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## SECURITIZATION AS AN INSURANCE TOOL OF FINANCIAL RISKS

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The purpose of the study is to determine the possibilities for expanding hedging instruments of financial risk in the Russian Federation. The research considers the concept of securitization of financial risks, the main participants and financial investment instruments. The scientific novelty consists in carrying out a comparative analysis of approaches to determining the category of securitization and the role of its participants in the mechanism of financial risk insurance. The authors identify the main problems currently hindering the use of the securitization mechanism and the prerequisites for the development of the national securitization market are formulated.

**Keywords:** *financial risks; risk hedging; securitization of financial risks, originator bank; specialized company; investment instruments, bonds.*

## PROBLEMS OF APPLICATION OF FINANCIAL TECHNOLOGIES IN RUSSIA AND FOREIGN COUNTRIES IN THE FIELD OF CRYPTOCURRENCIES

**A.A. Vdovenko**

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The object of the study is the sphere of fintech in terms of cryptocurrencies, as well as risks in this area. The purpose of the work is to establish possible prospects for the development of the cryptocurrency market and to minimize the risks associated with this area. The development of fintech technologies is analyzed on the example of developed countries. The main directions in the development of the fintech sector and, in particular, cryptocurrencies have been determined.

**Keywords:** *fintech, cryptocurrencies, «financial bubble», bitcoin.*

## PROBLEMATIC ASPECTS OF THE APPLICATION OF THE ASSESSMENT OF ASSETS AND LIABILITIES

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The reform of accounting regulations in the Russian Federation over the past few years has led to the emergence of new options for assessing assets and liabilities. The changes aim at bringing the Russian accounting system closer to IFRS, but in some aspects they are difficult to implement in the conditions of the Russian economy. This is due to the uncertainty of specific methods for calculating certain types of valuation and the lack of experience of accounting specialists who have not applied international standards in practice, since in the Russian Federation they are mandatory for a limited number of large organizations operating in international markets. At the same time, starting

from 2022, every accountant, even in a small business, will face the problem of determining the liquidation and fair value, based on their professional judgment. The purpose of the study is to disclose the practical problems of assessing the assets and liabilities of an organization from 2022 in accordance with the requirements of the new FSB. The results of the work can be used in the development of methods for calculating fair, book value, liquidation value in the recommendations of regulatory authorities and accounting policies of commercial organizations. Elements of scientific novelty consists in the development of accounting registers to confirm the calculation of the fair and liquidation value of fixed assets, inventories, estimated liabilities.

**Keywords:** *methods of valuation of assets and liabilities, FSB, IFRS, fair value, book value, liquidation value, initial cost, actual cost, liquidation assessment obligation, environmental restoration assessment obligation.*

## **CYBER-PRODUCTION MARKETING IN ECONOMIC MODELS OF RELATIONS: BUSINESS FOR BUSINESS, BUSINESS FOR THE CONSUMER AND BUSINESS FOR THE STATE**

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The industry 4.0 business marketing communications are undergone the changes related to the new economic relations forms, which subjects are cyber-production companies, retail consumers and the State regulator. The cyber-production sector components actual for the market are the cyber-physical systems sharing and the product customizing oriented for a service of a wide consumer and an individual bidder. The relations models are being studied: business-to-business, business-to-consumer and business-to-government adapted to be implemented by cyber-production companies. The business-to-business model is perspective to be implemented into digital, smart and virtual factories operation relations making a closed cycle of cyber-design and cyber-production. The business-to-consumer model is demanded for retail consumers relations interacting through internet services with digital design and production and trading companies. The business-to-government model is used in commercial relations of design and production and exploiting companies with structures where the authority is the central product or service consumer with its industrial or strategic importance. There are the cyber-production company's interaction schemes with physical individuals given including private business partners and State clients.

**Keywords:** *Industry 4.0, marketing communications, economic models of relations, business-to-business, business-to-consumer, business-to-government*

## **MANAGERIAL TECHNOLOGIES OF ADAPTATION OF ENTERPRISES IN THE CONDITIONS OF A PANDEMIC**

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The relevance of the research topic is due to the need to develop and apply practical tools to overcome the negative impact of the pandemic on the activities of enterprises. The purpose of the study is to systematize the problems of enterprise development during the pandemic, as well as to identify effective managerial adaptation technologies for rapid adaptation to new conditions and leveling the negative impact of the pandemic. Research methodology. To conduct the research, the method of theoretical analysis of scientific sources was used; the method of systematization to study the problems of enterprise development; the method of economic analysis to study socio-economic dynamics during the pandemic; a systematic approach to form recommendations for the use of managerial technologies for adapting enterprises to the conditions of the pandemic. The scientific novelty consists in a comprehensive study of the impact of the pandemic and restrictive measures on the activities of Russian enterprises, as well as in the justification of managerial technologies for adapting enterprises to conditions of instability. The article analyzes the dynamics of the pandemic and identifies the features of its impact on the economy and society. The authors systematize the problems of enterprise development during the pandemic (low efficiency of the company's personnel, reduced economic efficiency and unbalanced organizational culture). The article proposes a set of managerial technologies for adapting enterprises to the conditions of the pandemic, aimed at optimizing internal processes, implementing digital transformation and searching for additional sources of income.

**Keywords:** *enterprise, pandemic, adaptation, management technologies, crisis, personnel management, control, digitalization*

## **OPPORTUNITIES AND RISKS IN THE IMPLEMENTATION OF FOREIGN TRADE ACTIVITIES AT THE PRESENT STAGE**

**A.A. Sladkova**

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Entrepreneurial activity has always been a risky activity, and foreign trade operations are even more at risk, as companies go outside their state and face certain prohibitions and restrictions. In addition to the labor-intensive process of finding counterparty and executing a foreign trade contract, significant difficulties may arise when moving a consignment across the customs border, so it is important to assess the risks and provide for their solution in advance. The purpose of the scientific study is to consider some risks arising from the implementation of a foreign trade transaction. Based on the results of the analysis of judicial practice, a list of documents and information requested by the customs authorities in order to control the classification code of the goods and the customs value was determined. The scientific novelty of the results obtained consists in the preparation of a short algorithm of actions to prepare the necessary documentation, which should be formed during the implementation of the foreign trade transaction in order to eliminate or minimize risks

**Keywords:** *foreign trade contract, export support, customs declaration, customs value, customs authorities, customs inspection.*

## **SPORTS MANAGEMENT: CONCEPT, ESSENCE AND CONTENT**

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The relevance of the topic is determined by the special significance of sport as the highest cultural value in the complex of intangible benefits belonging to a person, as well as the need for better management in sports organizations. The object of research is sports management. The subject is the features of the definition, essence and content of sports management and the problems of the categorical apparatus. As a result of the research, the author's definition of the category "sports management" is proposed, it is substantiated that in order to achieve high results in the sports industry, the activity of sports management should consist both in the application of innovative technologies (Public Relations (PR), motivational management, etc.) and theories generally recognized in the scientific community of management, which are proposed to be included in the national educational standards of higher professional education in the discipline "Management in the field of physical culture and sports".

**Keywords:** *management, sports management, management theory, management system, strategy, sports manager, competencies.*

## **WHAT THE COMING DAY HAS IN STORE FOR US: ON NEW CHALLENGES TO ECONOMIC SECURITY IN AN ERA OF INSTABILITY**

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The relevance of the research topic is determined by the need for regular monitoring of instability factors arising in the conditions of the COVID-19 pandemic, their research for threats to the economic security of the Russian state, as well as the search for tools to level them. The purpose of the study is to identify new challenges to the economic security of the state in an era of instability caused by the development of the COVID-19 pandemic, as well as to identify areas of state support for stabilizing the socio-economic situation in the national economy of Russia. Research methodology. The authors applied the method of economic analysis to study the dynamics of economic security indicators in the period 2017-2021; the method of comparative analysis to compare the incidence of coronavirus in Russia and the world. The method of systematization, the graphical method, and the systematic approach were used in the process of identifying the characteristic features of the pandemic and determining threats to economic security, as well as in developing recommendations for their leveling. The scientific novelty consists in conducting a comprehensive analysis of threats to Russia's economic security as a result of the negative impact of the pandemic, as well as in forming recommendations for overcoming them. The results of the study. The authors analyzed the dynamics of the spread of the socio-economic impact of the pandemic on the national economy of Russia, and also identified three stages of the pandemic crisis determined by measures of international regulation and national economic policy. The article analyzes the factors of instability during the pandemic, and also highlights the threats to Russia's economic security. The authors have identified the basic directions of stabilization of the socio-economic situation in Russia.

**Keywords:** *economic security, pandemic, instability, crisis, turbulence, threats, Russia.*

## **CONDITIONS AND PREREQUISITES FOR THE DEVELOPMENT OF NETWORK FORMS OF INNOVATIVE ENTREPRENEURSHIP IN KAZAKHSTAN**

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The purpose of this study is to theoretically substantiate the need for the development in Kazakhstan of such network forms of innovative entrepreneurship organization as research firms. In the study, general and particular methods of economic research were used: the method of comparison and generalization, the method of expert assessments based on the analysis and synthesis of world experience in the development of innovative entrepreneurship, in particular through the development of network interaction of key participants in the scientific and innovative process. A research firm is a form of innovative entrepreneurship organization, primarily focused on the initiation, development and maintenance of new knowledge production processes, through the implementation of the main stages of research and development of prototypes, followed by a stage of practical application and introduction of new knowledge in the form of innovation. The research firm interprets and qualifies the disciplinary diversity of the experience of its employees and their competencies as a potential opportunity and asset for creative activity in the production and application of knowledge. The research firm is interested in creating networks with universities and other research institutes, driven by the desire to gain access to fundamental university research and their further transformation into an entrepreneurial asset. Thus, in accordance with world practice, one of the main directions of development of research firms in the modern economy is effective cooperation with academic research institutes and universities, which is not practiced at all in Kazakhstan. Therefore, it is within the framework of the functioning of research firms that the conflicting commercial and scientific interests of the main participants in scientific and innovative activities, including universities and research institutes, can be maximally harmonized.

**Keywords:** *innovative entrepreneurship, research firms, networking of business and science, cross-employment of scientists, university science.*

## **STABILITY OF THE SECTORAL STRUCTURE AND SPECIALIZATION TRANSFORMATION OF THE TOURIST SPACE OF THE CFD IN THE CONDITIONS OF THE COVID-19 PANDEMIC**

**S. I. Yakovleva**

FGBOU VO “Tver State University”, Tver

Revealing the spatial patterns of tourism development in the regions of the country is a topical topic of scientific and applied significance. The purpose of the article is to show the stable territorial structure of the tourist space of the Central Federal District, including in the context of a pandemic. The main element of scientific novelty is the idea of the stability of the territorial structure of the tourist space of a large region of Russia as a process of

intraregional redistribution of the tourist flow from Moscow to neighboring regions.

**Keywords:** *tourist space, territorial structure, tourist flows, regions of the Central Federal District, the COVID-19 pandemic, "migration" tourism.*

## **TECHNOLOGICAL SOLUTIONS FOR DEVELOPMENT OF SMALL BUSINESS AND PRIVATE ENTERPRISE IN THE REPUBLIC OF UZBEKISTAN**

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The purpose of the article is to assess the state of small business and private entrepreneurship in the Republic of Uzbekistan, based on the use of modern information systems and digital technological solutions. It is shown that the government decisions in the field of small business and private entrepreneurship create many opportunities for the development of this sector of the economy, and also contribute to the sustainable economic growth of the country. The scientific novelty lies in the analysis of the state of small business and private entrepreneurship in the Republic of Uzbekistan based on the developed methodology, which allows, using digital technologies, to conduct a statistical analysis of various economic indicators of small business activities, evaluate positive and negative trends in the development of the analyzed data and make informed management decisions on their further improvement.

**Keywords:** *digital technologies, small business and private entrepreneurship, economic activity, efficiency, optimization, welfare of the people, productivity of the country.*

## **THE IMPACT OF SIMPLIFYING THE MECHANISMS OF TRADE "ECONOMIC BELT OF THE SILK ROAD" ON THE TRADE POTENTIAL OF CHINA**

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This article uses the main component method for calculating the aggregate trading development index in countries located along the "Silk Economic Belt". Using panel data 40 countries from 2013 to 2017, an expanded trade development model was created to study the impact of simplifying the trade mechanism of the trade potential of China. Based on the theoretical and empirical analysis, the following conclusions were made: countries in the central zone of the economic belt of the silk way have a low degree of facilitation and resistance to trade; The countries of the secondary region have an average degree of trade facilitation and a fairly large trade potential; Countries in the peripheral zone have a high and diverse trading potential.

**Keywords:** *economic belt of the Silk Road; Simplify trade mechanism; trade potential; Trade development model.*

## **POPULATION HEALTH AND COMMITMENT TO A HEALTHY LIFESTYLE AS A STRATEGIC RESOURCE FOR THE ECONOMY: MATHEMATICAL MODELS**

**A.V. Ryattel<sup>1</sup>, D.V. Chuprakov<sup>2</sup>, A.A. Sozinova<sup>3</sup>, N.K. Saveleva<sup>4</sup>**

FSBEI HE “Vyatka State University”, Kirov

The article is devoted to the study of issues of assessing the health status of the population and adherence to a healthy lifestyle. The purpose of the study is to clarify models for calculating the proportion of a healthy population of the Russian Federation, and the proportion of a population leading a healthy lifestyle, in accordance with the information of the STEPS questionnaire of the World Health Organization on epidemiological surveillance of risk factors for chronic diseases proposed for application by the Federal State Statistics Service of the Russian Federation. The scientific novelty of the results obtained is that the models given in the article more fully compared to existing models use the results of the STEPS questionnaire on surveillance of risk factors for chronic diseases.

**Keywords:** *population health model, healthy lifestyle model.*

## **MATHEMATICAL METHODS FOR EVALUATING INNOVATIVE PROJECTS**

**S.V. Semenov<sup>1</sup>, A. E. Milovidov<sup>2</sup>**

FGBOU VO “Tver State University”, Tver

For the successful formation of innovative projects, a quantitative justification of the key provisions of the project is necessary. For this purpose, the methods of utility theory, axiomatic methods, scaling methods and others are used. This makes it possible to quantify information of a qualitative nature. The article suggests using an axiomatic approach to the construction of complex project statements. It is proposed to introduce a unit of measurement of the validity of an innovative project. The method of obtaining the initial data for the unit of measurement based on the method of analysis of the hierarchies of Saati is proposed.

**Keywords:** *Measurement methods, axiomatic method, unit of measurement of project validity, hierarchy analysis, innovation activity, innovation project, digital platform.*

## **MARKETING STRATEGIES IN THE SYSTEM OF HIGHER EDUCATION: RUSSIAN AND FOREIGN PRACTICE**

**N.N. Bedenko<sup>1</sup>, O.V. Skudalova<sup>2</sup>, E.A. Guseva<sup>3</sup>**

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In the contemporary conditions of competition in the market of educational services, Russian higher education institutions aim to introduce actual methods and instruments into their management systems that allow them to successfully compare not only at the national stage, but also internationally,

which is especially important against the background of developing online education platforms. The effective achievement of the aims established for universities by the general strategy and mission of an educational institution depends on competently formed functional strategies, including marketing strategies. The aim of the article is to identify similarities and differences in approaches to the formation and implementation of marketing strategies by Russian and foreign higher education institutions. The scientific innovation consists in theoretical definition of marketing strategies in the system of higher education; specification of educational services marketing complex components and their indicators; making comparative analysis of Russian and foreign practice of marketing services of higher education institutions.

**Keywords:** *marketing strategy, marketing mix of educational services, higher education services, marketing of educational services, marketing strategy of university.*

## **PRIORITY WAYS FOR IMPROVING SOCIAL PROTECTION OF RUSSIAN LABOUR MIGRANTS**

**I.A. Shichkin**

FGBOU VO «Plekhanov Russian University of Economics», Moscow

The article presents a study of the volume, dynamics and structure of interregional labour migration in Russia. There are forms of state social support for certain kinds of citizens in the process of interregional labour mobility. The research analyzes the practice of implementing regional programs to increase the mobility of labour force in Russia. The author assesses the effectiveness of government measures to support certain types of citizens during the COVID-19 pandemic. The scientific novelty of the research lies in the substantiation of the need to strengthen state support for Russian labour migrants as a factor in overcoming poverty and improving the standards of living among migrant households. Based on the study, the article highlights priority areas for improving the social protection of Russian labour migrants.

**Keywords:** *interregional labour migration, social protection, social support, labour mobility, decent work, employment, labour migrants.*

## **STATE REGULATION AND PLANNING OF STRATEGIC DEVELOPMENT OF THE OIL AND GAS INDUSTRY**

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The purpose of this article is a critical understanding of the system of state regulation and planning of the strategic development of the oil and gas industry. Our analysis allowed us to identify the main trends of structural changes in the business activities of global vertically integrated oil companies and the features of structural changes in the activities of Russian oil and gas companies, as well as their position in global value chains and the possibility of changing it. The scientific novelty of the study lies in the consideration of the conditions (opportunities and limitations) for the formation and

implementation of an effective industrial policy in the field of oil and gas business, taking into account the market situation and current problems of Russian oil companies. It was determined that a change in the formation of sources and factors of strategic advantages of Russian vertically integrated oil companies (hereinafter VIOC) is the basis for a conceptual rethinking of the process of state regulation of structural changes in the economy and methods of industrial policy.

**Keywords:** *oil and gas industry, government regulation, strategic development, vertically integrated oil companies.*

## **ANTICOMPETITIVE AGREEMENTS: FOREIGN EXPERIENCE**

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Currently, the negative consequences of cartels, harming the efficiency of resources, as well as consumers, are expressed in a decrease in the volume of transactions in kind, net losses of buyers (sellers), inhibition of innovations and improvement of useful properties of goods, higher prices and higher profits of sellers. In world practice, special attention is paid to the identification of cartel and other anti-competitive agreements in view of threats to the economic security of states. An analysis of regulatory legal acts and methods for detecting anticompetitive agreements in foreign countries allows us to conclude that there is a wide pool of methods for detecting cartels and other anticompetitive agreements. Modern antimonopoly regulators today face a rather difficult task - to restrain the dominant power of technological titans without compromising innovative development, thereby applying a balanced approach in their practice.

**Keywords:** *antimonopoly regulator, harm to resource efficiency, foreign countries, cartel and other anticompetitive agreements, methods of economic diagnostics, assessment of concentration of an economic entity, damage to the economy.*

## **DIGITALIZATION OF EDUCATION IN RUSSIA: OPPORTUNITIES AND LIMITATIONS**

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The digitalization of education in Russia today is the most pressing challenge for the social and educational environment. A new approach requires a new way of thinking for all participants in the educational process. This article is devoted to new educational opportunities that appear in the process of digital transformation, as well as the limitations of digitalization of education. The author updates the current trends in the educational environment, conducts a study of 1-4 year undergraduate students on the subject of attitudes towards the distance learning format and discusses the prospects for the further development of education.

**Keywords:** *education, educational process, educational environment, digitalization of education, digitalization of the educational environment, digital education, digital transformation.*

## **ASSESSMENT OF FINANCIAL LITERACY OF THE POPULATION: RUSSIAN EXPERIENCE AND FOREIGN PRACTICE**

**T.M. Malenkina<sup>1</sup>, A.Yu. Naidich<sup>2</sup>**

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Financial literacy assessment methods should represent the most objective way to measure human progress financially. There is a need to analyze the existing methods of monitoring the level of financial literacy in order to understand whether they satisfy this condition. The purpose of this work is to analyze modern Russian and foreign methods, to indicate their weaknesses, as well as to demonstrate possible ways to improve the current methodology by introducing new indicators. The results of the analysis showed insufficient compliance of Russian and foreign methods at the present stage with the needs of the financial world. In order to improve the accuracy of the assessment of financial literacy of Russians, it is proposed to introduce coefficients of investment tax deductions for personal income tax.

***Keywords:** financial literacy, assessment methods, investment tax deduction, international studies of financial literacy, comparison of Russian and foreign experience.*

## **KALUGA REGION'S EXPERIENCE IN HOSTING HIGH-TECH COMPANIES AND ITS ADAPTATION IN OTHER REGIONS OF RUSSIA**

**A.D. Zhukovsky**

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

This article is devoted to the study of experience of Kaluga region in the placement of high-tech companies and its adaptation in other Russian regions. The main purpose is to analyze the favorable investment infrastructure created in Kaluga region for the placement of high-tech companies in the region. Research objectives: 1) to identify the most favorable factors for placement of high-tech companies; 2) to adapt the experience of Kaluga region in the placement of high-tech companies in other Russian regions. The object of the study is high-tech companies in the preferential zones of Kaluga region. Scientific novelty is that the placement of high-tech companies in the regions, especially in the preferential zones, will develop an effective growth strategy and accelerate the socio-economic development of the country as a whole. Using modern methods of regional-economic research to demonstrate a generalized analysis of conditions for investment in Kaluga region created in preference zones. Using methods of statistical reporting analysis the author has identified the main factors that influence investors to make positive decisions about the location of high-tech companies in Kaluga region. Analyzing the existing preferential zones of Kaluga region there is substantiated a positive impact of placed hi-tech companies on the economy of the region and its socio-economic development. The directions of their activities, impact on labor market of Kaluga region, investment attractiveness

and other macroeconomic indicators, as well as on socio-economic processes are considered. The results of the study are of interest for public authorities, whose task is to work out the strategy of social and economic development, as well as for professional participants of the investment market - large foreign corporations, investment funds, foreign countries, as well as research organizations in Russia.

**Keywords:** *regions, high-tech companies, preferential zones, Kaluga region.*

## **ECONOMIC INEQUALITIES IN IMPLEMENTATION DIGITAL PLATFORMS**

**E.V. Rozhkov**

FSBOU VO "Ural State University of Economics", Ekaterinburg

The article analyzes the situation with the introduction of digital platforms in Russia and in the Perm Territory. The author has chosen the very procedure for the possibility of implementing any digital platform in the territory of a particular region. The purpose of the article is to determine the need for the use of digital platforms by the population of the municipality. The author analyzed the existing federal digital platforms and their availability, as well as the presence of digital platforms in such a complex area of activity from the point of view of the economy as agriculture. The author formed the opinion of the population of one region on the development of digital platforms and in relation to this leadership of the region. The novelty of the article, determined by the author, is determined in new research on the practical application of modern IT developments in the region. The material of the article can be taken into account if it is necessary to justify the allocation of funds for the development of digital platforms, both at the regional and municipal levels.

**Keywords:** *platform, digitalization, economic inequality, region, municipality, financing, competition*

## **CURRENT TRENDS IN STRENGTHENING THE POSITION OF SMALL BUSINESS IN THE RUSSIAN FEDERATION**

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The purpose of the article is to consider trends in strengthening the position of small businesses in the Russian Federation. Small businesses around the world play a huge role in providing the population with basic goods, as well as in providing jobs, which allows us to say about the relevance of the proposed topic. The article considers measures to support small businesses in connection with the 2020 pandemic and the latest trends in the formation of small businesses in 2021. An element of scientific novelty is to identify some features of state support for small businesses at the present stage.

**Keywords:** *small business, small enterprise, remote work, pandemic, Russian economy*

## **THE PROBLEM OF UPDATING THE FIXED ASSETS OF SMALL BUSINESSES IN RUSSIA**

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The purpose of the article was to assess the state of small and medium-sized enterprises in Russia during the coronavirus pandemic and to highlight the main problems of its development. Unprecedented measures taken by State agencies around the world in connection with coronavirus have dealt a blow to the economy, especially the segment of small and medium-sized enterprises. The new economic reality required an audit of the mechanisms for the work of economic entities and the introduction of special additional measures of State support for small and medium-sized enterprises. It was shown that in addition to short-term measures to support business in a pandemic, it is necessary to further improve public policies in the field of SME regulation with a focus on solving institutional and structural problems. An element of scientific innovation is the proposal of a number of measures aimed at the long-term growth and expansion of the activities of SMEs in the postcode period.

**Keywords:** *small and medium business, small enterprises, small and medium business, development of economy, production, fixed assets, updating of fixed assets, pandemic of coronavirus, COVID-19.*

## **OPPORTUNITIES AND RISKS OF COMMERCIALIZATION OF HIGHER EDUCATION**

**Ya.E. Dadaev**

FGBOU VO “Kadyrov Chechen State University”, Grozny

This article examines the emergence and development of the commercialization of higher education in the context of "academic capitalism". The author analyzes the content and functions of the "entrepreneurial university". The purpose of the article is to study the features of the commercialization of education as a modern global trend in the development of higher education. The relevance of the work is due to the reform of the sphere of higher education in our country and the need to competently borrow the advanced experience of leading countries. Commercialization means the transition of the higher education system to market relations based on the introduction of new management methods that change its position in society, contribute to the capitalization of knowledge and research results. The research analyzes the features of the formation of the process of commercialization among which the most significant are the change in the role of the state in the field of financing education, transformational processes in the provision of educational services, diversification of funding sources. The author defines the essence of the concepts "commercialization", "comodification" and "managementism", their interconnection and the approaches to the transformation of educational institutions for the provision of educational services, and students - as consumers. It is concluded that an entrepreneurial university is the most financially successful model of an educational institution that combines modern requirements and traditional values of higher education based on innovation. The analysis of scientific articles and research has revealed the differences in the process of commercialization in foreign educational systems. The scientific novelty of the results obtained lies in the substantiation of such a phenomenon as "academic capitalism", which allows educational organizations to more effectively use the benefits from academic entrepreneurship to achieve scientific, technical, technological and financial success.

**Keywords:** *higher education; commercialization; comodification; managerialism; academic capitalism; academic entrepreneurship; entrepreneurial university*

**VIII INTERNATIONAL SCIENTIFIC AND PRACTICAL  
CONFERENCE “POLITICAL ECONOMY IN THE ERA OF  
STRUCTURAL AND SYSTEMIC TRANSITION: HISTORY AND  
LOGIC OF THE PROCESS”** (March Readings of the Memory of Doctor  
of Economics, Professor, Corresponding Member of the Russian Academy of  
Sciences Dmitry Evgenievich Sorokin)

**Sokolov D.P.**

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March 4, 2022 at the Financial University under the Government of the Russian Federation (Moscow) Department of Economic Theory with the assistance of: FSBUN Institute of Economics of the Russian Academy of Sciences (IE RAS), LLC Free Economic Society of Russia, ANO Institute of Scientific Communications, with the participation of 38 universities, institutes and scientific organizations (including Tver State University), the VIII International Scientific and Practical Conference "Political Economy in the Era of Structural and Systemic Transition: history and logic of the process "(March readings of the memory of Dr. Doctor, professor, corresponding member of the Russian Academy of Sciences Dmitry Evgenievich Sorokin

**THE NEW «ECONOMIC PERSON» IN THE BEHAVIORAL  
ECONOMY**

**S.T. Makhamatova**

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Federation", Moscow

The relevance of the study is dictated by the fact that new directions in the economy not only study the psychological components of human economic behavior, but also allow the economic system to develop better tools aimed at attracting both consumers and partners. The main ideas of supporters of this direction, the main methodological problems associated with these areas of science are considered. The article also presents the path of the emergence and development of a new model of choice in behavioral economics. The main attention is paid to the analysis of the development of behavioral economics. The purpose of the study is to analyze the results of economic experiments, including psychological factors that affect the model of consumer behavior. The practical significance of the study is to highlight the absence of a moral aspect in market relations in an increasingly competitive environment. The manufacturing firm seeks to maximize profits by differentiating products, and households (the consumer) are forced to agree with the imposed game by taking loans. The theoretical significance of the article highlights the severity of the problem that arose with the development of the capitalist market, expressed in opposition to consumer-producer, rational buyer - marketing tricks of company managers. The author substantiates that although behavioral economics solves the issue of rational behavior of a person in the economic sphere negatively, this can be the starting point of a new round of development of microeconomic science and analysis of an economic person, and not a rejection of this model.

**Keywords:** *behavioral economics, behaviorism, psychology, perspective, system, economics, man, irrational, rationality.*

# MODERN TRENDS IN THE RESEARCH OF ADVANCED FINANCIAL TECHNOLOGIES IN RUSSIA AND FOREIGN COUNTRIES

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Technological innovations and digitalization of national economies include new challenges for the financial sector of the Russian economy as part of the global financial system. The purpose of the work is to analyze new technologies in the field of financial services in the framework of summarizing the experience of introducing advanced financial technologies. The main research areas of the presented review are publications in leading peer-reviewed publishing houses in the field of finance, management, accounting, and sociology and information technology. The sections of this review have identified areas of research, which are represented by an analysis of the financial, economic, technological aspects of financial technologies, which includes territorial development, legal regulation and methodology for studying financial technologies. Scientific novelty is determined by the study of domestic and foreign scientific literature from the standpoint of discourse analysis to identify approaches and the most relevant trends in the study of financial technologies. The obtained results are an addition to the existing developments in the field of financial technologies and serve for scientific substantiation and information support of decision-making in the field of regulation of financial technologies.

**Keywords:** *integration, information technology, regtech fintech. financial institutions*

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## **PROBLEMS OF MANAGING THE STRATEGIC DEVELOPMENT OF THE NATIONAL ECONOMY WHILE GROWING THREATS FROM THE EXTERNAL ENVIRONMENT**

**A.V. Tebekin**

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The article considers the main problems of managing the strategic development of the national economy while growing threats from the external environment. It is shown that the main ways to solve them are related to: goal-setting for the restoration of the technological “ladder” of the Russian economy; taking into account the errors of miscalculations made in the implementation of the national socio-economic development program “Strategy-2020” and in the formation of the national socio-economic development program “Strategy-2030”; with the formation of a full-scale and effective national import substitution program; taking into account the mistakes made and miscalculations in solving the problems of import substitution made after the introduction of Western sanctions in 2013–2014; with a rational distribution of financial resources between traditional and innovative areas of economic sectors; with a fundamental rethinking of the model of the national economy, aimed at creating a competitive environment for business; with a radical transformation of the structure of the national economy, focused on the transition to the dominance of industries of new technological modes.

***Keywords:** management problems, strategic development, national economy, growing threats, external environment.*

## **INFLUENCE ANALYSIS OF EXTERNAL AND INTERNAL ENVIRONMENT ON THE STATE PROGRAM FORMATION**

**O.S Chernikin**

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The article considers the impact of the main elements of the internal and external environment in establishing the main problems in the implementation of the state program. The purpose of the study is to develop tools to stratify the problems of the implementation of the state program, as well as to level their impact in the implementation of the program. The scientific novelty of the obtained results consists in the classification of elements of the internal and external environment, the establishment of factors influencing positively and negatively on the sphere of implementation of the state program, by establishing the relevant problems impeding the implementation of the state program, the development of an algorithm for the formation of the state program, taking into account the analysis of the external environment

***Keywords:** state program, sphere of implementation, internal environment, external environment.*

## **APPLICATION OF FLEXIBLE PROJECT MANAGEMENT APPROACHES IN PUBLIC ADMINISTRATION**

**D.E. Vorontsov**

FGBOU VO “P.G. Demidov Yaroslavl State University”, Yaroslavl

The article explores the use of flexible (Agile) approaches in the project management of public authorities. The purpose of the article is to present the benefits and recommendations for the use of Agile approaches in managing digital transformation projects in government organizations. The prerequisites for the transition of the public sector to flexible project management approaches are formulated. The conditions, goals and application experience, as well as the content of GosAgile are given. The scientific novelty of the results obtained lies in the methodology for applying GosAgile in the implementation of cross-functional and interdepartmental projects.

**Keywords:** *agile, gosagile, project management, flexible approaches, digitalization, product development and creation.*

## **PROJECT MANAGEMENT IN PROFESSIONAL ACTIVITIES OF COMPANIES ON THE BASIS OF APPROACHES OF MODERN EFFECTIVE BUSINESS MODELS (MODEL “OPEN BUSINESS”)**

**A.V. Shcherbakov**

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The article is devoted to an urgent problem - the management and development of projects based on the use of new business models that have proven their effectiveness on the example of the world's leading corporations. The process of developing new products and technologies, which is taking place today at the micro and macro levels, primarily in the field of information technology and industrial development, requires a balanced approach in assessing the company's resources, linking the value / usefulness of the product to the consumer, and developing an investment model. The article analyzes the existing modern views on project management in professional activities, the prospects for the development of the national economy and the economy of firms, the development of effective business models based on the best global patterns (trends). The necessity of linking the main functional groups of management tasks with the subjects and objects of project management is substantiated. The object of research is the project management processes and their impact on the efficiency of business processes being implemented. The purpose of the study is to develop the author's concept of integrating modern effective business models into a system model of project management, to analyze the interaction of its constituent elements based on the generalization and analysis of literary and informational data, comparing them with the author's opinion. As a result of the study, a system model of project management in professional activities has been developed. The scientific novelty of the study lies in the development by the author of the concept of a three-factor project management model based on the linkage of functional groups of management tasks in the context of project activities with factors that ensure the

achievement of the company's efficiency. The results obtained are of a universal nature - they can be used in project-oriented activities in various sectors of the national economy.

**Keywords:** *project management, project, program, business model, value, value proposition, efficiency, investment.*

## **METHODOLOGY OF INNOVATION ACTIVITY**

**S.V. Semenov**

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Any activity should be based on a methodology. The developed methodology allows not only to optimally build an activity, but also to lay the foundations for its automated support. In this article, the basic elements of the methodology of innovation activity are developed. In the literature, these issues have been worked out rather poorly, which does not allow creating effective methodological and programmatic support for the creation and evaluation of a large volume of innovative projects. The basic elements of the ID methodology can be used to develop regulatory and methodological materials at enterprises and organizations that use innovative methods to improve the competitiveness and efficiency of their activities.

**Keywords:** *methodology, innovation activity, innovation project, digital platform.*

## **METHODOLOGICAL ASPECTS OF ECONOMIC POTENTIAL EVALUATION OF THE REGION**

**I.V. Morozov**

FGBOU VO "Kazan National Research Technical University named after  
A.N. Tupolev – KAI", Kazan

The article is devoted to the study of methodological approaches to assessing the economic potential of the region. The purpose of the study is to substantiate the need to form a monitoring and management center for regional development, which will systematically assess its economic potential and develop programs for its balanced development. The author shows that the differences in the existing methods of assessing the economic potential of the region consist in the methods used to calculate the integral indicator and the vision of the object structure of the regional potential. The necessity of taking into account institutional factors as a source of qualitative transformations in the region and the use of a multiplicative regression model in calculating the level of economic potential is substantiated. The scientific novelty of the obtained results lies in the development of an approach to regional development management based on the integrated application of the method of multiplicative regression analysis and cognitive modeling, based on digital accounting technologies and information systems for processing and analyzing the data obtained.

**Keywords:** *economic potential of the region, assessment methods, cognitive modeling, "strategic matrix" model, factors of regional development.*

## **MODELING OF INVESTMENT DECISIONS BY A GAME WITH NATURE IN THE PRESENCE OF RANDOM PAYOFFS CORRELATION**

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The object of the study is a model of “playing with nature with known state probabilities” to calculate the possibilities of investment decisions. The goal of the development is to develop an approach to decision-making in games with nature, taking into account the correlation of random win values. The two-criteria model “mathematical expectation of gain - standard deviation” is formalized by translating the score of gain into a constraint. An element of scientific novelty is the development of an analytical solution method for the emerging quadratic programming problem, illustrating the investment process using real statistics.

**Keywords:** *risk management, optimality principle, two-criteria approach, mathematical expectation, standard deviation, correlation*

## **“WORK BASED LEARNING” IN THE SYSTEM OF HIGHER EDUCATION; A REVIEW OF THE CONCEPTUALLY-THEORETICAL BASE**

**O.A. Michkova**

FGBOU VO “Tver State University”, Tver

The purpose of the research is to reveal similarities and differences in the approach to the formation and realization of the marketing strategies by the Russian and foreign higher educational institutions. A scientific novelty of the work is the theoretical reason of the marketing strategies in the system of higher education; clarifications of the components of the complex of the marketing educational services and their indicators; conduction of the comparative analysis of the Russian and foreign practice of the marketing services in the higher educational institutions.

**Keywords:** *marketing strategy, marketing mix of the educational services, higher education services, marketing of the educational services, marketing strategy of the University.*

## **THE ROLE OF EXTERNAL AND INTERNAL FACTORS IN THE TRANSFORMATION OF THE SOCIAL DEVELOPMENT SYSTEM OF THE ORGANIZATION STAFF**

**A.V. Andreeva**

Improving performance is one of the main goals of any organization. The formation of a system of social development of personnel, which contributes to the growth of personnel motivation, and, consequently, to an increase in its effectiveness, is a necessary element of the personnel policy of the organization. Each organization in the course of its functioning regularly experiences the impact of certain factors. The scientific novelty of the article lies in the identification of these factors, as well as a comparison of the role of external and internal factors in the transformation of the system of motivation and stimulation of the labor activity of personnel

**Keywords:** *motivation, social development, personnel, transformation, competitiveness, efficiency.*

### **TODAY AND TOMORROW OF THE RUSSIAN ECONOMY: CHALLENGES OF 2022, NEW REALITIES AND UNCERTAINTIES OF DEVELOPMENT**

**V.V. Shlychkov<sup>1</sup>, P.A. Bataykin<sup>2</sup>, D.R. Nestulaeva<sup>3,4</sup>**

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The article analyzes the state of the Russian economy, which has been permanently under the sanction pressure of the collective West since 2014; monitors the stages, causes and volumes of anti-Russian sanctions imposed; reveals the correlation between restrictive measures and the development of the national economy; assesses the anti-sanctions measures of the Government of the Russian Federation. The authors substantiate the need to adjust the existing approaches and paradigms, as well as the programs of socio-economic development of Russia developed on their basis in the medium term; a list of priority measures for effective counteraction to sanctions pressure is proposed.

**Keywords:** *sanction pressure, geo-economic factors, geopolitical factors, growth program, change in the structure of power, development paradigm, mobilization economy, centralized planning, economic management.*

### **THE IMPACT OF INFLATION AND UNEMPLOYMENT ON THE LONG-TERM ECONOMIC GROWTH OF THE G7 COUNTRIES**

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The relevance of the research topic is due to the need to find effective measures of the state's economic policy in the conditions of crises and recessions aimed at a balanced solution to the problems of inflation and unemployment growth and ensuring economic growth. The purpose of the study is to conduct a comparative analysis of the dynamics of inflation,

unemployment and economic growth in the long-term period in the G7 countries, as well as to establish the nature of their relationship at various stages of global crises and recessions. Using the methods of economic and statistical analysis, the authors substantiate the hypothesis about the relationship between the dynamics of inflation, unemployment and economic growth. The scientific novelty consists in conducting a study aimed at studying the problems of the relationship between inflation, unemployment and real GDP in the developed G7 countries in the long term, taking into account regularly emerging crises and recessions, as well as in the formation of state policy tools to ensure sustainable economic growth. The article provides a comparative analysis of the dynamics of inflation, unemployment and real GDP in the G-7 countries in the long term (2001-2021). The research assesses the impact of global crises and recessions on inflation, unemployment and economic growth. The authors identify the most effective measures of fiscal and monetary policy aimed at maintaining long-term economic growth.

**Keywords:** *unemployment, inflation, economic growth, G7 countries, GDP, crisis, recession, pandemic*

## **ASSESSMENT OF THE «GREEN» ECONOMY IN THE EAEU MEMBER STATES UNDER THE CONDITIONS OF STATE REGULATION OF COMMODITY PRICES**

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The article considers the issues of state regulation of prices for goods arising in the EAEU state members and the consequences of their onset. The purpose of the work is to study the indicators of the “green” economy over 2013-2021. To find out the indisputable evidence that a violation of the natural pricing mechanism can lead to an increase in the environmental costs of economic growth. The scientific novelty consists in establishing by the authors the conclusion when determining the consequences of state regulation for the “green” economy, including in the post-pandemic period, that the rejection of state price caps in commodity markets is not only inappropriate, but also threatens sustainable development and the “green” economy of the EAEU.

**Keywords:** *state regulation of prices, EAEU, «green» economy, statistical methods, sustainable development*

## **MONETARY INSTRUMENTS MODERNIZATION OF DEPRESSIVE ECONOMIC SYSTEMS**

**M.Yu. Kolkovsky**

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The article analyzes the monetary instruments used to regulate economic systems of a depressive type; the purpose of the study is to substantiate the need to modernize these instruments in the conditions of modern transformation. It takes into account the significant expansion of the area of these systems in the economic space of Russia that has occurred over the past decade, as well as the tightening of external restrictions imposed on the national economy and the strengthening of budget constraints caused by

prolonged stagnation. The necessity of system modernization of monetary instruments of these systems is proved; applied recommendations regarding the use of these instruments are given. The cognitive resources formed within the framework of the modernization theory, the theory of money and the concept of a new economic reality are used.

**Keywords:** *monetary instruments; modernization; economic systems; depressive type; systemic approach; new economic reality.*

## **A PROACTIVE APPROACH TO THE JUSTIFICATION OF INVESTMENT AND CONSTRUCTION PROJECTS**

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An analysis of domestic and foreign practice of implementing investment projects shows that many projects could not be successfully implemented due to not considering the requirements of interested parties (stakeholders). This can be confirmed, for example, by the annual reports of The Standish Group. Of particular importance is the problem of taking into account the requirements of stakeholders in the framework of the justification of investment and construction projects, because along with the traditional participants of the project (initiator, manager, project team, customer, investors, etc.), other interested parties (local authorities, natural monopolies, who expect to develop the infrastructure of territories for project account, owners of territories (land plots), population of territories and other persons). At the same time, the theoretical and methodological support for the justification of projects, which is based on the classical criteria for the economic efficiency of projects, cannot be considered quite satisfactory, especially with regard to linking different types of criteria into a single management model. This article proposes a proactive approach to the justification of investment and construction projects, the essence of which is to determine in advance (before the start of investment) in full the future effects of project implementation based on the analysis of key interests of stakeholders, including the stages: identification of stakeholders; ranking of stakeholders according to the degree of their influence on the project; formation of relevant stakeholders (working with really significant stakeholders will help save project resources); determination of the balance (compromise) between the various interests of relevant stakeholders of investment projects of spatial development of territories. This will prevent the manifestation of negative effects or reduce their impact on the progress of the project.

**Keywords:** *investment and construction project, justification of investment and construction projects, stakeholder, proactive approach.*

## **FINANCIAL SUPPORT INNOVATIVE PROJECTS IN CONSTRUCTION**

**G.L. Tolkachenko<sup>1</sup>, G.Z. Gasymov<sup>2</sup>**

FGBOU VO «Tver State University», Tver

The purpose of the article is to focus on issues related to financial support when introducing innovative projects in construction. Traditional and specific forms of financing innovations in construction were analyzed. Some features of financial support for investments in innovative construction are disclosed, a number of examples of using the latest technologies are given, and problems associated with their introduction into the industry are noted. The scientific novelty of the study is to identify the reasons for the low efficiency of the construction industry (“innovative slowness”) in Russia and the main problems that impede the development and implementation of innovative technologies and projects in the construction sector.

**Keywords:** *innovations, innovative activity, innovative technologies, innovative project.*

## **INNOVATIVE APPROACH TO THE INTERNAL AUDIT PROCESS**

**A.A. Kostrova, M.V. Motolyanets**

FGBOU VO “Yaroslavl State University named after P.G. Demidov”, Yaroslavl

The main factor in the effective and long-term functioning of any subject of financial and economic activity is its competitiveness in the market environment. Its achievement, first of all, is connected with the analysis and control of all indicators and activities of the enterprise. Being a fundamental part of the modern system of financial accounting and management, internal audit allows you to achieve the goals of owners and top managers at minimal cost. The article discusses a modern innovative approach to the process of organizing and conducting internal audit, substantiates the need for its transformation. Attention is focused on the analysis of competitiveness within the framework of internal audit in order to increase the specific advantages of an economic entity, which allow minimizing the risks of its financial and economic activities.

**Keywords:** *internal audit, validity, efficiency, rationality, competitiveness, competitive advantages.*

## **SELECTION AND DEVELOPMENT FEATURES OF INTERNET MARKETING STRATEGY FOR STARTUPS**

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<sup>1,2</sup>FGAU VO “North-Eastern Federal University named after M.K. Ammosov”,  
Jakutsk

The article presents the results of a study for the defense of a master’s thesis. The purpose of this work is to analyze and compare various methods for developing a strategy for promoting a product to the market in relation to startups. The novelty of the study is determined by the problem of developing a step-by-step strategy for effective entering the market using Internet marketing technologies. More often the success of startups is associated with the presence of a clear marketing strategy and the pool of methods for promoting a company becomes one of the most important steps for such companies on their way to success. The constant increase in the importance of the Internet in people’s lives makes it an excellent platform for communication between customers and companies and consequently the promotion of the product to the market and ensure its sales. It is especially

important for startups whose goal is the quick entering the market, maximization of profit and minimization of initial costs. The data was obtained by studying the periodic sources and conducting marketing research through an online survey. As the result of the study the authors have developed the Internet-marketing strategy for an innovative business offered by one of the startups in Yakutsk.

**Keywords:** *Internet marketing, Marketing Research, Innovative Company - Startup, Marketing communications, On-line Survey, Effective Marketing strategy.*

## **METHODOLOGICAL RECOMMENDATIONS FOR THE FORMATION OF THE INFORMATION MANAGEMENT SYSTEM IN A CORPORATION WITH STATE PARTICIPATION**

**D.N. Zhuravleva**

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

The article considers the essence of the process of forming an information management system in a corporation with state participation, confirms the need for continuous integrated optimization of business processes, improving the structure and principles of management, strengthening the corporate management system, and achieving the target state. The principles for creating a functional information management strategy are formed, the steps necessary to ensure the management and coordination of the progress of work on creating an information management system based on a unified corporate methodological base are described. The article proposes methodological recommendations developed by the author on the formation and testing of an information management system at a pilot site for the purpose of subsequent implementation at all levels of corporate governance. Methodological recommendations have been successfully applied in practice at the place of work of the author.

**Keywords:** *information support management system, management system, corporate governance, information support system implementation.*

## **MODERN INVESTOR PORTFOLIO: FUNDAMENTALS FORMATION AND EVALUATION**

**T.M. Malenkina, A.M. Kazantseva**

FGBOU VO «Ivanovo State University», Ivanovo

The article discusses the basics of the formation of a portfolio of a modern investor. Scientific views on the problem of defining the concept of an investment portfolio are presented. Securities included in the investor's portfolio are allocated depending on his risk profile. The stages of securities portfolio management and their peculiarities are considered. The scientific novelty of the studies is the analysis of the bond market at the moment, taking into account current state and corporate bond issues, which will help create a conservative investment portfolio in the future.

**Keywords:** *investments, securities, stock market*

## **FINANCIAL ANALYSIS OF CRIMINAL BANKRUPTCIES IN RELATION TO HOUSING UTILITIES**

**Yu.V. Chistyakova**

FGBOU VO “Tver State University”, Tver

The purpose of the article is to disclose the mechanism of one of the economic methods for identifying by the arbitration manager or an expert when conducting a financial and analytical examination of the impact of imaginary and pretend transactions when withdrawing assets from an organization on its financial condition. The article analyzes the methodology for financial analysis of criminal bankruptcies of organizations related to housing and communal services. The scientific novelty of the study lies in an in-depth study of the methods of economic analysis, which will allow changes to existing practice and more quickly respond to the illegal actions of unscrupulous directors, which often delay the processes of analyzing the financial condition by losing documents, hiding the evidence base.

**Keywords:** *financial analysis, coefficient analysis, housing and communal services.*

## **FICTIVE AND REAL CAPITAL: CONTRADICTIONS AND RELATIONSHIP**

**Z.V. Khokhoeva**

FGBOU VO “North Ossetian State University  
named after K.L. Khetagurov”, Vladikavkaz

The purpose of the study is to reveal the forms of fictitious capital that are emerging in the conditions of a new reality. The author relies on the key provisions of the concept of fictitious capital developed by K. Marx in the course of a systematic study of the capitalist mode of production. Based on the generalization of the results of the study of the phenomenon of new reality presented in the modern scientific literature, the main characteristics of this state of the socio-economic system are determined, its connections with the modern transformation of this system are established. The objective prerequisites for the emergence and development of a special form of fictitious capital corresponding to intellectual capital are revealed, the conclusion about the necessity of state support for the development of this form of fictitious capital is substantiated. Applied recommendations on the issue and organization of market circulation of this form of fictitious capital in the context of tightening external restrictions on access to development resources imposed on Russia are presented. The research was carried out on the basis of a systematic approach, with the reinforcement of its potential by the cognitive capabilities of the dialectical method, the theory of financial capital, institutional economic theory, as well as interdisciplinary possibilities.

**Keywords:** *fictitious capital, socio-economic system, emergence, development, new reality, form, transformations, intellectual capital, external constraints, applied recommendations.*

# **TRENDS IN THE DEVELOPMENT OF THE CRYPTOCURRENCY MARKET UNDER THE CONDITIONS OF PANDEMIC AND POST-PANDEMIC REALITIES**

**A.S. Okun'**

FGOBU VO "Financial University under the Government  
Russian Federation", Krasnodar

The article analyzes the state of the cryptocurrency market during the pandemic and formulates the likely directions for its development in the future with full integration into the international financial system. The purpose of the study is to identify the factors of growth in demand for cryptocurrency during the pandemic by identifying the unique investment characteristics inherent in this asset in the context of modern economic and technological development. The author analyzed the spread of cryptocurrency in the international economy and the growth of the investment popularity of the cryptocurrency market during the pandemic. The scientific novelty consists in discovering the sources of demand in the cryptocurrency market during the pandemic, as well as in substantiating the current economic and technological state of the cryptocurrency and determining possible directions for the development of this financial asset in the global economic system.

**Keywords:** *cryptocurrency, crypto market, investment, speculation, financial market, currency, pandemic, COVID-19, money.*

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## **TRANSFORMATION OF CORPORATE PROPERTY IN THE PROCESS OF CORPORATE RELATIONS DEVELOPMENT IN RUSSIA**

**I.Yu. Belyaeva, O.V. Danilova**

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This paper presents an analysis of the interrelated development of corporate property and corporate relations. The purpose of this article is to assess current trends and develop methodological provisions for the study of the interconnectedness of the modification of property relations and the development of corporate relations, to study the directions of transformation of the theory of property and corporate relations in the digital economy. The factors influencing changes in property relations are identified, since the establishment of modern factors of transformation of property relations is a cornerstone not only for the development of economic science as a whole, but also for the implementation of strategic national tasks of public administration. Digitalization of the economy leads to significant changes in property relations, new forms of ownership appear, and existing property institutions are rethought and formed in accordance with the ongoing processes: they become more complex in structure, become more mobile. The article pays special attention to the processes of digitalization. Digital transformation has become a serious test that determines changes in attitudes towards participants in corporate relations. Various conditions of activity are undergoing transformations; digital technologies enhance the impact of information, which becomes one of the key resources. By applying digitalization tools, corporations are changing their organizational structure, behavior model, and key attitudes. The relationship with the participants of corporate relations is affected, the speed of information dissemination is increasing, the methods and volume of its submission are changing, which, in turn, affects the forms of work with stakeholders, increases the opportunity to determine in a timely manner which aspects of the corporation's activities from the perspective of sustainable development can be directly affected by digitalization. The authors considered the main problems of failures and distortions in the modern system of corporate relations, which can be solved only by joint efforts of state, corporate and social institutions.

**Keywords:** *corporate property, corporate relations, stakeholders, corporation, digital economy*

## **DEVELOPMENT OF THE METHODOLOGY OF TAX ANALYSIS OF PROFITS FROM INNOVATIVE ACTIVITIES**

**T.G. Sheshukova, K.V. Razuvaeva**

FSAEI HE “Perm State National Research University”, Perm

The purpose of the article is to present the stages of the methodology for fiscal analysis of taxable profits from innovative activities, including the rules for conducting and analytical indicators. In the course of the study, general scientific methods of theoretical and empirical cognition, the method of deterministic factor analysis (reception of chain substitutions), and coefficient analysis were used. The rules for conducting a fiscal analysis of profits from innovation activities were disclosed, a factor analysis of the formation of taxable profits at key stages of innovation activities was demonstrated. The

scientific novelty is to clarify the methodology for fiscal analysis of profits from innovative activities, which makes it possible to determine the quantitative tax burden on taxable profits. The use of the proposed methodology complements and expands the traditional analytical tools in terms of tax analysis of profits from innovative activities. The proposals are aimed at satisfying the interests of interested internal users and can be useful and applicable in the practice of a modern analyst of an organization engaged in innovative activities.

**Keywords:** *innovation activity, tax analysis, stages, methodology, taxable profit.*

## **ANALYTICAL DESCRIPTION OF THE MILITARY-INDUSTRIAL COMPLEX AS CORPORATE MANAGEMENT OBJECTS AT THE MICRO, MESO AND MACRO LEVELS OF THE ECONOMY**

**I.O. Zharinov**

Stock company «Experimental design bureau «Electroavtomatika»  
named after P.A. Yefimov», Saint Petersburg

The concept of managing the economic systems of the military-industrial complex of the Russian Federation is currently undergoing a new round of its development, associated with the introduction of institutional conditions for digitalization of the national economy and infrastructure conditions of Industry 4.0 into the management practices of the manufacturing business. The task of synthesizing a new model of complementary economic management, providing for a coordinated impact on economic objects of management decisions and management decisions of artificial intelligence. A conceptual model of the management system is proposed, hierarchically combining in the general economic system of relations «macro→meso→micro» corporate business structures co-managed by management and artificial intelligence. Analytical expressions (systems of matrix equations) describing the subject-object management relations of corporate business based on the regulation of additive-separable multipliers are obtained. The presented results have scientific novelty and practical significance, which are in demand in innovative business processes of digital transformation of existing economic systems of the military-industrial complex.

**Keywords:** *economic, military-industrial complex, Industry 4.0, management, artificial intelligence.*

## **ORGANIZATIONAL AND METHODOLOGICAL ASPECTS OF DUE DILIGENCE WHEN CHOOSING A COUNTERPARTY**

**I.V. Kharcheva<sup>1</sup>, I.V. Makunina<sup>1</sup>, E.S. Grushko<sup>2</sup>**

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The article is devoted to the study of the due diligence criterion when the organization chooses a new counterparty. The authors of the article analyze modern experience and give recommendations on the organization and methodological support of the assessment of risks arising from the possible

failure to fulfill obligations under concluded contracts. The main purpose of the article is to study the current practice as part of the exercise of due diligence in contractual relations with a new counterparty, in which the taxpayer must assess the risks arising from the possible failure to fulfill its partnership obligations. The main objective of the study is to study possible options for checking and identifying unreliable counterparties, using open data from state bodies and non-state sources of information, preparing recommendations for classifying information about them. The object of consideration is the activity of checking the trustworthiness of the new counterparty as part of the development of procedures for their preliminary selection for the conclusion of contracts. In the process of research, scientific methods for solving the set tasks and achieving the set goal were applied: analysis, synthesis, abstraction, as well as techniques for systematizing theoretical and practical material. The scientific novelty of the article is to analyze and make a decision regarding the conclusion of a contract with a new counterparty using open data from state bodies and non-state sources of information.

**Keywords:** *due diligence, counterparties, risks, tax benefit, taxpayer.*

## **THE IMPORTANCE OF ADVANCED PRODUCTION TECHNOLOGIES IN THE SOCIO-ECONOMIC DEVELOPMENT OF THE RUSSIAN FEDERATION**

**D.Yu. Fraymovich, M.L. Bykova, K.A.Vlasenko**

Vladimir State University named after Alexander and Nikolay  
Stoletovs, Vladimir, Russia

The article analyzes trends in the development and use of advanced production technologies (APT) in the federal districts of the Russian Federation. The purpose of the study was to analyze the role of APT in ensuring the positive dynamics of the development of socio-economic systems. The study was conducted using the methods of correlation and regression analysis. The results of calculations confirm the high degree of dependence of the development of the Russian Federation on the number of developed and used APTs. The scientific novelty of the study consists in substantiating the approach to managing the socio-economic development of territories on the basis of PPP, which seems to be especially significant in the context of import substitution and the development of the country under sanctions.

**Keywords:** *APT, GDP, socio-economic development, federal district.*

## **STRATEGIC TOOLS FOR ENSURING THE SUSTAINABILITY OF INTERNATIONAL SUPPLY CHAINS OF THE DEFENSE MILITARY COMPLEX IN THE RUSSIAN FEDERATION**

**I.A. Shahyan**

Military Academy of Logistics, Volsk

The purpose of the article is to consider the main threats to the stability of international supply chains of the military-industrial complex of the Russian Federation associated with the imposition of sanctions. It has been shown that to eliminate these threats, it is necessary to localize the main elements of the transport, logistics and payment infrastructure. Scientific novelty lies in the formulation of recommendations for the creation of an alternative payment infrastructure. It is shown that the most promising option in the medium term is the creation of a collective payment system that would serve international trade in Russia and its main partners

**Keywords:** *sanctions, military defense complex, international supply chains, payment systems.*

## **POST-COVID RESTORATION OF TOURIST SPACE IN THE CENTRAL FEDERAL DISTRICT**

**S.I. Yakovleva**

FGBOU VO "Tver State University", Tver

The purpose of the article is to show the speed of restoration of the territorial structure of the tourist space of the Central Federal District in post-covid 2021. Elements of the bipolar structure of the region - the nuclei (Moscow and Voronezh), the middle zones and periphery continue to be steadily preserved within the borders of 2019 - the year of the most active development of tourism. The largest losses in the capacity of tourist flows occurred in Moscow, the "migration" tourism of metropolitan residents to neighboring (middle) regions supported the development of the tourist sphere there. Therefore, the post-covid period began with a rapid recovery of tourist flows in the middle regions of the Central Federal District (the Tver region has the highest recovery rate and active growth dynamics), and the capital has not yet been able to return to the level of 2019. The methodology for analyzing the recovery dynamics of tourist flows and tourist development (guests per 1 km<sup>2</sup> and for local residents) of the regions is the main element of the scientific novelty of the study.

**Keywords:** *post-COVID recovery, tourist space, territorial structure, tourist flows, regions of the Central Federal District..*

## **OPERATIONAL MANAGEMENT ANALYSIS OF REGIONAL DEVELOPMENT OF THE RUSSIAN FEDERATION SUBJECTS**

**S.V. Anisimova**

FGBOU VO "Tver State University", Tver, Russia

The article discusses the relevance of addressing the issues of developing the competitiveness of regions in new geopolitical and socio-cultural conditions. The promptly developed plans of the regional governments to stimulate domestic investment activity and import substitution are analyzed. The main areas of operational work of the governments of the constituent entities of the Russian Federation were: support for business, especially key sectors of regional economies, and measures to support employment and unemployment protection for various groups of the population of the regions. Among the

most significant sectors of the economy in the regions, agriculture and the food industry, construction are most often distinguished. The purpose of the article is to analyze the compliance of operational management with strategic objectives of regional development. The scientific novelty of the work consists in obtaining the results of the analysis of the ability of the regional authorities to respond promptly to the current challenges of the economies, continuing to act within the framework of their previously adopted strategies.

**Keywords:** *region, regional development, investments, small and medium-sized enterprises, import substitution, operational management, strategic planning of territorial development.*

## **THE IMPACT OF TRADE RELATIONS WITH CHINA ON ENSURING RUSSIA'S ECONOMIC SECURITY**

**A.V. Vinogradova, J.A. Grinevich**

FGBOU VO "Lobachevsky State University of Nizhny Novgorod", Nizhny Novgorod, Russia

The purpose of the study is to identify the key areas of development of relations between China and Russia as factors of ensuring economic security. The article examines the interaction between Russia and China from the point of view of ensuring economic security in the frame of political instability. The scientific novelty consists in conducting research in this area based on several selected factors: the share of exports and imports in bilateral trade of two countries, their structural features and industry orientation, the impact of the exchange rate on the foreign trade turnover of both countries, the role of the Chinese yuan in the National Welfare Fund of the Russian Federation, the impact of sanctions on the Russian economy since 2014, on the volume of investments; their significance is shown and the impact is justified. The potential of the "One Belt, One Road" strategy implementation and the creation of a Russian-Chinese investment fund is considered. The assessment of investment cooperation showed the main fields of joint development such as the creation of logistics systems and infrastructure, extraction of natural resources, medicine and nuclear energy. In the frame of political instability, China is the largest and most stable foreign economic partner of the Russian Federation; it plays a key role in ensuring economic security.

**Keywords:** *export, import, sanctions, exchange rate, investments, economic security*

## **ECONOMIZATION OF SOCIAL RELATIONS AND HOW IT MANIFESTS ITSELF**

**A.T. Ivanova**

FSBEI HE "Russian Economic University named after G.V. Plekhanov", Moscow

The article is devoted to a new problem of society – the economization of social relations. The aim of the study is to formulate the problem and identify the causes of economization. As a result of the work carried out, characteristics were identified that reflect the essence of economization: the commercialized nature of social relations, the transformation and change of values among social actors, the manifestation of market laws in the social

sphere. The author formed the possible reasons for the manifestation of economization in social relations: an attempt is made to link the manifestation of economization with the imposition of the interests of big capital, as well as with the growing influence of modern technologies, including social networks.

**Keywords:** *economics; economization of social relations; criteria for the manifestation of economization; reasons for economization; transformation of social relations; "economic man"; "smart technology", capital..*

## **PUBLIC DEBT RELATIONS THROUGH THE THEORY OF THE STATE ORIGIN. SUBJECT APPROACH**

**Tishin I.V.**

FSBOU VO "Tver State University", Tver

The modern practice of researching public debt relations stops at adjusting the instruments for managing debt relations. And, despite the existence of the wide range of works in the field of public debt, the subject approach (taking into account the specifics of interests and criteria for asynchronous decisions of the state) is not used in the study by modern authors. The article emphasizes the importance of the subject approach in the functioning of the state debt relations in the Russian Federation. The article presents the main theories of the state origin, through which we can represent the true functional nature of the state. As evidence of the importance of taking into account the subject approach, we focus on one of the modern types of debt relations – budget credit.

**Keywords:** *subject approach, state debt relations, the theories of the state origin, budget credit, Pareto efficiency*

## **MONETARY INSTRUMENTS OF REPRODUCTION ACTIVATION IN THE DEPRESSIVE ECONOMIC SYSTEMS**

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The focus of the research is on new instrumental possibilities of activating reproductive processes in depressive-type economic systems that form a significant burden of the socio-economic system of modern Russia. The conclusion is made that in the conditions of a new reality, the constitutive feature of which is a sharp aggravation of spatial competition, the activation of reproductive processes of depressive economic systems becomes a necessary condition for the country to gain global competitiveness and further successful development. In the development of this conclusion, the position is substantiated that the forced and long-term external restrictions on access to global development resources, currently imposed on Russia, elevate the importance of establishing and disclosing qualitatively new opportunities for solving this problem. In this regard, additional opportunities for monetary regulation, which have emerged in the new reality, are of particular importance. Based on the results of the analysis of the means of state regulation of socio-economic systems used in the crisis situation associated

with the Covid–19 pandemic, the author suggests using as monetary instruments to activate the reproductive processes of depressive economic systems: preferential lending regimes by the Bank of Russia of commercial banks implementing state-supported neo-industrial projects for the development of the real sector in these systems; the mode of monetary dialogue between the regulator and the participants of these systems. The necessity of organic integration of these tools into the modernized system of state regulation of depressive economic systems is substantiated. The study implements the possibilities of a systematic approach, supported by the relevant resources of a number of modern areas of economic research: the theory of money, the theory of state regulation, institutional economic theory, etc. Applied recommendations on the use of monetary instruments to activate the reproductive processes of depressive economic systems are proposed.

**Keywords:** *monetary regulation; economic systems; depressive type; activation of reproduction; instrumental opportunities; monetary dialogue; neo-industrial projects.*

## **FAST DEVELOPING TERRITORIES AS A PRIORITY DIRECTION FOR ECONOMIC DEVELOPMENT: REGIONAL ASPECT**

**E.I. Lebedeva, I.A. Mikhno, A.S. Okun’**

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Russian Federation”, Krasnodar

In modern conditions of transformation of international economic relations, the identification and accumulation of potential opportunities for industrial production and labor resources for the purpose of socio-economic development of the regions is of paramount importance. The introduction of the Territories of Advanced Development (TOR) will create more favorable conditions for the implementation of the import substitution program in the face of severe economic sanctions and will contribute to the comprehensive development of the industrial and economic potential of the country. The purpose of the study is the possible creation of a TOP in the Krasnodar Territory, through a sectoral analysis of the region's economy. The scientific novelty lies in the creation of a model of the ASEZ on the territory of the Krasnodar Territory in the context of the specific features of the region, which are expressed in the potential of industrial potential, climatic conditions, environmental features and socio-economic prospects for regional development.

**Keywords:** *territory advanced development, environmental, socio-economic features of the region, industrial potential.*

## **COMPONENTS OF THE METHODOLOGY FOR ASSESSING THE LEVEL OF MATURITY OF PROJECT ACTIVITIES IN THE SYSTEM OF PUBLIC ADMINISTRATION**

**S.A. Onishchenko, M.V. Tsurkan**

FGBOU VO “Tver State University”, Tver

The purpose of the article is to systematize ideas about the key components (elements, processes, sub-processes, criteria) of the methodology for assessing the level of maturity of project activities in the public administration system. The scientific novelty lies in the formation of a matrix of the components of the methodology and the identification of complementarity within the formed groups of elements and processes, as well as the identification of negative relationships between subprocesses that can be correlated with the criteria of the methodology and are based on a violation of the principles for developing criteria and indicators. When developing the topic, methods of applied informatics in economics were used - data processing using an open source software package for network analysis and visualization.

**Keywords:** *public administration, assessment methodology, maturity of project activities*

## **THE ISSUE OF RUSSIA'S ECONOMIC SECURITY IN THE CONTEXT OF MODERN ECONOMIC SANCTIONS**

**D.S. Ozyakova, I.M. Frolov, M.L. Alpidovskaya**

FSOBU HE "Financial University under the Government of the Russian Federation", Moscow

This article analyzes the state of the Russian economy in terms of security in the face of confrontation between the foreign policy relations of Russia and the subjects of the Western coalition; protection from the impact of external actors according to a system of criteria based on key indicators of the country's economy, formed by domestic researchers, an idea of the source of the problem is formulated; about the actual state of the economy on a given question. The risks for the Russian economy were identified, due to the unresolved tasks of domestic production, the strategy of post-Soviet development of the economy and the conduct of anti-sanctions policy.

**Keywords:** *economic security, economic interest, export, import, production, confrontation of political centers, policy of colonialism.*

## **INNOVATIVE DIGITALIZATION AS A VECTOR FOR THE DEVELOPMENT OF THE NATIONAL ECONOMY**

**V.A. Gorbushin, S.S. Vologdin**

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The purpose of this study is to develop the concept of innovative digitalization as a factor in increasing the competitiveness of the national economy. With the growth of science intensity in the production of innovative products in the physical embodiment and the increase in the complexity of their development, the relevance of introducing innovative digital solutions into the management processes of economic agents increases. The analysis carried out contributed to the identification of key stages in the formation of innovative digitalization of the economy and the identification of trends in its

development in order to achieve the goal of reducing transaction costs in global production value chains. The scientific novelty of the study lies in the formation of the concept of innovative digitalization and the creation of the author's classification of the stages of digital transformation of the economy. The authors substantiate the potential opportunities and limitations for activating the processes of innovative digitalization that affect the implementation of an effective innovation policy of economic agents.

**Keywords:** cloud computing technologies, digitalization of the economy, digital economy, innovations, economic growth, blockchain, Web 3.0, digital transformation

## **CURRENT TRENDS AND CURRENT PROBLEMS OF THE FAST PAYMENT SYSTEM DEVELOPMENT IN RUSSIA**

**S.A. Zakharov, D.S. Vakhrushev, L.B. Parfenova**

FGBOU VO “Yaroslavl State University named after P.G. Demidova”, Yaroslavl

The article is devoted to the consideration of the issues of the introduction of a new payment service into domestic practice – a System of fast payments. The relevance of the study of this issue is due to the need for a theoretical understanding of the development of the System of fast payments, as well as the significance of the analysis of current trends and problematic aspects of the introduction of a modern alternative to acquiring, including in the context of sanctions pressure on the Russian financial sector. The scientific novelty of the article lies in the identification and assessment of current trends in the development of the System of fast payments, as well as the specification of the factors determining the development of this payment service in the changed domestic economic conditions.

**Keywords:** *digital technologies, non-cash payments, payment system, Fast payment system, Central Bank of the Russian Federation.*

## **SOME ASPECTS OF INNOVATIVE POLICY IN THE SPHERE OF HEALTHCARE**

**A.V. Gogolev**

FGBOU VO “Tver State University”, Tver

The relevance of the study is due to the need to develop an optimal and effective innovative policy in the healthcare sector in order to overcome the difficulties of modernizing and improving the quality and quantity of medical services provided to the population. The object of the study is the innovative component of the healthcare sector, and the purpose of the study is to analyze the current state of innovative development of the healthcare sector, which includes the identification of problems that exist in the area under study. The scientific novelty of the study lies in the development of the basic principles of innovative health care policy and the formulation of recommendations for

improving the mechanisms of state management of innovative development of the health sector. The author presents the main principles of innovative health care policy that contribute to the effective development of the health care system.

**Keywords:** *innovation, healthcare, management, development.*

## **CORPORATE SOCIAL RESPONSIBILITY CONTRIBUTION IN TO THE IMPLEMENTATION OF THE INSTITUTIONAL CAPABILITIES OF PUBLIC-PRIVATE PARTNERSHIP AT THE MICRO-LEVEL OF THE INNOVATIVE ECONOMY**

**S.S. Yatsechko**

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

This article is devoted to a new approach development of the innovative economy in Russia meeting modern realities – ensuring the implementation of large innovative projects, creation, and implementation of fundamentally new innovations as well as disclosure of human potential. There is a public-private partnership to be proposed as a base of the new approach at the micro-level of the innovative economy. Based on neo-institutional methodology it is stated in the article that it is necessary to increase corporate social responsibility level in order to implement institutional capabilities of public-private partnership. Research’s originality is in first time revealing the possibilities of public-private partnership at the micro-level of the innovative economy and offering scientific, methodological and practical recommendations for these opportunities’ implementation.

**Keywords:** *public-private partnership, institutions, corporate responsibility, business, innovative economy.*

## **SYSTEMIC CONCEPT OF STRATEGIC PLANNING AT INDUSTRIAL ENTERPRISES**

**N.S. Baranovskaya**

FGBOU VO “Russian State Social University”, Anapa

The purpose of the article is to substantiate the chosen methodology for the study of strategic planning at an industrial enterprise in modern conditions. To achieve this goal, the author relies on the use of a modernized version of the system approach with the allocation of tetrad components, suitable for the study of any economic system. The current stage of economic development is characterized by increasing transformations, external effects, restrictions, obstacles, which are caused by contradictory development processes, resulting in the formation of problem areas that require the formation of new methodological approaches and rethinking of existing concepts. The author of the article, along with a systematic approach, uses alternative views on the

theory of strategic planning of an enterprise, presented in economic theory and practice.

**Keywords:** *strategic planning, enterprise, economics, sanctions, restrictions, systems approach, tetrads, neoclassical theory, agency theory, stakeholder concept.*

## **MANAGING THE FINANCIAL STABILITY OF AN ORGANIZATION THROUGH THE TRANSFORMATION OF RESOURCE POTENTIAL**

**E.V. Klimkin, G.L. Tolkachenko, A.V. Shcherbakov**

FGBOU VO “Tver State University”, Tver

The article is devoted to the consideration of a comprehensive assessment of the resource potential of an organization in order to manage financial stability, which is one of the main indicators of the effectiveness of the company's economic activities through competently implemented management decisions by senior management. The current dynamic state of the economy determines the search for non-standard economically sound and well-thought-out solutions in the field of redistribution of the organization's resources to obtain the optimal amount of profit from both the main and additional activities of the organization.

**Keywords:** *financial stability, crisis, management, organization, business processes, potential, resources.*

## **E.T. GAIDAR’S ECONOMIC REFORMS: A PANORAMA OF “SHOCK THERAPY”**

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Moscow

At the present stage, many fellow citizens seek to erase the events of thirty years ago from memory, not understanding and not accepting the era of the “dashing nineties”, which destroyed the machine of the uncomplaining empire of “social equality” and labor intelligence. However, history is not a teacher, but a harsh supervisor who requires learning the lessons of the past in order to avoid repeating mistakes in the future. What was the actual situation of the country? Statistics show an increase in the share of capital investments in the non-productive sphere, however, the GDP indicators of the state, following the decline of industrial and agricultural products, naturally declined. A characteristic trend was an increase in the share of cash due to high inflation expectations. It took time to feel the results of transformations in the field of economic growth and attracting investment. However, “shock therapy” was able to provide a transition to mentally different market agents. The country is faced with a practical situation where theory has become powerless, and scientific forecasting is impossible. Having granted the right to private

property in real life and being annoyed to death by the methods of the reforms carried out, E.T. Gaidar did what he considered his duty.

**Keywords:** *economic reforms, E.T. Gaidar, price liberalization, crisis, shock therapy, market economy, privatization, freedom of trade.*

## **THEORETICAL AND METHODOLOGICAL ANALYSIS OF THE ECONOMIC REFORMS OF E. GAIDAR (PART 1: IMPLEMENTATION BACKGROUND)**

**A.V. Tebekin**

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Moscow

The author considers economic reforms in Russia in 1992, known as Gaidar's reforms, from the historical-analytical and theoretical-methodological positions. For the first time, on the basis of a comprehensive analysis, it is shown that Gaidar's reforms were part of the permanent hybrid war of the West against the Russian Federation, where, in addition to the economic component, there are also political, informational, personnel ones, etc. The research assesses Gaidar's role in economic reforms. It is demonstrated that there was no objective need for economic reforms in Russia in 1992 with the help of "shock therapy" technologies. And the tools used in the framework of Gaidar's reforms purposefully accelerated and strengthened Russia's dependence on the West.

**Keywords:** *theoretical and methodological analysis, economic reforms by Ye. Gaidar, implementation background.*

## **RESEARCH ON HYPOTHETICAL SYMBIOSIS IMPERATIVES OF THEORETICAL AND CONCEPTUAL APPROACHES OF SOCIAL INNOVATIONS**

**B.D. Matrizaev**

FSOBU HE "Financial University under the Government of the Russian  
Federation", Moscow

This article is aimed at studying the problems of the development of social innovation and finding ways to form conceptual clarity and a solid theoretical basis for social innovation. In the article, the concept of social innovation is conceptualized as a change in social relations in society, including new ways of action, cognition, formation and organization, and is theorized as transformative social innovations, i.e. as a process that changes or replaces dominant institutions in a specific socio-technical and material context. Also, the article offers three approaches to the theory of transformative social innovations. Firstly, the author provides an epistemological analysis of the problems of theory construction and suggests an appropriate model and methodology of research. The middle-level theory is developed through iteration of theoretical ideas and comparative empirical research of more than 20 transnational networks of social innovation and about 100 related

initiatives. Secondly, the author synthesizes various innovative theories and theories of social economics into a relational model that formulates the associated distributive agency and institutional hybridization. Thirdly, the author formulated a number of hypothetical imperatives about the emergence of social innovation initiatives, the development of ecosystems of social innovation, the processes of institutionalization and the historical formation of social innovation. The article concludes with a critical assessment of the results obtained in the course of the study, as well as the definition of directions for further research.

**Keywords:** *social innovations, authors, initiatives, concept*

## **THE “WHIP EFFECT” IN SUPPLY CHAIN MANAGEMENT**

**E.I. Kozlova, V.N. Abdulalim Akhmed**

FGBOU VO “Lipetsk State Technical University”, Lipetsk

Economic information and globalization have led to competition between supply chains in the commercial competition of enterprises. The survival and development of enterprises largely depends on the smooth operation of the supply chain, while the whip effect causes great damage to the supply chain. The knuth effect describes the increasing variability of demand in the supply chain and is a recurring problem in extended supply chains. The purpose of the article is to systematize the causes of the whip effect, trends and future opportunities for research in the field of the whip. The scientific novelty lies in the comprehensive coverage of approaches to the analysis of the whip effect, the systematization of factors that cause distortion in the process of information transmission in supply chains.

**Keywords:** *supply chains, demand fluctuations, whip effect, beer game*

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## **MODERN ECONOMIC THEORY: SUBJECT AND METHODOLOGY**

**E.E. Nikolaeva**

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The purpose of the article is to show the importance of economic and theoretical knowledge, the relevance of political economy in modern conditions. The scientific novelty lies in the expansion of both the subject of political economy and methodological approaches to the analysis of phenomena and processes, the active use of "synthesis" in the knowledge of economics and society. The article presents a range of issues that, according to the author, are in the field of view of modern political economy, and it is also proposed to use the synthesis of political economy with other areas of economic thought and sections of economic science. This expansion is associated with the transformation of society and the economy not only on a national, but also on a global scale.

**Keywords:** *economic theory, political economy, subject, methodology, synthesis*

## **ECONOMIC THEORY AND PHILOSOPHY: THE NEED TO RESUME INTERDISCIPLINARY DIALOGUE**

**V.P. Fedorov**

MGIMO (University), Moscow, Russia

The article considers the prospect of methodological updating of economic theory on the basis of a comprehensive inventory of historical dialogue between economists and philosophers, reconstruction of the philosophical foundations of economic doctrines and schools of economic thought. The author proposes to approach the renewal of economic theoretical knowledge in Russia from his philosophical grounds, believing that only in this case we will get a chance not to get into the "rut" of a secondary retelling of the discussions that have already aroused in the West, but, on the contrary, to propose an original concept with the hope of forming a new paradigm of economic theory, the need for which is strongly felt in the Russian Federation.

**Keywords:** *philosophy, methodology, phenomenology, modality, incentive.*

## **ON THE TRAJECTORY OF SOCIO-ECONOMIC DEVELOPMENT OF THE RUSSIAN FEDERATION FROM THE STANDPOINT OF THEORETICAL ECONOMY**

**V.A. Gordeev, S.V. Shkiotov**

FGBOU VO "Yaroslavl State Technical University", Yaroslavl

The purpose of the article is to substantiate the objective need to change the course of Russian macroeconomic policy, the transition to a model of a tough

mobilization economy. The paper gives an assessment of the trajectory of the socio-economic development of the Russian Federation from the standpoint of theoretical economics. The concept of theoretical economy as a new paradigm mainstream in socio-economic research is characterized. The scientific novelty of the study lies in the polymethodological approach to the analysis of the trajectory of the socio-economic development of the Russian Federation. It has been established that in the conditions of a special military operation, an unprecedented threat to Russia from unfriendly Western countries, it becomes an objective necessity to correct the trajectory of socio-economic dynamics. The immediate introduction of a tough mobilization economy, centralized state planning, the resumption of state orders in accordance with the state plan of the Russian Federation, and the nationalization of enterprises in case of failure to fulfill the plan is required.

**Keywords:** *the trajectory of socio-economic development; economic systems; classical political economy; neoclassical; theoretical economy as a new paradigm mainstream in socio-economic research; mobilization economy.*

## **THE RESEARCH OF INSTITUTIONAL AND STRUCTURAL FEATURES OF ASSESSING THE QUALITY OF INNOVATIVE DEVELOPMENT IN THE NEW SOCIO-TECHNICAL CONDITIONS OF THE DEVELOPMENT OF THE GLOBAL ECONOMY**

**B.D. Matrizaev**

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Moscow

Modernized institutions facilitates many aspects of the economy. But this circumstance, taking into account other factors, may lead to a gradual decrease in its effectiveness in promoting innovation. The pretext behind this is that mature institutions increase the costs of businesses to comply with legal requirements. In view of this, many Governments are trying to find an appropriate approach to intervention to encourage innovation. This study is aimed at assessing the nonlinear impact of the development of institutional quality on innovation. The results obtained within the framework of this study using a panel model of feasible generalized least squares confirm the relevance of the Kuznets curve of innovation and institutional quality for four groups of countries divided according to their level of development according to the human capital development index: highly developed, developed, developing, low-developed. The study showed that in all groups of countries there is an inverse U-shaped relationship between the development of institutional quality and innovation, which indicates the pretext of burdensome impact of regulations. In addition, this burden is relieved with an increase in the level of economic development, since the curve in countries from the low-developed group bends higher compared to countries from the highly developed group.

**Keywords:** *innovation, institutions, economic development, human capital development index*

## **DIGITAL TRANSFORMATIONS OF BUSINESS AND SOCIETY**

**N.V. Apatova**

FGBOU VO “Crimean Federal University named after V.I. Vernadsky”,  
Republic of Crimea, Simferopol

The purpose of the article is to identify the basic characteristics of the digital transformation of business, the business models used, organizational structures, employee skills, change in consumer values and their behavior. The scientific novelty consists in the integrated approach to the study of the digital transformation of business and society, since the solution of the problems of increasing labor productivity and saving resources is impossible without taking into account the human factor. The tasks of management in the models of digital business transformation considered; they based on the management of the product life cycle with using modeling and information technologies. Special attention paid to building a digital business strategy, taking into account the short -term existence of digital technologies, requirements for transforming customer experience and synchronization of all production and organizational operations. All business models used in the light of their digital capabilities. Along with the production, the social sphere considered, in which the digital transformation of business models also occurs, their characteristics revealed.

**Keywords:** *digital transformations, business models, business, digital technologies, digital economics, social sphere, society.*

## **MODERN MARKETING TRENDS AFFECTING BUSINESS**

**T.A. Badikova, A.B. Solovyova**

FGBOU VO “Russian Academy of National Economy and Public Administration under the President of the Russian Federation”, Moscow

The opening and development of their own small and medium-sized businesses are becoming more and more in demand among young people graduating from higher education institutions in our time. In order to build a business and achieve success, today it is necessary to understand the conditions of the new reality, its mechanisms and conditions of existence. Business, existing now, must understand the key problems of the global level (megatrends) and the main trends in marketing. It is thanks to this understanding that preparing for the future and living in this very future will be the least painful for business. After all, he, developing, is forced to do this under the influence of instability and uncertainty.

**Keywords:** *SPOD-world, VUCA-world, BANI-world, soft skills, marketing trends, aesthetic intelligence, digitalization, simplification, intangible assets, customer experience, customer path, unique trade offer, engaging marketing, grouse hacking.*

## **EVALUATION OF THE EFFECTIVENESS OF THE SOCIAL POLICY IMPLEMENTATION OF THE AGRARIAN-INDUSTRIAL TERRITORIES**

**N.S. Bondarev, G.S. Bondareva**

FGBOU VO “Kemerovo State University”, Kemerovo

The authors consider the evaluation of the effectiveness of state social policy in the territories of the agrarian-industrial type and its implementation in connection with the enormous importance of the social sphere for the population, politics, economy, and authorities of such territories where there

is no pronounced specialization. The object of the study is the social policy implemented in the Leninsk-Kuznetsk Municipal District of the Kemerovo region – Kuzbass, which is a rural territory. The purpose of the work is to assess the effectiveness and implementation of social policy in the district, which is a pronounced territory of the agrarian-industrial type with the presence of both agriculture and mining. To achieve this goal, a number of tasks were solved: a comparative analysis of social programs was carried out, their comparison with the standards of this type of policy in the Russian Federation, the current social policy was analyzed on the example of a specific territory of an agrarian-industrial type. The scientific novelty of the study lies in the use of a matrix method for evaluating the effectiveness of the implementation of the social policy of the territory, where the coefficients of the matrix are the significance of its constituent elements. As a result of the study, a conclusion was made about the compliance of social policy in the territory of the agrarian-industrial type with standards, the significance of its elements was determined by the matrix method, the effectiveness of implementation and the need for further continuation of the implemented social programs were evaluated.

**Keywords:** *population, economy, social policy, agricultural-industrial type territories, national project, municipal formation, matrix method.*

## **TRANSFORMATION OF INVESTMENT ACTIVITY VECTOR OF THE RUSSIAN ENGINEERING ENTERPRISES IN THE CONTEXT OF THE CRISIS SITUATION IN 2022**

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The beginning of 2022 has become a certain test for the engineering industry due to the aggravation of the geopolitical situation. Economic isolation as a result of sanctions processes has multidirectional consequences for the Russian machine-building complex. On the one hand, prospects are opening up in the domestic market, including in terms of the development of import substitution. On the other hand, today global economic relations are disrupted and external sales markets are significantly reduced, which cannot but have a negative impact on production volumes and the investment potential of organizations, at least in the short term. The purpose of the study is to assess the investment activity of Russian engineering enterprises in order to determine the directions and possibilities for overcoming the emerging crisis situation. To achieve this goal, an analysis was made of the level of industrial production and the share of investments in fixed capital by sub-sectors of engineering.. The results of the study made it possible to draw a conclusion about a significant drop in investment volumes after the February events, which, among other things, was facilitated by increased inflation. Under the current conditions, the intensification of investment activity is an important component in solving existing structural problems and sustainable development of the economy. The scientific novelty lies in the identification and evaluation of the vector of investment activity of Russian engineering enterprises, as well as the identification of factors contributing to the exit from the crisis situation in 2022.

**Keywords:** *industry, mechanical engineering, sanctions, investments, investment activity, import substitution, 2022 crisis.*

## **RISKS AND THREATS OF THE ECONOMIC DIGITALIZATION FOR THE NATIONAL SECURITY OF THE REPUBLIC OF BELARUS**

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The author identifies the main approaches to the risk assessment associated with the introduction of modern digital technologies, including general technological components (IOT, BDA, AI, Blockchain, Cloud) and business operating (production) systems at the level of certain sectors and the branches. There were highlighted the main factors that determine the level and depth of the spread of risks and threats of digitalization for the country's economy, as well as the most vulnerable production systems in terms of cyber threats, the risks of hacking which can potentially cause maximum damage to the activities of enterprises, are identified. There was a methodology for assessing digital risks at the industry level and within the digital concepts of the “new economy 2.0” proposed. There have been industries and sectors of the country's economy most vulnerable to digital risks identified. It has been methodology for calculating the indicator of the integral industry digital risk developed.

**Keywords:** *digitalization, risks and threats, digitalization risk assessment models.*

## **THE ROLE OF YOUTH COMMUNITIES IN THE DEVELOPMENT OF HUMAN CAPITAL BASED ON EDUCATIONAL ORGANIZATIONS**

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The purpose of the article is a comprehensive analysis of the role of youth communities in the development of human capital on the basis of educational organizations. The scientific novelty is the formation of a basis for the methodology for developing youth policy and its subsequent implementation in terms of regulating the activities of these associations on the basis of educational organizations in order to ensure the development of human capital using the most effective practices. The novelty of the study is to synthesize the functional boundaries of the activities of youth organizations and identify the actual vector of development of these forms of student activity as an anchor driver of socio-economic growth. A return to the model of a single youth organization, as the Komsomol organization was in the past, is unlikely, since this idea will not find a response among young people and will contradict modern public foundations. Youth public organizations at the current stage can realize their activities in a wide variety of directions: sports, creativity, ecology, patriotism. The political transformations of modern Russia have formed a new generation of Russian youth, whose distinction is disunity and, as a result, split into various social and economic groups, the effective interaction between which is often limited. Thus, the social component of the functioning of student organizations, contributing to the direct formation of the person, today does not fully reflect. That is why the issue of organizing the activities of student youth associations needs a detailed study, which should include an analysis of the experience of implementing programs to unite youth on the basis of educational organizations and models for implementing various vectors of social policy. The article considers models of cooperation between youth representatives on the basis of educational

organizations, and also examines the opinion of representatives of this group of the population regarding the current conditions for the formation, functioning and provision of youth organizations and associations within the framework of the Financial University under the Government of the Russian Federation. As a result of the analysis, methodological recommendations for the further development of student organizations were given, taking into account the specific opinion of their participants.

**Keywords:** *youth associations, educational organizations, student associations.*

## **THE APPLICANT AS A SUBJECT OF RESEARCH AND AN IMPORTANT OBJECT OF MANAGEMENT ACTIVITY IN A REGIONAL UNIVERSITY**

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The purpose of the study is to analyze current trends in the development of the higher education system. The novelty of the obtained results lies in the interdisciplinary study of the applicants' corps and its transformation into a special and important object of management activity of any Russian university. It is necessary to carefully study potential students and properly influence not only the expansion of the entrant market, but also the maximum attraction of the most suitable contingent for each specific educational program. The article shows that one of the most important areas of activity of a modern university is the formation of innovative activity competencies among students. The experience of research of innovative activity of universities of the country on the example of the sociology of innovation is analyzed. Some changes in the behavior of applicants of a regional university have been traced. A number of practical recommendations have been formulated that can be applied to the deployment of similar studies and in the practical activities of university structures for working with applicants in the light of the urgent tasks of forming students' com.

**Keywords:** *entrant, higher education institution, innovation, management, student, career guidance..*

## **METHODOLOGY FOR DEVELOPING ECONOMIC LESSONS FOR PRIMARY SCHOOL STUDENTS ON THE TOPIC: “TRANSITION TO A MARKET ECONOMY IN RUSSIA”**

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The system of teaching economics as an academic discipline in secondary school is often very formalized and only indirectly focused on the application within the specific functions of the course, as the basis of the student's ideas about economic relations, of which he is already becoming an active subject. The main problem lies in the excessive theorization of the curriculum, in combination with the practical absence of a personal orientation of the

learning process, which provokes a drop in the cognitive interest of students. The reasons for these problems can be both the lack of teachers who know their subject at a high level, and mediocre, and sometimes simply outdated textbooks and manuals. Having conducted a primary analysis of primary economic education within the framework of secondary school, it is possible to identify with full confidence a number of main directions, the development of which will contribute to solving the problem of low interest on the part of schoolchildren in this academic discipline. Firstly, it is the personal orientation of economic education: the student must understand why he is studying this particular topic, in turn, the task of the teacher is to provide the student with sufficient educational apparatus to build his own educational trajectory. Secondly, the teacher should strive to build the development of each topic in such a way that the entire volume of theoretical material is provided and supported by both practical activities and real-life examples and interdisciplinary connections (with history, social studies, mathematics). Based on the findings, the topic of the study was chosen "Transition to a market economy in Russia". The relevance of this topic lies in the problematic nature of its presentation in the framework of teaching the discipline "Economics" in a general educational school from the point of view of the concept of personality-oriented learning.

**Keywords:** *economic training; quality of education; teaching system; teaching tools; educational process; economic systems.*

## **MANAGEMENT OF THE PERSONNEL POTENTIAL DEVELOPMENT OF A MULTIFUNCTIONAL EDUCATIONAL COMPLEX**

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The development of the personnel potential of an educational organization is one of the main managerial tasks of the head. To solve the new challenges facing multifunctional educational complexes, it is necessary to increase the level of development of human resources. The purpose of the presented project is to create conditions for the development of the human resources potential of a multifunctional educational complex. Learning professional communities can become an effective tool for continuous professional development of teachers, providing teachers with the opportunity to participate jointly in research and methodological activities. The project will be useful to the heads of educational complexes, technical schools, general education organizations when building a system for the development of human resources. The human resources development management model will help the head of an educational organization to build a systematic work on the development of the human resources potential of his organization, providing not only an algorithm for management activities, but also a set of tools that the manager and the management team can use when working at each stage of the model implementation.

**Keywords:** *human resource potential, human resource development management, educational complex, continuing education, professional development of a teacher.*

## **THE ROLE OF INSTITUTIONAL AND LEGAL MECHANISMS OF SOCIAL MOBILITY AS FACTOR OF SOCIO-ECONOMIC DEVELOPMENT (USING THE HISTORY OF RUSSIA IN THE XIX-XX CENTURIES AS AN EXAMPLE)**

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The article discusses the significance of institutional-and-legal procedures for altering a person's individual legal status as a contributor to socio-economic development. The purpose of this work is to consider the role and significance of the social mobility mechanism as a factor affecting the socio-economic development of the country as a whole and its individual regions through the quality of human capital. The study was conducted on the material of Russian history. The issue is studied using instances of socio-economic processes that took place in Russia during the 19th century and in the first decades of the 20th century. Scientific novelty lies in the discovery of the interdependence between the socio-legal status of a person, the quality of the mechanism for ensuring vertical and horizontal social mobility and the quality and efficiency of human capital.

**Keywords:** *Russia, legal status of a person, economy, institutional and legal mechanism of social mobility, estates, entrepreneurship*

## **DEVELOPMENT OF CLUSTER RELATIONSHIPS IN KYRGYZ AGRICULTURAL SECTOR UNDER EURASIAN ECONOMIC UNION MEMBERSHIP**

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The purpose of the article is to investigate the experience of organizing, functioning and developing cluster structures in non-CIS countries and member states of the Eurasian Economic Union. The successful solution of the issues of strengthening the territorial and sectoral differentiation of agricultural production in the Eurasian space will largely determine the increase in the efficiency of the functioning of the agricultural sector of the EAEU. The scientific novelty lies in the model proposed by the author for the formation and development of cross-border agri-food clusters within the framework of the Eurasian Economic Union, which includes: targeted guidelines, an implementation algorithm, tools for inter-union territorial planning of reproductive processes, pilot agro-clusters. Adequate use of production factors, natural and climatic conditions, as well as various kinds of resources of the member states of the Union, will contribute to the dynamic growth of gross output of agricultural products, raw materials and food, increase the competitiveness of economic entities in this area, reduce dependence on imports from third countries and increase the export potential of the EAEU, improve interregional exchange within this integration associations.

**Keywords:** *cluster, agricultural sector, Eurasian Economic Union, cross-border cluster, agro-cluster.*

## **CONSEQUENCES OF STATE REGULATION OF COMMODITY PRICES IN THE EAEU MEMBER STATES IN TERMS OF CORPORATE RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT**

**N.K. Savelyeva, A.A. Sozinova**

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The purpose of the article is to consider the issues of state regulation of prices for goods arising in the EAEU member states, and the consequences of their onset. Violation of the natural pricing mechanism can lead to an increase in the environmental costs of economic growth. When determining the consequences of state regulation for sustainable development, economic and mathematical methods were used to obtain the most reliable results. The scientific novelty of the study is to build three scenarios for the development of the situation and prove the need for further application of regulatory measures in the post-pandemic period.

**Keywords:** *state regulation of prices, EAEU, «green» economy, economic and mathematical methods, sustainable development.*

## **UNFAIR PRACTICES IN THE IMPLEMENTATION OF INSURANCE SERVICES BY BANKS AND WAYS TO COUNTERACT THEM**

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The purpose of the article is to study the unfair practices of the implementation of insurance products by banks, to identify the causes of such behavior and to identify ways to solve this problem, including through behavioral supervision tools. The article examines the practices of unfair behavior of banks in the implementation of insurance products, which have become widespread during the development of bancassurance. The scientific novelty of the article is to identify the causes of improper behavior (the desire of banks to receive additional income in the form of commission against the background of volatility of interest rates in the markets; the dependence of insurance companies on banks due to the significant difference in the development of the insurance and banking sectors, etc.); substantiating the conclusion that from the point of view of institutional theory, unfair practices of implementation financial services are a form of opportunistic behavior; specification of ways to solve this problem, including through behavioral supervision by the Bank of Russia. It is noted that improper behavior of banks in the implementation of insurance products may ultimately lead to a decrease in the level of public confidence in the largest financial institutions, as a result of which the entire financial market will suffer. It is concluded that the best solution to the identified problem is self-regulation and changing priorities towards customer value, building long-term relationships with the client, as well as offering him the most diverse and profitable line of financial products.

**Keywords:** *unfair practices, improper behavior of banks, misseling, bancassurance, misconduct, behavioral supervision, customer value, insurance products.*

## **MULTIFRACTAL NATURE OF JUMPS IN THE BTC/USD**

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FGBOU VO “Tver State University”

The aim of the work is to analyze the BTC/USD rate from 01/01/2022 to 06/15/2022 based on the methods of multifractal dynamics to study the possibility of forecasting rate jumps. A total of 12 jumps were observed with amplitudes in the range of \$500-\$900 per minute. The paper shows that such high volatility is associated with the multifractal nature of these jumps. The analysis of BTC/USD exchange rate fluctuations was carried out within the framework of the multifractal dynamics model. The basics of multifractal dynamics are briefly outlined, since this model underlies this work. The article describes the equations of this model, the solutions of which make it possible to calculate its main parameters for each big jump in the BTC/USD rate. The results obtained in the article indicate a high degree of proximity of the BTC/USD rate to multifractals at time intervals before large jumps. The bifurcation nature of the jumps is shown, which is associated with the multifractal nature of the dynamics of the BTC/USD rate before its big jumps. Table data. 3 indicate that the necessary condition for the jump in the BTC/USD rate is the proximity of the values of the multifractal dynamics parameters  $D_0$  and  $D_k$ . An element of scientific novelty is the identified property of a sharp jump in the dynamics of the BTC/USD exchange rate after the fractal dimension of the local trend approaches the values of  $D_0$  and  $D_k$ , which can be used to predict the occurrence of large jumps in the BTC/USD exchange rate.

**Keywords:** *rate jumps, multifractal dynamics, multifractal parameters*

## **TRENDS AND CHALLENGES OF SMALL BUSINESS DEVELOPMENT IN THE SPHERE OF TRADE OF THE RUSSIAN FEDERATION**

**N.E. Tsareva, S.A. Gunbatov**

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The purpose of the article is to identify trends and problems in the development of small businesses in the field of trade of the Russian Federation. Trade is the most actively developing sector of our country's economy and remains the most attractive area for small businesses. The article discusses the state and problems of the development of small trade enterprises in connection with the introduction of sanctions, measures of state support for small businesses in the field of trade. An element of scientific novelty lies in the disclosure of trends in the development of small trade enterprises and the generalization of measures of their state support at the current stage.

**Keywords:** *small and medium-sized businesses, sanctions, government support for small businesses, trade industry, Russian economy.*

**THEORETICAL AND METHODOLOGICAL ANALYSIS  
OF THE ECONOMIC REFORMS OF E. GAIDAR  
(PART 3: ANALYSIS OF THE CONTENTS OF THE REFORMS  
“NORMALIZING OF FINANCE AND SUPPRESSING  
OF INFLATION”)**

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In continuation of the author's earlier studies of the prerequisites for the emergence of Gaidar's reforms and analysis of the content of the block of reforms "Overcoming the threat of hunger and total shortage of goods", the content of the block of reforms "Normalization of finances and suppression of inflation" is analyzed from theoretical and methodological positions. It is shown that even at the level of goal-setting, the block of reforms under consideration was aimed not at solving the tasks stated in the name of the block, but at destroying the economy, worsening the social situation of the population and undermining national security.

**Keywords:** *theoretical and methodological analysis, economic reforms by Y. Gaidar, block of forms, financial normalization, inflation suppression.*

**CONTEMPLATION OF THE ECONOMIC THEORY DEPARTMENT  
WITHIN THE INSTITUTE OF ECONOMICS AND MANAGEMENT  
OF TVGU THROUGH THE LENS OF HISTORY**

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This article is devoted to the Department of Economic Theory of the Institute of Economics and Management of Tver State University, which is 90 years old. The analysis is focused on specific people - the scientific and teaching staff of the department who created and developed it, making a feasible contribution to the training of professionals and participating in the life of the region. Time showed that the department, having passed a large historical stage along with the formation of the institute, and then the university, passed the test of time with dignity.

**Keywords:** *political economy, department of economic theory, history of university, history and traditions of faculty of economics.*

**“TRAPPED IN POSITIVITY”  
PRESENTATION OF THE MONOGRAPH BY  
VALERY PETROVICH FEDOROV  
“GENERAL THEORY OF INCENTIVES”**

**L.A. Karasyova**

October 26 - October 27, 2022 at Tver State University (Institute of Economics and Management, Department of Economic Theory) the II International Scientific and Practical Conference was held: "SOCIO-ECONOMIC TRAJECTORY OF DEVELOPMENT OF RUSSIA: the categorical imperative of being in time and space", dedicated to the International Year of Fundamental Sciences-2022 and the 90th anniversary of the Department of Economic Theory of Tver State University. As part of it, the Presentation of the book by V.P. Fedorov "General Theory of Stimuli" was held. This article presents the 1 parts of the Book's abstract review, the purpose of which is to draw the attention of the scientific community to an interesting work in which an attempt was made to propose an extension of the subject of economic theory. The review consists of an analysis of the first three chapters, which are fundamentally related to understanding the path to coming to the hypothesis of multimodal synthesis put forward by V.P. Fedorov as a direction for the development of economic science. The choice for the presentation of the abstract review form is methodologically determined by the need to preserve the author's updating and the technology for justifying the return to "cooperation" of economic theory and philosophy for the problemization and development of a methodology that is adequate to the requirements for the theory put forward by the modern state of economic systems. At the same time - associated with the desire to draw the attention of readers to meticulous and qualified analysis V.P. Fedorov scientific sources, authors of various scientific areas and schools, while maintaining the framework of the research subject, with the presentation each time of the criterion for comparing them.

**Keywords:** *positivity and normative dichotomy, positivity trap, multimodal synthesis hypothesis, imperative-proper (norms) reality, dispositive-proper (stimuli) reality, expansion of the subject of economic theory*