice-oriented approach of the new behavioral economy is focused on making decisions in difficult and rare situations with insufficient communication, when the consequences are postponed, and the results can't be detected (according to its author R. Thaler). The covid-19 pandemic as the factor has made poorly predictable the impact of most of the known economic policies and control measures in terms of time and content. The author uses the comparative analysis of the behavioral concepts of the new institutional and behavioral economics with the hypothesis of rational behavior of orthodox neoclassicism and the theories of the new institutional and behavioral economics as a method to argue the practical relevance of the new behavioral economics. The fundamental differentiation of concepts is seen in the term of frame (a special term of the new behavioral economy), that includes the influence on the decisions made by economic subjects - individuals. The statement of the differences in the interpretations of economic behavior makes the authors of the article conclude that it is important to apply the methods of nudge while dealing with the conditions of

uncertainty. Paying attention to the individual behavior of the subjects is mostly adequate and the study is relevant when the institutional structure of the economy and traditional macroeconomic instruments lose their productivity because of the growing uncertainty like today during the covid-19 pandemic.

Keywords: *hypothesis of rational behavior, institutional economics theory, new behavioral economics,*

THE ROLE OF KNOWLEDGE AND KNOWLEDGE MANAGEMENT IN RUSSIAN CORPORATIONS

E.R. Tsitskiev

FSOBU VPO “Financial University under the Government of the Russian Federation”, Moscow

The article discusses current knowledge management methods and programs that combine organizational, intellectual and technological components. In today's world, knowledge has become a key resource and allows organizations to adapt to the uncertainty of the external environment. The purpose of this publication is to study the practice of knowledge management in Russian corporations and develop proposals for the formation of effective knowledge management tools in large companies, taking into account their production specifics and strategic goals. The scientific and practical recommendations proposed by the author for the development of a set of knowledge management tools in corporations will allow to create an effective information and communication system, form and rationally redistribute organizational and production resources, build an effective system of motivation and corporate culture

Keywords: *Knowledge management, economics, technology, management, business process*

ASYNCHRONOUS DEVELOPMENT OF PUBLIC REGIONAL DEBT RELATIONS IN CYCLIC CONDITIONS

Tishin I.V.

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The article is aimed at identifying the features of the modern state internal debt system in the regions of the Russian Federation. The main idea is to confirm the cyclical and asynchronous nature of modern debt relations in Russia. The scientific novelty of the work is the analysis of modern trends in the volume of public debt, as well as the establishment of an empirical relationship between the main forms of debt in Russia. As a result of the work, the desired scenario for the further development of budget credit in

Russia is presented. Besides, in this article we consider the approach of John Maynard Keynes in a cyclical economy.

Keywords: *cyclical development of government debt relations, asynchronous development, budget credit, government bonds, bank loans, government guarantees, Keynesian model of the economy.*

THE ISSUE OF THE TRANSITION TO THE DIGITAL ROUBLE

I.V. Kisarov

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The purpose of the article is to consider the reasons and imperatives of the transition of the currency to a digital state. The author gives the definition of the digital rouble describes its features from an economic point of view. The research indicates possible technological solutions for digital currency implementation and possible impact of the introduction of the digital rouble on monetary policy. The author highlights some necessary qualities characteristic for a digital rouble. The scientific novelty is to focus on the problems that may arise from the transition to a new model of digital monetary circulation.

Keywords: *digital rouble, monetary policy, Bank of Russia, cryptocurrency, currency, globalization, blockchain, digital monetary circulation.*

THE EFFICIENCY OF THE INFORMATION SYSTEMS IN A CORPORATION WITH STATE PARTICIPATION

D.N. Zhuravleva

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Currently, there is a demand for the automation of managerial decisions in corporations with state participation, which, in turn, face the need for competent allocation of resources in this area. The functional structure of the implemented system determines the economic efficiency of the system, the implementation result may be the benefits provided by information support from the entire complex of the information system. The object of the research is a tool for introducing the IT management system of a corporation. The author has formulated guidelines for a software comparative analysis of information systems for their rational implementation, and also proved the need for the implementation of effective management tools.

Keywords; *information systems, automation efficiency, corporate information system, corporate governance with state participation.*

TRANSFORMATION OF THE TAX SYSTEM IN THE CONTEXT OF DIGITALIZATION OF THE RUSSIAN ECONOMY AS A KEY TOOL ECONOMIC RECOVERY FROM RECESSION

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Russia

The article considers the problems of the development of the digital economy in Russia, as well as the problems of digital transformation, in particular, the digitalization of the processes of the tax system of the Russian Federation. The purpose of the study is to analyze changes in the tax system of the Russian Federation and the system of tax control under the influence of digital technologies. The scientific novelty of the results obtained consists in determining the further prospects and directions for the development of the tax system of the Russian Federation in the conditions of digitalization of the Russian economy, which are necessary for making effective decisions on managing the tax system of the region and the country as a whole.

Keywords: digitalization; tax system; economy; digital technologies; pandemic; small business; small and medium-sized businesses, national action plan for economic recovery of the Russian federation.

FORMAL AND INFORMAL FEATURES OF INTENTIONAL BANKRUPTCY AMONG LEGAL ENTITIES AND INDIVIDUALS

Yu.V. Chistyakova

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The article identifies formal and informal signs of intentional bankruptcy, both individuals and legal entities, and also justifies the feasibility of finding signs of unscrupulous bankruptcy. These signs make it possible with a high degree the probability to draw conclusions about the presence of facts of deliberate bankruptcy of the debtor. This topic is poorly covered in the periodical press and considers only signs of deliberate bankruptcy of legal entities. The main goal of the study is to identify potential signs of criminal bankruptcy in the early stages of the insolvency of the organization. The scientific novelty consists in the development of methods for evaluating financial indicators, analyzing these indicators in dynamics, which make it possible to reasonably determine the criminal bankruptcy of citizens and legal entities.

Keywords: bankruptcy, intentional bankruptcy, lawful bankruptcy, signs of bankruptcy, insolvency.

INFLUENCE OF THE EPIDEMIOLOGICAL SITUATION ON INBOUND TOURISM IN RUSSIA

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The aim of the research is to study the current epidemiological situation in inbound tourism in Russia, analyze problems in this direction, which will subsequently help to identify effective ways to solve them. The coronavirus is seen as an obstacle to the development of inbound tourism in the Russian Federation. The end result of the study is the identification of the main directions for solving urgent problems of the development of inbound tourism in the context of the spread of coronavirus infection. The scientific novelty of the article is characterized by the use of the author's approach to understanding the current situation and the proposed solutions to the problem. The main problems of inbound tourism associated with the spread of coronavirus infection are systematized by groups, possible ways to solve them are identified, and the expected results of the implementation of the proposed measures are reflected.

Keywords: *tourism, tourism development, inbound tourism in Russia, safety of tourist activities, epidemiological situation, safety.*

INSTITUTIONALIZATION OF THE SOCIAL AND ECONOMIC SECURITY OF THE STATE AND SOCIETY

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The purpose of the article is to formulate additional arguments on the need to increase the effectiveness of institutionalizing the processes of sustainable development of the country's economic system and ensuring the socio-economic security of the state and society. The methodologically presented author's position is based on a combination of positive and normative principles, the use of statistical and functional-cost analysis tools. The novelty of the results of the study is the justification of proposals for the reorganization of the functions of the economic block of state development management, supplementing the ideas of academician of the Russian Academy of Sciences S.Yu. Glazyev. An increase in scientific knowledge declares the development of the theory of economic security on the basis of the formulation of theses on public control of the processes of ensuring the socio-economic security of society and the state.

Keywords: *institutionalization, effectiveness of institutionalization, socio-economic security, public control.*

INSTITUTIONAL AND REPRODUCTIVE MECHANISM OF INFORMATION FORGING: PRINCIPLES, FORMS, TOOLS

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On December 18, 2020, the International Scientific and Practical Conference "Institutional and Reproductive Mechanism of Information Fork: Principles, Forms, Tools" was held, initiated and organized by the Department of Economic Theory of the Financial University. The article presents the main results of the conference.

Keywords: *political economy, international conference, global economic development, fundamental political and economic research*

PRECARIFICATION OF MENTAL LABOUR UNDER CONDITIONS OF “NEW NEOPHEODALISM” CELEBRATIONS

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In the current environment, in the situation of the digital revolution, more and more high-class specialists working for hire in a wide variety of areas of the economy are beginning to feel the complete meaninglessness of what they are doing. Particularly acute exponential growth of clearly imitation activity is experienced in the scientific and technological sphere. Are we dealing in this case with a phenomenon that is purely psychological? Or is it a visible manifestation of profound changes in the social system and its economic basis? The purpose of this article is to analyze the process of devaluation of mental labor in conditions of digital transformation of the world economic complex. The novelty of the results obtained lies in the integration of competing approaches to the study of erosion of the foundations of market economy into a whole, consistent picture of the genesis of the new quasi-technical, “digital” version of feudalism.

Keywords: *monkey labor, precarization, neo-feudalism, bureaucracy, imitation of violent activity, zombie capitalism, zombie economy, non-profit capitalism, design, derivatives, scientific and technological sector, digital revolution, research and development, hype.*

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SOCIO-ECONOMIC SPACE AND TIME AND SUSTAINABLE DEVELOPMENT OF SOCIETY

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The article analyzes such ontological factors of society as space and time, reveals their role in determining the stability of the economic sphere and its sustainable development. The purpose of the article is to reveal and justify objective grounds for the possibility of managing space and time in the socio-economic sphere. The scientific novelty of the study is as follows. Based on their own research, publications by Russian and foreign authors on economic space and time, the authors of the presented work revealed the multilevel nature of economic space, the internal and external forms of social time and

its objective interconnectedness with economic space. The main task of the presented research is to substantiate and disclose the theoretical idea of the possibility and need to regulate the ontological factors of social existence under consideration, as one of the ways to achieve the systemic integrity of public life, sustainable and stable development of the economic sphere. The result of the study is a completely new conclusion in modern social and economic science about the infeasibility of social space and social time to geographical or physical space and chronological time, about the objective possibility of managing the spatial and temporal factors of society and its economic sphere; the conditionality of their regulation and management of the social policies of the State; monetary policy of the Central Bank of the State; modern scientific and technological achievements; scientific discoveries. The authors justify the thesis that the regulation and management of ontological factors of society will be effective only when such activities are based on their philosophical understanding and are carried out on the basis of the principles of a market economic system.

Keywords: Economic space, economic time, objectivity, regulation and management of space and time, scientific discoveries, information technology inventions, banking and commodity loans, market system and economic ontology, liberalism and planning.

FEATURES OF THE ORGANIZATION AND IMPLEMENTATION OF PERSONNEL PLANNING IN SMALL BUSINESS ORGANIZATIONS

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In this paper the author analyses the current problems of personnel planning in small businesses and makes recommendations on the formation of a comprehensive system of personnel planning at enterprises and small business organizations. They are associated with the solution of problems that arise in the process of strategic, operational planning of personnel management; the lack of a systematic approach to managing processes in the organization and a clear relationship between planning and the results obtained; with the lack or minimal use of budgeting and controlling tools; specific attitude to consulting, attracting specialists from outside; incorrect application of a balanced system of company performance indicators and key personnel performance indicators (BSC and KPI); planning of personnel needs; difficulties with recruitment and selection of personnel. The article is practice-oriented in nature.

Keywords: HR planning, small business, HR management, HR management strategy.

IMPLEMENTATION OF PROACTIVE BUSINESS TECHNOLOGIES BASED ON CROSS-FUNCTIONAL INTERACTION OF DIVISIONS IN MODERN COMPANIES

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The article is devoted to an urgent problem - the development and use of new business models in the context of the increasing role of technology in the modern economy. The “vertical progress” (technological progress) taking place today at the micro and macro levels requires a balanced approach in assessing the company's resources and the value / usefulness of the product for the consumer. The article analyzes the prospects for the development of the world economy, examines the aspects of the impact of globalization and technology on business processes and the development of large companies. The importance and necessity of a more detailed assessment of the state of business models for increasing the company's competitiveness has been substantiated. The object of the research is modern companies and their activities to improve the efficiency of implemented business processes. The purpose of the study is to develop the concept of integration of environmental factors, known as factors of consumer perception into the company's business technology, using the cross-functional interaction of its divisions. As a result of the study, a model of cross-functional interaction of the company's divisions has been developed to achieve the highest efficiency in a competitive environment. The scientific novelty of the research lies in the development by the author of a two-factor model of proactive business technology based on patterns of purchasing behavior. The results obtained are of a universal nature: they can be used both for large companies operating in the market and for “start-ups” in various sectors of the national economy.

Keywords: *globalization, technology, business model, costs, utility, value, price, price innovation.*

RESEARCH OF AGGLOMERATION PROCESSES IN RURAL AREAS

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Modern intensive transformation in society requires close attention in the study of the processes of functioning of the economy and social sphere of rural areas, including rural agglomerations. The topic of urban agglomerations is quite traditional, while there are relatively few studies on the topic of rural agglomerations in the scientific literature. The purpose of this article is to study the processes of agglomeration and the resulting changes in the economy and social sphere. Objectives of the study are: to assess the degree of importance for the formation of Leninsk-Kuznetsky rural agglomeration of various conditions and characteristics of the economy and social sphere, to identify which of these conditions contributed to the increasing sintering relations; to determine the intensity of different types of relations between the

municipalities forming part of a rural agglomerations; find out the degree of influence of different barriers to the process of agglomerating; to determine the importance of agglomeration for the development of the economy and social sphere of rural areas; to identify possible forms of management of rural agglomeration; to assess the consequences of agglomeration processes for municipalities that are part of the rural agglomeration. At the same time, the existing developments require adaptation to the conditions and specifics of a particular region - the Kemerovo region-Kuzbass.

Keywords: *economy, rural territory, rural agglomeration, management, system, development, social sphere*

INFORMATION-MODELING SYSTEMS AS A TOOL FOR FORMING A MUNICIPAL STRATEGY

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The purpose of the study was the creation of information-modulating systems (IMS) for the implementation of multivariable solutions in the field of strategic development of medium-sized cities in Russia. The methods of research at the same time are a retrospective analysis of the creation of such domestic systems in the 80s. XX century, as well as organizational and structural modeling of IMS based on the modern scientific and technical base for use at present. The novelty of the research consists in the development of the structure and mathematical support of IMS focused on the multivariate strategic management of municipalities. The field of application of the materials and results of the scientific article is in the field of organization of management and development of the economy of Russian municipalities at various levels.

Keywords: *economic and mathematical modeling, municipal economy, socio-economic development, automated system of planned calculations, data bank.*

INSURANCE MARKET: PANDEMIC STRATEGY AND FORECAST FOR THE FUTURE

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Economy

The article examines the impact of the COVID19 pandemic on the Russian insurance market in 2020 with a forecast for 2021. The main goal is to study the impact of the coronavirus pandemic on the insurance industry, the main tasks are: 1) to analyze the indicators on the collection of insurance premiums for 2020; 2) consider ways of adapting insurance companies to new working conditions; 3) identify trends and forecast the development of the insurance market in 2021. The object of the study is the insurance market and peculiarities of the work of insurers during the COVID19 pandemic. The scientific novelty lies in the study of the activities of insurers in the Russian Federation in the context of a pandemic, declining sales, teleworking.

Keywords: *insurance, pandemic, OSAGO, insurance market, insurance premiums.*

MARKETING RESEARCH IN THE PIZZERIA MARKET

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The authors point out that marketing is a type of activity that develops changes and evolves with us. There is the essence of the concept of “marketing research” and the authors reveal the reasons for the development of marketing research as a practical area. The authors note that marketing research is a broader concept than market research, as it covers all the factors that affect, to one degree or another, the activities of an organization. There are sources of information for marketing research in the article. The catering sector in modern society is a rather popular type of service. Client flows are highlighted in relation to the specifics of the activities of public catering enterprises of network formats (permanent and discrete) The authors list the signs of the client flow (the reason for the movement, the homogeneity of the group, the regularity of the movement, the transition of the representatives of the client flow to a qualitatively different status, the presence of the group movement process). Currently, the popularity of pizza among Russians is increasing. In order to determine the state of the pizza market, the authors conducted a marketing research. The leaders of the Russian pizzeria market were identified, and a rating of pizzerias in the Nizhny Novgorod market was compiled. The purpose of this article is to determine the market capacity of the selected segment. The scientific novelty of the article comes down to the fact that the authors conducted a marketing research in the pizza market of Nizhny Novgorod.

Keywords: *marketing, marketing research, customer flow, signs of customer flow, pizzeria rating.*

MODERN TRENDS OF TRANSFORMATION OF THE SOCIAL DEVELOPMENT PROGRAM OF HIGHER SCHOOL STAFF

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The restrictive measures introduced in connection with the spread of coronavirus infection negatively affected economic development, having a significant impact on social protection and the situation on the labor market, including in the educational sphere. The scientific novelty of the article lies in the substantiation of the need for changes in the program of social development of personnel in the context of the transformation of the motivational profile of teachers, associated with changes in the format of the educational process under the influence of external environmental challenges.

Keywords: social development of personnel, social responsibility, motivational profile

APPLICATION OF THE CASE STUDY METHOD TO ASSESSMENT OF THE RESULT OF FORMATION OF COMPETENCIES IN THE SPHERE OF STATE AND MUNICIPAL GOVERNANCE

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The purpose of the study is to test the application of the case study method to assessing the result of the formation of competencies in the field of state and municipal management according to the competency model of the educational program created with employers. The annually updated graduate competency model takes into account the specifics of the regional labor market and the needs of employers who form the youth talent pool. The assessment presupposes a practice-oriented comprehensive examination of the possibility of the graduate's implementation of the type of professional activity chosen for mastering, which makes it possible to demonstrate a reasonable and competent application of knowledge, skills, and abilities that can form proposals for state authorities and local self-government bodies of the territory.

Keywords: case studies, digital economy, digital technologies, level of competence formation, graduate competency model, talent pool, employers' need

AN APPROACH TO ASSESSING THE PARAMETERS OF THE REGIONAL ATTRACTIVENESS OF THE REGION'S ECONOMY FOR INTERNATIONAL LABOR MIGRANTS

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The current stage of economic development is characterized by the presence in the regional economy of a change in the ratio of the number of international labor migrants to the number of emigrants, which is expressed, on the one hand, in the loss of a significant part of the able-bodied and highly skilled population, and on the other, in the increase in the share of low-skilled labor

due to international labor migration. The aim of the study is to develop a regression model for assessing the migration attractiveness of the region from multivariate data representing macroeconomic indicators. The methodological basis of the study is an integrated approach, in which the concept of "migration" is considered as an objective factor that ensures the development of the region's economy and is a targeted process consisting in the entry of international labor migrants into the country. This, on the one hand, provides opportunities for the development of the regional economy, and on the other, increases the risks of the economic development of the region. The scientific novelty of the study is represented by the development of an approach to assessing the quantitative and qualitative parameters of the attractiveness of the region's economy for international labor migrants, taking into account the priorities and directions of the development of the regional economy.

Keyword: *demography, regional economy, international labor migration, parameters of regional attractiveness.*

ACTUALIZATION OF DIGITAL LABOR MARKET PLATFORMS INFORMATION

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The article explores the process of obtaining, storing and creating information in a digital platform for monitoring the labor market. Analyzed foreign and Russian digital platforms. Their possibilities and peculiarities of implementation were discussed. The purpose of the study is to assess the existing data processing processes, optimization and updating of data to assess the state of the labor market in digital platforms. Methods of updating and replenishing information are considered. The scientific novelty of the results is the development of a data processing approach for a digital labour market monitoring platform, filtering principles and data unification for ease of use by an appropriate consumer audience as a basis for a rapid assessment of the effectiveness of career management solutions.

Keywords: *digital platforms, labor market, digital technologies, digitalization, database, data warehouses.*

DEVELOPMENT OF ECONOMIC FUNCTIONS OF THE STATE IN THE CONTEXT OF DIGITALIZATION

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The purpose of the article is to justify the need to adjust the functions of the state and the mechanism for their implementation depending on the

functioning of the economic system in the context of digital transformation. Scientific novelty: the realization of the economic functions of the state through digital technologies is considered on the basis of a holistic approach through the interaction of private and public interests in the process of joint decision-making. According to the results of the study, it was concluded that the use of modern tools for the implementation of public administration, such as digital platforms, crowdsourcing, leads to the interaction of the interests of all subjects of modern society, which contributes to qualitative changes in the development of the economic functions of the state in the conditions of digitalization.

Keywords: *economic function of the state, digital transformation, platform approach, crowdsourcing.*

LOOKING BACK AS THE FOUNDATION FOR THE STRATEGIC DEVELOPMENT OF CONTROLLED SOCIO-ECONOMIC SYSTEMS

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In the interests of ensuring the effectiveness of the formation and implementation of the strategy for the socio-economic development of the Russian Federation for the period up to 2030, the author has analyzed the results of the implementation of the “Strategy 2020” the discussion of which has not been properly reflected both in the public administration system and in the scientific community. As a tool for analyzing the results of the implementation of “Strategy 2020”, the work uses a “look back” as an element of the visual system of the scientific school of entrepreneurship by J. Schumpeter. The choice of this tool is due to the fact that it is he who gives an understanding on what foundation the implementation of past strategies will have to build and implement strategies for the future development of a controlled socio-economic system. On the basis of a comprehensive analysis of the results of the implementation of the “Strategy-2020” recommendations were formulated for the formation of the “Strategy-2030” of the socio-economic development of the Russian Federation.

Keywords: *backward look, strategic development, management, socio-economic systems.*

MODERN TRENDS IN TECHNICAL AND TECHNOLOGICAL DEVELOPMENT

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The purpose of the article is to analyze the theoretical and methodological basis for assessing the level of technical and technological development of the

countries of the world, as well as to clarify its current trends. The author shows a periodic change in the technological leadership of individual countries of the world based on the chronology of economic development. The system of indicators is highlighted, on the basis of which the diagnostics of the place of the corresponding country in the world technological space is carried out, as well as the forecasting of the tendencies of its development on the way of scientific and technological progress in the future. The article, based on world rankings of the total volume of domestic expenditures on science, their share in the country's gross domestic product, R&D expenditures per researcher, describes the position of individual countries in terms of financial support for technical and technological development. The scientific novelty of the obtained results consists in the justification of the expediency of applying the method of assessing the positions achieved by the country on the path of technical and technological development through the formation of an integral indicator reflecting both its endowment with resources for creating new knowledge and the degree of return from their use. Such an approach to assessing technical and technological development allows obtaining more detailed information, as well as identifying weaknesses on which the state should focus in order to promote scientific and technological progress.

Keywords: *technical and technological development; technologies; indicators of technical and technological development; the science; economy*

CORONACRISIS COVID-2019 - AS A SOURCE OF NEW CHALLENGES AND A CATALYST FOR GLOBAL SOCIO-ECONOMIC PROCESSES

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The work is devoted to identifying the main trends in the development of the world economy in the “dock” period and determining the vector of their transformation under the influence of the COVID-2019 epidemic and the “coronavirus crisis” in 2020. The subject of the study is the socio-economic processes taking place in the world community as part of countering the spread of coronavirus infection. The aim of the study is to analyze the new trends, challenges and risks that have arisen due to the pandemic, as well as to generalize the international experience of conducting "antiquated" state policy. The scientific novelty and practical significance of the research lies in the development of recommendations and the development of a set of measures to overcome the negative consequences of the "coronacrisis", to identify the most promising areas and directions of "post-like" development of

the world economy, to identify newly emerging global trends in the processes of management and organization of labor.

Keywords: economic crisis, pandemic, economic turbulence; challenges and risks; digitalization of the economy and management; remote forms of work; socio-economic processes.

IMPACT OF THE INSTITUTIONAL ENVIRONMENT ON FOREIGN ECONOMIC COOPERATION OF THE EAEU COUNTRIES

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Nowadays the EAEU institutional environment of the is not fully formed. This circumstance negatively affects the competitiveness of countries and represents an obstacle to the coordination between countries of the ultimate goals of socio-economic development, which makes it relevant to identify the institutional prerequisites for the formation and development of the institutional environment of the EAEU. The novelty of the study consists in the development of criteria for the institutional environment based on the generalization of the existing theoretical and methodological approaches to the study of the structure of the institutional environment of the economy, the issuance of recommendations for improving the parameters of the institutional environment of the EAEU in terms of strengthening the convergence of the institutional structure of the member states in the monetary and financial sphere.

Keywords: institutional environment, institutional space, international integration, post-Soviet space, EAEU, mutual trade, monetary and financial system, positive effect of integration.

SOURCES OF SYNERGISTIC EFFECT OF TERRITORIAL CLUSTERS

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The article considers the peculiarities of the cluster approach implementation as a promising factor for accelerating the socio-economic development of the Russian Federation regions, which can act as an important and effective engine for economic growth and the development of the competitiveness of territories. The purpose of the article is to establish the advantages of cluster development directly for participants and for regional economies as a whole. As a result of the integration of different cluster residents, real network partnerships are formed, which receive a variety of competitive advantages and sources of synergy. At the same time, synergy is not only a characteristic feature of cluster structures, but also a strategic goal of integrating their

participants. The scientific innovation consists in determining the types of potential for synergy, as well as the conditions that affect the sustainability of cluster structures and the effectiveness of their projects.

Keywords: *economy of the region, economic potential, clustering of territories, cluster approach, industrial cluster, innovation cluster, synergistic effect.*

CLUSTER AS A CATALYST FOR EXPANDED REPRODUCTION IN THE FLAX INDUSTRY

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One of the factors stimulating the process of reproduction in flax farming is the unification of flax producers into an integration formation – a cluster. The aim of the study is to assess the state and conditions of implementation of the effective implementation of the reproduction process in the linen complex, which includes support from the state, effective organization of labor and competent management of the technological process. The state of linen complex in Russia for the current period is considered; the need to support the further development of the flax industry by the state is justified; shows the advantages of creating a linen cluster in the Tver region. The scientific novelty of the study lies in the theoretical justification of the conditions for the development of expanded reproduction in the flax industry of the agro-industrial complex due to the unification of manufacturers, processors and other interested parties into an integration formation – a cluster – to increase the stability of flax production and create favorable conditions for the development of the regional flax complex.

Keywords: *reproduction process, flax, cluster, state support, subsidies.*

CONCEPTUAL MODEL OF CORPORATE SOCIAL RESPONSIBILITY

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This article presents the development of a conceptual model of corporate social responsibility for its practical application in the analysis of practices for implementing corporate social responsibility. The analysis of modern interpretations of the category of social responsibility of business is carried out. The existing theoretical basis of the CSR concept has been studied. The structuring of objective and subjective factors influencing the implementation of corporate social responsibility has been carried out. The research has revised the key subjects of corporate social responsibility.

Keywords: *corporate social responsibility, CSR concept.*

THE PROSPECTS OF SMALL BUSINESS DEVELOPMENT IN THE RUSSIAN ECONOMY

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The purpose of the article is to consider the dynamics of small business development in the Russian economy and outline the vector of its further movement. The importance of small businesses is recognized throughout the world, small enterprises create jobs and provide a significant share of the population with incomes, which allows us to talk about the relevance of the topic. The article discusses the problems and complexities of small business development and expansion. An element of scientific novelty is the identification of some problems of small businesses at the present stage.

Keywords: *small business, small enterprise, Russian economy.*

INNOVATIONS FEATURES OF CAPITAL CONSTRUCTION

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The purpose of the article is to consider issues related to innovations in capital construction. Definitions of the concepts of innovation, innovation activity are given, characteristic differences between innovations and ordinary changes in the construction process are listed. The article discusses the features of innovation management and innovative technologies in the field of capital construction. A number of examples of the use of the latest technologies and the problems associated with their implementation in the industry are given. The scientific novelty of the study consists in identifying innovative features of solving problems in capital construction.

Keywords: *capital construction, innovations, innovative activity, innovative technologies, management of innovative technologies.*

EDUCATION IN THE PUBLIC REPRODUCTION SYSTEM

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Education is involved in the system of historical institutions of society that organize social, economic, political, legal, moral, ethical and other relations.

The article is devoted to the analysis of the place and role of education in the system of social reproduction, as well as to the definition of the role of the education system in the system of social reproduction. The relevance of the study is due to the problem of underestimating the education system as an element of a reproductive process that can ensure the socio-economic development of the country. The scientific novelty of the obtained results is reflected in the identification of the essence and quality of the relationship between education and social reproduction, the allocation of the corresponding functional field.

Keywords: *education, stages of reproduction, socio-economic relation.*

PROCEDURES FOR PREPARATION OF CONSOLIDATED FINANCIAL STATEMENTS

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Along with the standard financial reports, some enterprises in Kazakhstan are required to form and submit consolidated financial reports in accordance with the requirements of international financial reporting standards. The article is devoted to the peculiarities of creating and presenting consolidated financial reports in accordance with International Financial Reporting Standard 10 (IFRS) “Consolidated Financial Reporting”. The aim of the study is to examine the concept of consolidated financial statements, the requirements for its formation, and the analysis of the need for the preparation and presentation of consolidated financial statements. In addition, the practice of full consolidation was studied and presented on the example of all the consolidation requirements of IFRS 10 (IFRS) “Consolidated Financial Reporting”, as well as various issues business structures deal with during the process of formation and presentation of consolidated financial statements. The scientific novelty of the results obtained is the development of techniques and methods for the preparation and improvement of consolidated reporting, which makes it possible to overcome the complexity of the formation of performance results for a certain reporting period of the group as a whole.

Keywords: *consolidated reporting, parent company, subsidiary, consolidated balance sheet, consolidated income statement, consolidated statement of cash flows, goodwill, integrated reporting*

COMMERCIALIZATION OF NEW KNOWLEDGE AND THE CONCEPT OF “ACADEMIC CAPITALISM”

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The article is devoted to the consideration of the peculiarities of the emergence and spread of the phenomena of “academic capitalism”, “university entrepreneurship” in the world, a new type of organization of the activities of universities focused on entrepreneurship in the field of education. The purpose of the article is to study the theoretical and methodological foundations of the innovative development of the education system based on the analysis of the phenomenon of university (academic) entrepreneurship, assessment of its role in the innovative development of society and based on the study of historical causal relationships – consideration of the causes of the emergence of “academic capitalism” and the development of university entrepreneurship ... It is determined that "academic capitalism" is the intellectual and knowledge entrepreneurial component of the capitalist economic system, which directly affects its subsystems - productive forces, technical, economic and production relations, economic mechanism. The scientific novelty of the results obtained lies in the justification of such a phenomenon as “academic capitalism”, which allows the effective use of its technology and benefits from academic (university) entrepreneurship to educational organizations in Russia to achieve scientific, technical, technological and financial success.

Keywords: *economic category; university (academic) entrepreneurship; academic capitalism; education system; knowledge commercialization; innovative development of society.*

V INTERNATIONAL POLITICAL ECONOMIC CONGRESS (IPEC) POLITICAL AND ECONOMIC ANALYSIS OF GLOBAL TRANSFORMATIONS

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The author provides an overview of the conducted on the basis of the Lomonosov. Moscow State University of the V International Political Economy Congress (IPEC), dedicated to the problem of global socio-economic transformations and the future of Russia. The topics of the main speeches in the framework of the IPEC are presented. The main proposals for the use of tools for the political economy analysis of global transformations are formulated. Analyzed the political economy of the transformation processes of the world socio-economic system, as well as the ways of development of Russia in the changing global conditions.

Keywords: *political economy, global transformations, Russian economy, political and economic analysis.*

TO THE QUESTION OF UPDATING THE CONTENT OF ECONOMIC DISCIPLINES USING DIGITAL TECHNOLOGIES

O.V. Smirnova

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The purpose of the article is to explore the possibilities and areas of application of digital technologies in the educational process on the example of the discipline “Economic Theory”. Trends in social and economic development, incl. digitalization processes, put forward new requirements for the education system. There is a need for a meaningful update of the curriculum disciplines, educational technologies used, as well as determining the directions of transformation in the organization of the educational process in accordance with the requirements of the time. The novelty lies in the development of an updated work program for the discipline "Economic Theory" by substantiating and including in its section's various digital technologies, which make it possible to lay the foundation for the further formation of students' competencies, incl. digital, in demand in the modern labor market. In the course of the study, the necessity of introducing a number of digital tools into the educational process was substantiated, tasks for practical exercises and independent work of students using digital technologies were developed, changes were made to the lecture part, the list of recommended literature and Internet resources necessary for mastering the discipline. Some results of the use of digital tools in the educational process are also presented.

***Keywords:** digitalization of education, digital technologies, digital competencies of students, Federal State Educational Standard of Higher Education, educational content.*

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RESEARCH OF THE MACROINSTITUTIONAL CONTEXTS OF THE STRUCTURE AND DYNAMICS OF INTERACTION OF TECHNOLOGICAL INNOVATION SYSTEMS

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This article discusses the interaction between technological innovation systems and some contextual structures. In particular, we identify and consider four particularly important types of macro-institutional contextual structures: technological, sectoral, extratorial, and regulatory. For each of them, we provide examples of different ways in which contextual structures

interact with central technological systems and how our understanding of the dynamics of a technological innovation system improves when applying this methodology. In addition, the article offers a new approach to describing contextual structures through the mechanism of interactive dynamics, which demonstrate a certain degree of institutional coherence. Criteria are also provided to distinguish between two interactive types of interaction, which in turn are characterized by a different degree of interdependence between the central technological innovation system and specific contextual structures.

Keywords: *innovation, macroinstitutional context structure, technological innovation system, dynamics, interaction*

JUSTIFICATION FOR CHOOSING THE DISCOUNT RATE IN INVESTMENT ANALYSIS

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The article is devoted to the issues of choosing the discount rate for bringing the future value of cash flows to the present value using the discount coefficient. The purpose of the study is to analyze and justify the choice of the numerical value of the discount rate depending on the sources of financing of the investment project. The authors provide practical recommendations on the choice of a method for assessing the economic efficiency of attracting investment both for an economically isolated investment project and for an investment project integrated into an operating enterprise. The scientific novelty of the obtained results consists in the development of a methodological approach to the choice of the numerical value of the discount rate for bringing the future value of cash flows to the present value using the discount coefficient and the choice of a priority method for assessing economic efficiency for both economically isolated and integrated investment projects in an operating enterprise.

Keywords: *investment project, discount rate, discount coefficient, efficiency of attracting investment.*

PRACTICAL ASPECTS OF ENSURING THE FULFILLMENT OF THE OBLIGATION TO PAY CUSTOMS DUTIES AND TAXES

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In customs practice, there are various situations that lead to additional customs payments, as well as the formation of debts and the collection of penalties. If there are questions about the correct calculation of customs payments at the declaration stage, one of the ways to quickly release goods

without placing them in a temporary storage warehouse is to provide security for the fulfillment of the obligation to pay customs duties and taxes. The purpose of the scientific work is to consider some practical aspects of the use of monetary collateral. Based on the results of the analysis of judicial practice, it can be concluded that the issue of calculating penalties for the formation of debts identified by customs authorities both during the declaration process and after the release of goods in accordance with the declared customs procedure remains relevant.

Keywords: *cash collateral, debt, classification of goods, penalties, customs value, customs authorities.*

GEOGRAPHICAL, POLITICAL AND ECONOMICAL ASPECTS OF MOVING TOWARDS A NEW QUALITY OF TECHNOLOGY, ECONOMY AND SOCIETY

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The aim of the research is to analyze the likely geopolitical changes as we're moving towards a new quality of technology, economy and society. It is shown how a natural change of technological structures in society, accompanied by the emergence of qualitatively new technologies, significant changes in the economy and social sphere, is associated with geopolitical and political economic aspects of the development of society. With the help of the scenario analysis method, the probable tendencies of geopolitical and political economic processes of society development in the period of the sixth technological structure of the economy are determined. The scientific novelty of the research lies in the fact that, based on the TESP-analysis method, studies of the prospects for the development of world civilization made it possible to establish that the most probable geopolitheconomic scenario should be considered a combination of aspects: in the production and technological sphere - a natural transition from production technologies of the fifth technological order to technologies of the sixth technological order. way of life; in economics - "digital zeroing"; in the social sphere - the implementation of radical reforms; in politics - the continuation and escalation of the scale of hybrid wars.

Keywords: *geopolitical aspect, promotion, new quality, technology, economy, society.*

ECONOMIC MANAGEMENT IN THE MILITARY-INDUSTRIAL COMPLEX WITH A CUSTOMIZED LINE OF CIVILIAN PRODUCTS

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The article is devoted to the economic management of a company that is part of the domestic military-industrial complex and has switched to the production of civilian products in order to diversify. The purpose of the research is to synthesize an economic management system that ensures the regulation of the company's business processes in the end-to-end production cycle of creating products subject to consumer customization and products with fixed consumer properties. The customized products are manufactured in the interests of a civilian customer represented on the market by business partners and the consumer community. Non-customized products are manufactured in the interests of the state customer according to a pre-agreed project with fixed product properties. The company's management is implemented through the internal regulation of business processes and business projects that form cash and commodity flows. The scheme of a system of end-to-end economic management of a company that simultaneously produces products that are subject to and not subject to consumer customization is proposed. The scientific novelty of the obtained results lies in the implementation of an innovative method of complementary economic management of the company, based on the combination of managerial actions of the company's top management and the effects of artificial intelligence. The quality of management is assessed according to the system of indicators laid down in the company's financial plan. The regulation is carried out in a continuous cycle to minimize deviations of the observed and planned indicators. Along with the commercial performance of the business, the design characteristics set by the consumer when customizing products are also monitored.

Keywords: *economic management, company, military-industrial complex, diversification, civilian products, consumer customization.*

EFFECTIVE REGIONAL CLUSTER: SIGNS, CONDITIONS AND CRITERIA FOR THE FORMATION

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The article is devoted to the creation of methodological foundations of clustering processes in the economic policy of the regions. The purpose of the study is to substantiate the conditions for the formation of effective clusters for the purpose of positive changes in the economic results of activities that arise due to the synergistic effects that appear in the cluster. The relationship between the effects and the complex of typical features of the cluster is established. The criterion for the formation of an effective cluster is proposed

as the maximum level of the cost of the created cluster formation with different variants of the composition, structure and conditions of interaction between the cluster participants and the initiating and coordinating public administration bodies, which will increase the success of the regional cluster policy.

Keywords: cluster, effective regional clusters; typical features of clusters; synergistic effects.

THE FORMATION OF DIGITAL ECOSYSTEM CONCEPT OF MARITIME TRANSPORT HUBS IN RUSSIA IN THE XXI CENTURY

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The relevance of the research topic is due to the processes of the formation of a new global transport infrastructure in the context of the digitalization of public relations and the formation of a new management paradigm. To ensure the competitiveness and breakthrough development of domestic seaports, organizational and technical and technological breakthrough innovations are required. Traditional approaches to organizing interaction in the space of sea transport hubs have exhausted themselves. Based on the methods of system analysis, the vector of development of seaports in the XXI century is indicated; the main aspects that must be taken into account in the formation of innovative mechanisms for organizing the management of complex organizational and technical processes and systems (multimodal sea transport hubs) for the purpose of ensuring economic security and sustainable development of the Russian economy, in general, and transport, in particular. The concept of a digital ecosystem has been investigated, the essence of the category «smooth seamless transport service» regarding the transportation of goods has been concretized, the category «digital ecosystem of a multimodal sea transport hub» has been disclosed. On the basis of an integrated and process approach, the key components of the digital ecosystem of a multimodal maritime transport hub are determined and a concept for the formation of such an ecosystem is proposed.

Keywords: digital ecosystem, multimodal maritime transport hub, digital transport corridor, management.

MANAGEMENT AND OPERATION MODELS IN ELECTRICAL CHARGING INFRASTRUCTURE (EXAMPLE OF KEY COUNTRIES: USA AND CHINA)

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Despite existing state initiatives, one of the factors limiting the development of electric transport in Russia is the low level of development of electric

charging infrastructure. In this context, it is relevant to study the successful experience of building and implementing models for the management and operation of electric charging infrastructure on the example of the most developed countries in this area. The purpose of the article is to study models of infrastructure management and functioning for electric vehicles used in the USA and China, to identify characteristic features, advantages and disadvantages in order to form the most optimal conditions for building a Russian model of electric charging infrastructure. Elements of scientific novelty are the synthesis and systematization of practical experience in the application of models of control and operation of electric charging infrastructure.

Keywords: *electric vehicles, electric charging infrastructure, charging, development*

THE ROLE OF RELIGIOUS TOURISM IN THE ECONOMY OF THE TVER REGION: THE EXPERIENCE OF A COMPLEX RESEARCH

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The object of the research is the current state and prospects for the further development of the main types of religious tourism in the Tver region. The purpose of the article is, using modern methods of regional economic research, to present a model for a comprehensive analysis of the religious and tourism industry in a region that has a high and diverse potential for its development. By calculating the coefficients of unevenness and advantages, the authors have identified the main areas of the Tver region, which form the center, semi-periphery and periphery of the development of religious tourism. On the example of the analysis of activities due to the inclusion in the routes of religious tourism, one of the dominants and attractive centers of its development - the Nilo-Stolbenskaya desert, the influence of this industry on other types of economic activities of the region is substantiated. The directions of religious entrepreneurship (production of food products, jewelry), the impetus for the development of which were served by religious tourism, are considered. The advantages for the development of religious tourism in the Tver region, as well as the threats to its functioning in the region, were identified using SWOT analysis. The results of the presented article can serve to develop a further strategy for religious tourism. Their application in this regard is permissible not only for the Tver region, but also for other regions with high potential for the development of religious tourism. The results of the study are of interest not only for government agencies whose task is to develop and develop a tourism development strategy, but for the missionary departments of the metropolises of the Russian Orthodox Church, pilgrim services and organizations that implement tours of religious thematic content.

Keywords: *recreational economy, religious tourism, pilgrim tourism, SWOT analysis, religiously driven entrepreneurship.*

DYNAMICS OF THE LEASING MARKET IN THE RUSSIAN FEDERATION AND FORECAST OF ITS DEVELOPMENT

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Based on the study of the current level of the leasing services market in Russia, the main trends of its development are established. When conducting a comparative analysis for the period from 2014 to 2020, the growth rates for the indicators of the total portfolio of leasing services were calculated, the top 10 companies were determined by the value of capital, and the main directions of the industry specifics of the property of lessors were established. According to the results of the study, the reasons and factors that caused such dynamics of the development of the leasing market in Russia were identified. The practical significance consists in making a forecast of the development of the leasing services market for the period 2021–2022 using a trend model of the 6-order polynomial type. The choice of which was determined by the capabilities of the MS Excel software system used. As a result of the study, recommendations for the development of the leasing services market in the Russian Federation are formulated.

Keywords: *leasing, leasing operations, leasing operations market, leasing companies, trend model, forecast, MS Excel*

ANALYSIS OF THE STRUCTURE OF CEREBROVASCULAR DISEASES

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The issues of analysis of the structure of the system of rehabilitation of stroke patients in the Tver region are considered. The purpose of the study is to analyze the structure and evaluate the effectiveness of routing stroke patients in the Tver region. The author conducted a consistent analysis of the development of the medical rehabilitation system for stroke patients depending on the progressive increase in the bed power of LPU. It is justified that due to the territorial remoteness, personnel shortages in the regions of the Tver region, the lack of necessary equipment, the increase in the allocated TFOMS volumes of SBO (case of hospital services) does not lead to an increase in the share of the “neurorehabilitation” profile. The scientific novelty of the results is that the identified organizational problems of the medical rehabilitation system in the Tver region will allow reformatting the process of prospective planning for the development of a system of medical institutions providing assistance in this profile, which is necessary to increase

the effectiveness of treatment, reduce the incidence and disability of stroke patients.

Keywords: *stroke, routing, disability, rehabilitation*

APPLYING M-ESTIMATES TO DEFINE START VALUE OF EXPONENTIAL AVERAGE IN BRAUN'S FORECAST MODEL OF ZERO LEVEL

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In economic forecasting of short-term time series Braun's model of zero level is often applied. One of issues of usage of this model from the very beginning of forecasting is estimation of start value of exponential average. As usual, simple arithmetic mean of first levels of series, used as such estimate, is volatile statistical estimate. That's why in this investigation it's suggested to use Tukey's, Hampel's, Huber's and Andrews' robust M-estimates for estimation of start value of exponential average. Purpose of research is definition of reasonability of M-estimates application to define start value of exponential average in Braun's model during forecasting of short-term time series of economic indicators. The results of conducted experimental research are as follows: a) the most important factors, that have significant impact on forecast accuracy with usage of Braun's model, are type of time series, value of smoothing constant, removal of abnormal levels and type of weights; b) type of estimate of start value of exponential average and quantity of iterations in process of calculation of M-estimate are less significant factors; c) consequently, reasonability of usage of one-step M-estimates is justified; d) on the first steps of forecasting with limited quantity of levels of time series, when it's impossible to define with certainty type of series and when there is no reasons for removal of abnormal levels, it's preferable to use Braun's model with Wade's weights and define start value of exponential average based on one-step robust M-estimates (in other cases it's better to use simple arithmetical mean).

Keywords: *Andrews' estimate, Braun's model of zero level, forecast accuracy, Huber's estimate, Hampel's estimate, one-step estimate, start value of exponential average, Tukey's estimate.*

EDUCATION: THE SERVICE SECTOR OR A NEW BRANCH OF THE ECONOMY?

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The article analyzes the process of changes in the directions and levels of education, its dynamic transformation into a specific branch of the real economy, reproducing intellectual capital and scientific products. In the modern world, dynamic and highly competitive, which makes great demands on professionalism, skills and skills for specific tasks and problems, the issue of the importance of obtaining education in the right volumes in the right time has become very relevant. The recent years of structural adjustment of the economies of developed and developing countries, the global challenges (the coronavirus pandemic) in just a matter of months make some industries unprofitable, their specialists not in demand, and other areas of the economy, especially new ones, – more promising, in which the level of salaries is correspondingly much higher than in others. Under such conditions, the education market, the training industry, retraining of specialists, the production and “sale” by the University of the Results of applied and fundamental scientific research as a specific product become extremely significant and sometimes the only factor in the development of new spheres of the economy. The purpose of the study is to substantiate the factor of transformation of the education market into a separate element or industry of the real sector of the digital economy; identifying complementarities between public and private education systems; revealing the role of new spheres of the economy in the process of this transformation and proving that the education market is integrating with new spheres of the economy and new technologies. The work uses methods of the system approach, comparative and econometric analysis. The practical significance of the study lies in shifting the emphasis from understanding the education market as a field of training for new areas of the economy to understanding the education market as an internal component of new areas of the economy. The scientific novelty of the article can be traced in setting the question in another perspective: new areas of the economy become much more complicated than any type and level of education, and these areas transform the education market, and not vice versa.

Keywords: *education market, public and private sectors of education, areas of activity of the education market, scientific products as a specific product, factors of the dynamics of the education market, the era of digitalization.*

INTELLECTUAL ANALYSIS OF EDUCATIONAL DATA

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The relevance of the study is due to the fact that there are currently more questions on the topic in the context of the mining of educational data than specific answers: how it is done, why and how we can use it, what metrics to include in the sample and how to make forecasts. Undoubtedly, in the coming years, there will be a transition from discussions to the practical implementation of learning analytics in educational processes. The aim of the study is to conduct an intellectual analysis of educational data in the context of the difference between educational analytics and pedagogical diagnostics and other methods of data collection. In this regard, the author considers the

types of educational analytics. The scientific novelty of the research lies in the construction of a model for individual educational solutions, provided that the data collected are of high quality. The practical significance of the study lies in the fact that all this can lead to a change in the editorial educational policy, the language in which communication with students takes place, which is already a strategic task of teaching.

Keywords: *educational solution, educational analytics, data mining, educational data, efficiency.*

SHARING CONSUMPTION AS A TREND OF THE MODERN ECONOMY

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This article presents an analysis of the sharing economy's current state as the most dynamically developing sector of the modern economy. The work is focused on an overview of the factors contributing to the development of the sharing economy as a global world trend in conditions of serious resource constraints, the reasons that influenced its formation are highlighted. The paper describes the main models of the sharing economy, allowing to extend the life cycle of things, reduce overproduction, and provide an overview of successful companies in the sharing sector. The role of joint consumption in creating a system for the economic use of resources and, consequently, the maintenance of the ecological balance is revealed. The authors associate the prospects for the development of the sharing economy with the need to increase trust as a factor influencing the interaction between the consumer and the manufacturer of goods and services.

Keywords: *sharing economy, sharing, resource saving, trust, overproduction, waste disposal, Internet technologies.*

POSSIBILITY OF RUSSIAN BONDSPOTFOLIO DIVERSIFICATION THROUGH THE USE OF ISLAMIC BONDS DURING THE COVID-19 PANDEMIC

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Diversification is one of key elements in investment management. Investors strive to find a balance in the formation of a portfolio and its restructuring, simultaneously maximizing profitability and minimizing risks. The purpose of this work is to assess the possibility of diversification of the Russian bonds portfolio by including an alternative to traditional bonds-sukuk. The DCC-MGARCH model (Dynamic Conditional Correlation Multivariate General Autoregressive Conditional Heteroscedasticity Model) was chosen as the most suitable model for correlation analysis. The results of the study show

that investors who prefer Russian sovereign debt securities or corporate bonds of Russian companies could effectively diversify their portfolio by including Islamic bonds during the COVID-19 pandemic. This conclusion is explained by the presence of a negative correlation between the Dow Jones Sukuk Index as a proxy for sukuk market and the indices of Russian bonds, both corporate and sovereign.

Keywords: *bond portfolio management, diversification, Islamic bonds, sukuk, correlation analysis.*

MECHANISMS FOR IMPLEMENTING A DIGITAL PLATFORM IN MUNICIPAL PROPERTY MANAGEMENT

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The article describes the mechanisms for implementing digital platforms when managing municipal property, the advantages and disadvantages. The purpose of the article is to identify characteristic mechanisms for introducing digital platforms into the work of the municipal government in managing urban property. The novelty of the article consists in determining the resulting economic relations in the digitization of property and the importance of analyzing information on digital change in the public management of municipal property. Analyzing their course, the author concludes that it is necessary to increase the pace of implementation of mechanisms for digitalization of property management processes. The data given in the article can be used by local authorities in the formation of the annual budget in the conditions of the need to allocate funds for the implementation of digital platforms.

Keywords: *digitalization, digital platforms, property, municipality.*

CREATION FEATURES OF TOLL ROADS IN RUSSIA

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Moscow

The article considers the development of toll roads in Russia. The purpose of the article is to highlight the features that arise when creating toll roads. Special attention is paid to the risks of implementing road investment projects, including construction, environmental risks and financing risks. The scientific novelty consists in the analysis of the feasibility of the construction of toll roads in the Russian Federation. The planned construction of a new major highway M-12 "Moscow – Nizhny Novgorod – Kazan" is considered as an object of research.

Keywords: infrastructure projects, toll roads, road infrastructure, risks of road projects.

THE GLOBAL ECONOMY DEMANDS REFUSAL OF THE SOVEREIGNTY: THE FUTURE OF THE CAPITALISM

M.L. Alpidovskaya

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The article is devoted to the analysis of the pressing problems of our time associated with the ongoing transformation of the socio-economic system. At present, society as a whole find itself in the conditions of the “Big Reset – “resetting the old settings. “Everything is moving rapidly in the direction defined and indicated by Klaus Schwab. The vector of this movement, from the point of view of the global elites, has been determined. This is a process of a tough striving for a system of global governance, in its essence - a new “technocratic-elite”, as well as transhumanism. And today it is more than obvious that there are more lies, deceit, far-fetched and fraudulent events, threats and destruction of rights and freedoms previously won by other generations. As a result, the question arises of what the “peaceful” options for transforming the existing regulation system into a new mobilization (under any conditions) management model appear to be. The article attempts to answer this question.

Keywords: globalization, global economy, industrial society theory, elite theory, state sovereignty, Club of Rome, capitalism, technology and socio-economic development, Rockefeller Foundation reports, uneven development, urban agglomerations, sustainable growth.

THE DISCUSSION OF THE EDUCATIONAL PROGRAM “ECONOMIC THEORY” AND COMMENTS ON THE EDUCATIONAL PROJECT “ECONOMIC THEORY”

L.A. Karaseva

FSBOU VO “Tver State University”, Tver

The author gives her own comments on the educational project program “economic theory” which was developed by the teachers of financial university under the government of the Russian federation. The author highlights the relevance of the introduction of “political and economic base in economic theory” rubric into the educational Program. The research investigates positive and debatable aspects of the program and supports its introduction in the education process.

Keywords: degree course, program, political and economic approach, continuity and system, the combination of classical and neo classical scientific research.

WHY THE USSR DID NOT BECOME: LESSONS FOR SOCIALISM OF THE FUTURE

N.N. Kozlova

FSBOU VO “Tver State University”, Tver

The review describes the main reports of the International Scientific Conference devoted to the analysis of the reasons and lessons of the departure of the USSR from the historical arena. In particular, the main provisions of the reports of the participants of the discussions, as well as theoretical and methodological approaches to the analysis of the Soviet past are outlined. The problem field discussed at the plenary sessions, seminars and round tables of the congress is shown.

Keywords: The Soviet Union, socialism, communism, nomenclature, Gosplan, cybernetics, contradictions, objective and subjective factors.

SOCIAL AND CULTURAL CAPITAL AS THE BASIS OF THE NATIONAL ECONOMY: A REVIEW OF THE SCIENTIFIC WORKS OF THE Doctor of Philosophy, prof. Konstantin Viktorovich Vodenko

E.G. Popkova

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The purpose of this article is to review the scientific works of Doctor of Philosophy, Professor Platov South-Russian State Polytechnic University (NPI, Novocherkassk, Russian Federation) Konstantin Viktorovich Vodenko K.V. Vodenko, reflect The scientist devoted most of his works to a philosophical explanation of the fundamentals of the functioning and development of modern economics. Uniqueness of professor's works K.V. Vodenko is that in them, from a scientific and philosophical point of view, he justifies the key role of social capital in the development of the national economy in the modern conditions of globalization. The scientist proved that, regardless of the extent to which the economic system is involved in the processes of globalization, its strategic sustainability and development prospects are determined by socio-cultural capital - human resources and national culture (cultural identity of the people). The value of the scientific school prof. K.V. Vodenko consists in her multidisciplinary - the works of the scientist correspond to the field of knowledge of philosophy, sociology and economics. The article shows that the trend of globalization increases the inequality of countries and perpetuates (institutionalizes) the leading position of developed countries and the lagging position of developing countries, which are unifying. In order to adapt successfully to the modern global

landscape, developing countries needed to change the model of globalization. The new model of globalization of developing countries should preserve their national culture, which should be maintained at the country level and developed in accordance with time, along with global culture. This will save and increase socio-cultural capital, in the long term maintain national identity, that is, develop talents and keep them in the country.

Keywords: *socio-cultural capital, national economy, national identity, inequality of countries, models of globalization.*

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IMPROVING UP-TO-DATE PRIVATE INNOVATIVE INVESTMENT TOOLS IN RUSSIA

O.Yu. Tolkachenko

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The purpose of this article is to identify current problems in the development of private investment in innovative projects and propose effective ways to improve this process based on the analysis of Russia's position in the ranking of the global innovation index, which is formed on the basis of assessing the influence of aggregated factors of innovation activity. In the course of the analysis, both systemic and particular problems were identified that individuals such as business angels face on the path of innovative investment. The article found that most of the problems are associated with an ill-conceived innovation policy in the country and the lack of measures to create favorable conditions for the implementation of business angelic activities. The scientific novelty of the results obtained lies in the development of a mechanism for systematic improvement of business angel investment, which

contains a clear target setting, the necessary measures for implementation and the expected results.

Keywords: *business angels, venture investors, innovative projects, innovative investment, public-private partnership*

THE STATE OF ECOLOGY MENTALITY AND PROSPECTS FOR GLOBAL SOCIO-ECONOMIC DEVELOPMENT

Yu.I. Shorokhov

FGBOU VO “Tver State University”, Tver

The development of mankind is considered as an unconscious process of gradual formation of a global, integrated with the planet Earth, social organism. The general requirements for the mentality of developers and executors of development programs have been formulated, compliance with which allows developing in accordance with the key direction of evolution of the planet “Earth”. It is shown that the preservation in the mentality of the leaders of business of ideas about the future and ways to achieve it, which have developed in the conditions of the modern economy, makes it impossible to complete the process of integration with the planet Earth, inevitably leads to a global social or (and) environmental catastrophe and, possibly, a return to the prehistoric stage of development.

Keywords: *integrity, network interaction, ecology, quality of life, system of values, stuck mentality, crises, disasters, global sustainability.*

MANAGEMENT OF ECONOMIC OBJECTS BASED ON THE COMPLEMENTARY INTERACTION OF MANAGEMENT INTELLIGENCE AND ARTIFICIAL INTELLIGENCE

I.O. Zharinov

FGAUO VO “ITMO University”, Saint Petersburg

The problem of managing economic entities that conduct business in the industrial segment of the economy is considered. The purpose of the study is to create a system of economic management of an economic object focused on cyber-technologies of Industry 4.0. The objects of management are business structures in the class of promising factories of Industry 4.0 and their collaborations, combined in a cross-cutting value chain. The features of factories as objects of economic management are determined and a scheme of a management system that regulates internal business processes and business projects of economic objects based on the complementary interaction of management and artificial intelligence is proposed. Management in the management system is positioned as a «total employee» who affects objects with economic resources in the physical environment. Artificial intelligence, as an independently defined control subject, exerts influence on control

objects from a virtual environment. Complementary management is implemented by combining the control actions formed by the management competencies and the effects obtained by the artificial intelligence business planner when modeling business processes using digital counterparts of manufactured products. The scientific novelty of the presented results lies in the creation of an economic management system, the subjects of which are human intelligence and artificial intelligence, which equally and mutually regulate the internal business processes of an economic object.

Keywords: *Industry 4.0, digital, smart and virtual factories, economic management, artificial intelligence, management, complementary management.*

THE FEATURES AND THE MODEL OF ORGANIZATIONAL CHANGE FOR SMALL AND MEDIUM-SIZED BUSINESSES DURING PANDEMIC PERIOD

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The purpose of the article is to identify the features of organizational changes that allow small and medium-sized businesses to survive the period of the COVID-19 pandemic, and to develop a model for conducting organizational changes for such conditions. Small and medium-sized enterprises are experiencing format-specific problems exacerbated by restrictive measures. The article describes the peculiarities of organizational changes implemented by small and medium-sized enterprises for the purpose of preserving business. The ongoing changes are aimed not only at survival, but also at shaping strategic results that can strengthen the company's position in the future. The scientific innovation consists in developing a model for carrying out organizational changes during the pandemic period, taking into account the specifics of small and medium-sized businesses and the instability of the environment. The obtained research results can be used by small and medium-sized enterprises of different spheres by setting specific goals, tasks, and selecting solutions acceptable for a particular business in terms of making changes.

Keywords: *small business, medium business, business development, pandemic impact, change management, organizational changes, change model.*

THE ESSENCE AND TASKS OF MANAGING THE SOLVENCY OF A COMMERCIAL ORGANIZATION

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The solvency of an organization is the main external criterion of the financial condition of an organization, since it is through solvency that the quality of its financial management is manifested. Therefore, solvency is considered as a generalizing characteristic of the financial condition, depending on the efficiency of all types of activities, as well as on the quality of assets, attracting financial resources on favorable terms, profitability, etc. An objective assessment of solvency is possible only with an integrated approach, when the indicators determined on the basis of the balance sheet and the statement of financial results (on the basis of the accrual principle) are linked to the indicators of the cash flow statement compiled on the basis of the cash principle.

Keywords: *financial condition, solvency, liquidity, financial stability, bankruptcy risk.*

COVERAGE OF REGIONS BY THE KNOWLEDGE ECONOMY: LANDMARKS, FACTS, WAYS OF DEVELOPMENT

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The relevance of the research topic is due to the need for accelerated development of the knowledge economy in the regions of the Russian Federation in a difficult economic situation in which the country found itself due to the imposed Western sanctions and demographic problems. The purpose of the study is to study the degree of coverage of the regions of the Central Federal District of the Russian Federation by the knowledge economy. The article presents theoretical approaches to the interpretation of the concepts that characterize it. Based on the calculation of a series of indicators characterizing scientific and educational activities, health care processes and the spread of Internet technologies in households, a comprehensive quantitative approach to assessing the diffusion of the knowledge economy on the example of Russian territories is proposed. To do this, econometric and graphical analysis methods were used, which provided a visual representation of the results according to the stability criteria and median values. The resulting petal diagram interprets deviations in the development of the knowledge economy in the Central Federal District from the values for the country as a whole. An element of scientific novelty is the tools involved in this work, which represents the basis for the preparation, control, adjustment and implementation of the strategy for the development of the economy of knowledge and intangible resources, in particular, in the regions according to specific program blocks.

Keywords: *knowledge economy, regions, sustainability*

REGIONAL SOCIO-ECONOMIC POLICY: PROVISION TOOLS AND FEATURES OF PROVISION

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The article is devoted to the issues of the regional socio-economic policy of the Stavropol Territory, as well as its tools and features of its implementation. The aim of the study is to analyze the budget of the Stavropol Territory, its formation and spending, as well as to study the tasks aimed at the socio-economic development of the region. The authors examined the conditions for the execution of the regional budget for the last three years, as a result of which a conclusion was formulated about the social orientation of the regional budget. In 2020, the execution of the budget of the Stavropol Territory was carried out in conditions of a decrease in business activity in the real sector of the economy, which was caused by the spread of the coronavirus infection COVID-19, in connection with which all the necessary measures were taken to overcome the economic consequences in the region. The scientific novelty of the results obtained lies in the substantiation of the socio - economic policy of the region as the basis for the sustainable development of the Stavropol Territory.

Keywords: *socio-economic policy, regional budget, income, expenses.*

THE DEVELOPMENT OF THE SHARED CONSUMPTION ECONOMY AS A REFLECTION OF THE REALITIES OF MODERN TIMES

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The purpose of the study is to analyze global trends in the development of the sharing economy, identify its Russian specifics, as well as determine the prospects and tools for ensuring growth, taking into account the impact of the COVID-19 pandemic. The article examines the dynamics of the development of the sectors of the economy of shared consumption in the world, identifies global leaders in the level of development of the sectors of the economy of shared consumption. The Russian specifics of the economy of joint consumption are determined. It is proved that in 2017–2019 there has been an intensification of the development of most sectors of the economy of shared consumption in Russia, and there is also a tendency for their spread to the level of regions. The changes in the sectoral structure of the economy of shared consumption in Russia in the period 2017–2020 are revealed. The impact of the COVID-19 pandemic on the development of the sectors of the

economy of shared consumption is assessed, and the directions of state policy to overcome the negative consequences of the pandemic are determined.

Keywords: *economy of shared consumption, region, Russia, C2C trade, carsharing, carpooling, online freelancing, short-term rental of accommodation facilities, pandemic.*

POTENTIAL FOR PARTICIPATION OF ENERGY COMPANIES IN IMPROVING ENVIRONMENTAL SAFETY IN RUSSIAN REGIONS

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The article discusses the concept of "potential" in relation to the participation of energy companies in investment projects in the field of renewable energy sources. The aim of the study is, on the one hand, to summarize information on the environmental hazard of solid municipal waste (MSW) landfills, and on the other hand, to analyze the feasibility of organizing biogas collection at the most popular waste management facilities, which are landfills in almost all regions of Russia. The authors identified the stages and methods for making managerial decisions on the participation of energy companies in investment projects for the collection and use of biogas at MSW landfills. The scientific novelty of the results obtained lies in the determination of the effects (benefits) for the authorities, the population and energy companies from their participation in such investment projects.

Keywords: *potential, Energy Company, MSW landfill, biogas, environmental safety, region.*

DIGITALIZATION AS A FACTOR IN THE FORMATION OF BANKING ECOSYSTEMS: MODERN TRENDS AND CURRENT REGULATION ISSUES

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The formation of ecosystems by banks has become one of the most noticeable phenomena in the financial market both in Russia and abroad. Due to the active development of digital technologies and platform solutions, ecosystems bring a new quality to the communication mechanisms; allow reducing the level of transaction costs for both banks and clients. Being a fundamentally new and at the same time large-scale phenomenon, the phenomenon of banking ecosystems needs theoretical comprehension and comprehensive

assessment, identification of emerging trends and their potential consequences. The identification of risks arising for all market participants, the need to level which predetermines the further vector of transformation of the regulatory field, seems to be especially urgent. The scientific novelty of the article lies in concretizing the factors that determine the scaling and universalization of digital platform solutions in the banking business, as well as in clarifying the development trends of banking ecosystems and topical issues of their regulation, including in the context of the formation of an adequate competitive environment.

Keywords: *ecosystem, bank, digitalization, marketplace, innovation.*

COMPLIANCE WITH THERAPY AS A WAY TO IMPROVE THE PROCESS HEALTHCARE MANAGEMENT IN RUSSIA

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Russian Register – Ural Quality LLC, Yekaterinburg

The purpose of the article is to identify the causes of non-compliance of therapy using a number of statistical methods. The issue study conducted helped the author link low adherence to therapy with subjective causes, which is associated with a threefold increase in risk of developing cardiovascular complications. This circumstance will subsequently affect the state of health of citizens, first of all, and, secondly, will entail additional economic costs. The author focuses on the main directions of solving problems in the field of health management on improving adherence to treatment, both at the regional and federal levels. Elements of scientific novelty are presented opportunities to improve the quality of medical services.

Keywords: *compliance, adherence to treatment, Ishikawa diagram, Pareto diagram, causal matrix, cardiovascular diseases, improving the quality of medical services.*

DEVELOPING A METHODOLOGICAL FRAMEWORK FOR WORK- BASED LEARNING IN HIGHER EDUCATION^{1*}

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The purpose of the publication is to present the author's vision of the format of the methodological base for the introduction of innovative technologies in the higher education system. The scientific novelty of the study is the

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development of a concept of a methodological framework for the implementation of work-based learning (WBL) in the Russian higher education system, which includes: the basic components of WBL; a system of principles preventing the likelihood of certain inconsistencies in the educational environment; Benefits of stakeholders from the implementation of developed proposals; methodological approaches to assessing the expected results of WBL technologies implementation. This research is a significant contribution to the successful work of higher school educational organizations in the introduction of flexible innovative technologies, in particular, in the implementation of educational programs of correspondence and correspondence forms of education.

Keywords: *Work-based Learning; methodological framework; training combined with work.*

IMPACT OF INDUSTRY 4.0 ON CHANGES IN THE CONTENT OF LABOR FUNCTIONS

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The relevance of the study is due to the fact that the current world labor market is under the influence of the IV industrial revolution (Industry 4.0). The purpose of the study is to assess the impact of cyclical and sudden trends affecting the labor market and, as a consequence, the forms of labor organization and labor functions of workers. In this regard, the author examines academic theories in the context of conceptualizing the impact of Industry 4.0 on the labor market and labor functions, identifies long-term trends in the transformation of the professions market. The scientific novelty of the research lies in the substantiation of the concept, biased in favor of a highly skilled labor force (skills-biased technical change, SBTC) and the theory of displacement of routine labor (routine-biased technological change, RBTC). The practical significance of the study lies in the fact that it will allow companies in the face of new technological challenges to combine business needs with the fundamental training of a specialist for his movement along a new career path.

Keywords: *Industry 4.0, labor market, labor functions, division of labor, technological trends, work processes.*

GENDER ASPECTS OF PERSONNEL MANAGEMENT: SELF-ASSESSMENT OF LEADERSHIP QUALITIES AND CAREER PROSPECTS OF HIGHER SCHOOL STUDENTS (BASED ON THE MATERIALS OF THE UNIVERSITIES OF TVER)

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The article analyzes the gender aspects of personnel management on the basis of a sociological research conducted in the universities of Tver. The purpose of the article is to identify gender aspects of self-assessment of leadership qualities and career prospects of higher school students. The research conducted by Russian and foreign scientists indicates that the career growth of women and men is influenced by the gender culture of society, gender stereotypes. The relevance of this study lies in the fact that in the context of a conservative turn of Russian politics, it is necessary to identify the specifics of self-assessment of leadership qualities and career prospects of students of both sexes, which will contribute to their career growth or hinder it in the future. The novelty of the research consists in the fact that for the first time new factual material obtained as a result of a survey of students of the universities of Tver is involved in scientific circulation. The conducted research also allows us to summarize the empirical data previously known and obtained by the authors of the article. The result of the research is the conclusion that students of both sexes studying in management specialties/courses of the universities of Tver have their own attitudes regarding their own assessment of leadership qualities, both partner/democratic and patriarchal/traditional. The theses are substantiated that this fact 1) organically fits into the mixed patriarchal-egalitarian type of Russian culture, 2) will contribute to the reproduction of gender asymmetry in the field of business and management in the future, 3) will enable women to move up the career ladder, but they will meet obstacles on their way.

Keywords: personnel management, gender, leadership, patriarchy, egalitarianism, student, career. *About the authors:*

OPTIMIZATION OF MILK PROCESSING INVESTMENT PROJECT UNDER LIMITED LENDING CONDITIONS

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Attraction of investments ensures the development of enterprises and organizations, both public and private. At the same time, the particular difficulty of lending investment projects in the agro-industrial complex arises, first, due to high risks and insufficiently high level of profitability, which forces credit institutions to resort to limited lending. The article presents calculations and conclusions on the option of lending an investment project adopted by the bank, which implies the production of a significantly reduced range of milk processing products with significantly reduced investment coverage of the need for financial resources. Thus, on a clear example, you can see the economic consequences of restrictions on the volume of lending by the bank. This approach to credit regulation is a quantitative limitation of the amount of loans expected to be issued. In such conditions, it is not always possible for small and medium-sized enterprises to gain access to the required amount of borrowed funds to ensure effective growth and development.

Keywords: investment project, optimization, limited lending.

INTENSIFICATION OF ECONOMIC GROWTH THROUGH THE DEVELOPMENT OF SPECIAL ECONOMIC ZONES UNDER THE CORONAVIRUS OUTBREAK

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The global coronavirus pandemic has wreaked havoc on the global economy on a scale not seen at least since the Great Depression. Covid-19 has the potential to negatively impact social welfare, businesses and industries, especially in developing countries. Iran and Russia are two developing countries that are not immune from these negative impacts of the pandemic, and the crisis could have serious consequences in the short, medium and long term development of these two countries. In this article, we try to explain the development of the SEZ as a useful solution to stimulate economic growth in Iran and Russia in the face of the negative effects of the pandemic. The results showed that both countries – Iran and Russia have tried to develop SEZs in recent decades, however, due to the problem of Western sanctions and the pandemic. Elements of scientific novelty lie in the authors' conclusions - the introduction of a new financing tool, such as green bonds, the implementation of a turn towards Asia (Asiatization) and the promotion of investment in SEZ projects by the private sector should be carried out with the support of the governments of Iran and Russia.

Keywords: *coronavirus, economic growth, SEZ, Russia, Iran*

PORTRAIT OF RUSSIAN YOUTH: TRENDS IN THE LABOUR MARKET

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The purpose of the study is to analyze the qualitative characteristics of the Russian population aged 15 to 29 years to draw up a portrait of Russian youth. To do this, data were used from a sample observation of population income and participation in social programs (GNPs). The study involves reviewing the portrait in dynamics by comparing the obtained values in 2017 and in 2020. Based on the data obtained by the author, a portrait of the young unemployed was built. The scientific novelty lies in the identification of problematic points in the development of the youth labour market, since the current trend of precaring youth employment requires the development of a long-term program to promote youth employment. The main descriptive

characteristics of Russian youth presented in the study can subsequently be taken into account in the development of such a program.

Keywords: *youth portrait, unemployed portrait, youth, youth unemployment*

HIGH-TECH COMPANY ROLE IN THE SYSTEM OF RUSSIAN SPATIAL DEVELOPMENT

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The purpose of the article is to identify the main provisions confirming the significance of the placement and functioning of high-tech companies in the regions of the Russian Federation; show that the growth factors of the regional infrastructure such as scientific and technological progress and digitalization, the development of human capital, investments in the development of the region, the concentration of high-tech companies in the region can contribute to the effective development of the territories, the acceleration of the socio-economic development of the country, as well as the increase of the competitiveness of the economy as a whole. The article justifies that placing high-tech companies in the regions is an effective tool for increasing the competitiveness and investment attractiveness of the regions for investors in the rapidly changing world market conditions in the context of the transition to renewable energy sources and the declining share of hydrocarbon exports and consumption in the world. The author analyses the national and foreign experience of spatial development regulation processes at macro (national and supranational), meso (regional, subnational) and micro (local) levels to assess various spatial development models and placement factors of high-tech companies.

Keywords: *high-tech companies, regional economy, spatial development, socio-economic development, economic space, investment attractiveness, innovation, infrastructure, sustainable development, state support of regions, territory competitiveness, digitalization of management processes.*

ASSESSMENT OF THE INNOVATION POTENTIAL OF ECONOMIC ENTITIES UNDER CONDITIONS OF DIGITAL TRANSFORMATION

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The article substantiates the need to develop approaches to solving the problems of innovative development of economic entities on the basis of an integrated assessment and improvement of the methodology for managing the

innovative potential of the organization. The proposed methodology makes it possible to assess the innovative potential in the conditions of digital transformation of the main business processes, taking into account their industry affiliation. The authors reveal the differences between the developed methodology and traditional methods of assessing the innovation potential, in particular, due to the allocation of a digital-intensive component in the structure of one of the most important indicators of the competitiveness of economic entities.

Keywords: *innovative potential, evaluation method, assessment of innovation potential, digital transformation, organizational competitiveness, strategy, monitoring, innovation capacity management.*

INSTITUTIONAL CHANGES IN THE INVESTMENT BEHAVIOR OF HOUSEHOLDS IN THE CONTEXT OF THE SOCIO-ECONOMIC CRISIS OF 2019-2020

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The article presents a macroeconomic analysis of the investment behavior of households of the Russian Federation in the context of institutional changes. In particular, since 2013 the Government of the Russian Federation has been systematically working to activate the investment activity of households. In the context of the socio-economic changes of the last two years, households began to change their financial strategies using the most stable investment instruments, such as real estate transactions. At the same time, individual investors began to consider the possibility of obtaining additional passive income from property. In this connection, there has been an increase in operations on AIS. In addition, the information campaign of public authorities and financial institutions to popularize investment instruments had a positive impact on changing the financial strategy of households.

Keywords: *household, financial strategy, crisis of 2019-2020, investment behavior, individual investment accounts.*

PUBLIC-PRIVATE PARTNERSHIP IN THE EDUCATION SYSTEM AS A FORM OF COORDINATION OF ECONOMIC INTERESTS

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As capitalism progresses, the study of economic interests becomes more relevant. The effectiveness of the social and economic policy of the state depends on the degree of development of the theory of economic interests. In

economic theory, a clear representation of the economic interests of public-private partnership in education is not formed. At the same time, the process of transformation of socio-economic relations in the education system is traced. Close cooperation between the state, business and educational institutions should be ensured. The scientific novelty of the study is to substantiate the need for economic and theoretical development of issues related to the implementation of public-private partnership in the education system.

Keywords: economic interests, public-private partnership, education, government, business, society.

CIVILIZATIONAL CHALLENGES TO THE MODERN WORLD, AND THE SACRED COMPONENT OF THE PAST

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The article considers the origins of modern civilizational challenges and the consequences of the historically unfolding confrontation between eschatologism and chiliasm. Russia acts as the so far unimplemented potency of the Iranian-Parthian-Byzantium principles. The scientific novelty highlights the influence of modern global changes at the junction of centuries and millennia on the collapse of the educational paradigm, with its simplistic worldview, where complex historical development processes are replaced by mechanistic progress, brought from the scientific and technological sphere. The author emphasizes the necessity to consider alternative possibilities in understanding history as complex phenomenon where the future and the past as well as present are equally alive. And this means turning to the principle of historicism as the totality of the historicity of history. The purpose of the article is to identify the necessity to transit the main line of development from Western European, Latin civilization to the Eastern European, Byzantine world. The author is making an attempt to show the non-alternative of this path of history development in order to prevent its disruption since if the initiative passes into other hands, this will be tantamount to noting the confidential nature of the existence of mankind, even though this providentialism can realize itself in a purely secular form of its manifestation. The novelty of the analysis is the identification of the unrealized potency of Parthanism which is replacing the obsolete Roman model. In this regard, it should be noted that Parthanism is not only part of Iranism, but also absorbs it and at the same time it is the entire unit in relation to it. Moreover, both Iranism and Byzantine principles can be actualized in completely new historical conditions only through the Parthian idea, being its constituent parts, and thereby staying in it itself.

Keywords: Iranianism, Semitism, chiliasm, eschatologism, Phoenician - Carthaginian-Roman principles, Iranian-Parthian-Byzantine principles, "Third Rome", "New Parthia".

**VIII INTERNATIONAL CONGRESS
“PRODUCTION. SCIENCE. EDUCATION: SCENARIOS FOR THE
FUTURE “(PNG-2021)”**

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The results of the Traditional Annual VIII International Congress “PRODUCTION. SCIENCE. EDUCATION: SCENARIOS OF THE FUTURE” (PNO- 2021), held on November 29–30, 2021 in a combined offline online format. The participants of the congress demonstrated the assessment of the modern level of technology, as well as science and education in our country, presented possible solutions to problems arising in the way of their progress, as well as possible scenarios for their future development.

***Keywords:** priority development of human potential; criteria for sustainable development; neoliberalism and theoretical attitudes of the economic “mainstream”.*

ROUND TABLE:

**“ADVANCED FINANCIAL TECHNOLOGIES: RUSSIAN EXPERIENCE
AND FOREIGN PRACTICE”**

O.V. Smirnova

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Results of performance of government contract No. 01731000096210000520001 on carrying out an expert and analytical research on a subject are considered: "Analysis of the Russian and foreign experience of use of the advanced financial technologies. Legislative Aspect "(State Customer: Apparatus of the State Duma of the Federal Assembly of the Russian Federation).

***Keywords:** current problems and prospects of application of advanced financial technologies in Russia and abroad.*