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ECONOMIC THEORY

GEOPOLITICAL ECONOMY ARCHITECTURE: JUDGMENTS ON FUTURE ECONOMIC CONDITIONS

V.V. Chekmarev

MOU “Petrovsky Academy of Sciences and Arts”, St. Petersburg

The purpose of the presentation is to identify the philosophical problems of economics in the context of the search for an answer to the question: is economics a science? The author's analysis is based on the theoretical views of Professor Yu.M. Osipov, described by him in publications on the problems of the philosophy of economics, as well as on the status of the philosophy of economics. The novelty of the proposed position may include elements of methodological research of political economic knowledge (geopolitics) as branches of scientific knowledge within the framework of conceptual approaches outlined in the publications of A.V. Buzgalin, S.D. Bodrunov, M.I. Voeikov, A.I. Kolganov, V.V. Chekmarev. The factual basis of the research is the events of deglobalization, sanctions wars as economic wars from ontological, epistemological and axiological contexts, which together allow us to talk about the status of the philosophy of political economy in the world of science.

Keywords: *philosophy of economics, philosophy of political economy, geopolitics, deglobalization, world economic structures, practice of sanctions.*

THE PROBLEM OF HUMAN DIMENSION IN ECONOMIC THEORY AND METHODOLOGY

O.V. Nifaeva

FGBOU VO “Bryansk State Technical University”, Bryansk

The article analyses the problem of human dimension in economic theory and methodology. The purpose of the article is to reveal the nature of the concept of human dimension as an immanent characteristic of complex systems, in which the modern economic science takes a special interest. To achieve this purpose the specific nature of human dimension is substantiated on the ontological level, on the level of disciplinary picture of the world, that is by applying it to the methodological premises of economic theory inherent in a model of man, as well as on the gnosiological level as a characteristic of the cognition process. Taking into account the human dimension of complex socio-economic systems can contribute to the improvement of economic methodology for economic phenomena explaining and forecasting.

Keywords: *human dimension, economic methodology, complex systems, values, model of man.*

THE PROBLEM OF THE GENERAL ECONOMIC LAW

Yu.I. Budovich

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The purpose of this article is the history and class analysis of the variants of the concept of the general economic law and the alternative concept of the general economic law, traditionally presented in modern economic literature, as an element of the theory of alternative finance. The study showed that the traditional versions of the concept of the general economic law are the theoretical weapon of the struggle of capitalists with workers for the preservation of capitalism, that the fundamental interests of workers are reflected by the alternative concept of the general economic law, which leads to the conclusion that the theory of alternative finance is a theory of socio-economic development capable of bringing economics and practice out of the capitalist impasse..

Keywords: *general economic law, class struggle, theoretical weapon, crisis of the concept of general economic law, alternative general economic law.*

TO THE QUESTION OF NON-COLONIALISM IN SCIENCE AND PRACTICE

P.A. Pokrytan

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The subject field of the article is the policy of neocolonialism pursued in a number of countries both liberated from colonial dependence and independent, losers in the Cold War. It is noted that domestic economics has actually moved away from the study of this policy, focusing mainly on neoliberalism and liberalism. The return of "neocolonialism" to the scientific circulation of social scientists in recent years has been determined by a change in relations with the collective West. The relevance of neocolonialism for Russia is shown, the refusal to study it limits the scientific understanding of the negative phenomena occurring in the country and does not allow the development of scientifically sound recommendations for their neutralization. This is the scientific novelty of the presented material. The purpose of the article is to present the judgments of scientific criticism of the speeches of individual participants of the conference at Tver University and to draw attention to the phenomenon that has determined the development of post-Soviet countries over the past thirty years.

Keywords: *education, political economy, K. Nkrumah, neocolonialism, marginalism, Marxism, liberalism, neoliberalism*

PREREQUISITES AND CONSEQUENCES OF THE GREAT DEPRESSION CRISIS AS THE BASIS FOR COMPARATIVE ANALYSIS WITH THE MODERN WORLD CRISIS

A.V. Tebekin

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The relevance of the presented research is determined by the objective need to consider the Great Depression crisis of the 1920s from a theoretical and methodological perspective as a basis for comparative analysis with the modern global economic crisis of the 2020s. The purpose of the presented research is to identify the prerequisites for the formation and consequences of the Great Depression crisis in the 1920s as a basis for comparative analysis with the modern world economic crisis. The novelty of the results lies in highlighting the main prerequisite for the formation of the Great Depression crisis of the 1920–1930s, the forced transition of the American economy from the highly profitable “rails” of

production and sale of weapons and military equipment (and related products) after the end of the First World War to much less profitable sectors of the economy. As the main consequence of the crisis of the Great Depression of the 1920–1930s, the efforts of the United States to shift the center of decision-making in the system of international relations in the framework of the created Versailles-Washington system, as well as actions to form a new strong aggressor in Europe through the implementation of plans, were highlighted Dawes and Young in the interests of unleashing the Second World War on the European continent, weakening its participants and thereby strengthening the position of the United States by redirecting flows of financial and human capital there by analogy with the First World War. The practical significance of the results obtained lies in the possibility of using them to analyze the dynamics and expected consequences of the global economic crisis of the 2020s.

Keywords: *prerequisites, formation of the crisis, consequences of the crisis, Great Depression, 1920–1930s, basis for comparative analysis, modern world crisis.*

LYNDON LAROCHE AS THE FOUNDER OF PHYSICAL ECONOMICS

A.A. Vasiliev

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Russian textbooks on economic theory and the history of economic studies do not provide information about modern natural science areas of economic theory, in particular, about physical economics. The founders of physical economics are American scientist L. LaRouche and Russian scientist P.G. Kuznetsov. Working independently of each other at the same time, these scientists formulated similar ideas and came to similar conclusions. The subject of this research is the scientific legacy of L. LaRouche as the founder of physical economics. The subject of the study is the analysis of Larouche's contribution to the emergence of modern physical economics. The purpose of the study is to popularize the physical economics based on a systematic presentation of L. LaRouche's ideas and views. Based on the analysis of LaRouche's works and publications devoted to him, it is concluded that his contribution to the emergence of physical economics consists in proposing the term “physical economics”; defining the subject of physical economics; substantiating physical measures of economic efficiency; establishing the principles of physical economics. The article also provides an overview of LaRouche's general views and forecasts, his views on the relationship between monetary and physical economics, as well as criticism of some of his ideas. The results of the study can be useful in teaching economic theory and the history of economic studies.

Keywords: *Lyndon LaRouche, monetary economics, physical economics, Pobisk Georgievich Kuznetsov.*

ASSESSMENT OF FINANCIAL SECURITY OF THE RUSSIAN REGIONS

A.V. Romanyuk, O.S. Gulyaeva

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The significance of the research topic lies in the fact that the financial security of the region is one of the main elements of economic security of the territory. The goal of this article is to assess the financial security of the Moscow,

Smolensk, Tver and Yaroslavl regions. The study uses the methodology for assessing the financial security of regions based on a comparison of the actual values of indicators with their threshold values. The article reveals the content of the financial security of the region. Groups of parameters used to assess the financial security of the region, the indicators included in them, and their threshold values are identified. Based on the official information, the values of the criterion parameters for the regions under consideration are established and their comparison with threshold values was carried out. Critical financial security areas have been identified for each territory. It was determined that the financial security level of the Moscow region is much higher than in the Smolensk, Tver and Yaroslavl regions. The scientific novelty lies in clarifying the concept of "financial security of the region", in developing a grouping of indicators for assessing the financial security of the region, as well as in determining the areas of financial security of the subjects of the Federation that are in critical condition and are a source of threats.

Keywords: *the financial risk of the region, threats to the financial security of the region, the financial security assessment of the region, indicators, threshold values, Moscow region, Smolensk region, Tver region, Yaroslavl region.*

CONCEPTUAL FRAMEWORK FOR DIAGNOSTICS OF MUNICIPALITY DEVELOPMENT POSSIBILITIES

L.V. Dmitrieva

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The purpose of the article is to conceptually substantiate and test approaches to strategic diagnostics of a small city to design processes for improving social well-being through improving living standards, quality of infrastructure and economic development. The main areas of analysis are the socio-economic subsystems of a small city: "Well-being", "Management", "Society", "Economy" and "Environment". The scientific novelty of the study consists in the use of a systematic approach for the diagnosis, development of a methodology and testing of a system of indicators that characterize the state of a small city, which make it possible to compare and identify key characteristics of a municipality. In practical terms, the methodology proposed by the author for diagnosing the subsystems of a small city will allow assessing the state of life support systems, identifying zones of tension, analyzing the labor market, determining the target transformation of the spatial environment

Keywords: *small town, regional development, environment, diagnostics, strategic planning for territorial development.*

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HEALTHCARE EFFECTIVENESS: ACTUALIZATION OF IMPERATIVES AND SCIENTIFIC AND METHODOLOGICAL APPROACHES

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The aim of the study is to develop a methodology for assessing efficiency in the health care system, taking into account the complex current socio-economic conditions. At the same time, it was taken into account that the problem of increasing the efficiency of the functioning of the subjects of the health care system is of global importance for the Russian state and the population, therefore it must be considered not only from the standpoint of industry management, but also from the standpoint of all interested parties with an emphasis on consumers of medical services. In generalized form, efficiency in the industry is the ratio of the result with the costs of achieving it, and the result can be express in the form of: economic result - income of the organization; medical result - level of preservation of human health, life expectancy; social result - the number of working-age population. The following provisions act as elements of scientific novelty: 1) delineation of concepts of medical, social, target, budgetary and economic efficiency; 2) basing methodological developments on the hypothesis on the feasibility of reducing to the assessment of the use of various types of resources and the processes of their use in connection with the impossibility of directly measuring the results of the functioning of industry organizations and the special social role of the industry; 3) substantiation of the implementation of the concept of ensuring efficiency in health care on the basis of a system of principles (the principle of complexity, the principle of multidimensional, the principle of polysubject); 4) formation of a two-variant methodology for grouping indicators by types of efficiency (medical, social, economic) and grouping indicators by sections: processes; finance; stakeholders; infrastructure/employees; capacity and development; 5) development of a methodology for calculating the Health Organizations Target Performance Index as a generalized indicator.

Keywords: *health care system, efficiency in the health care system, medical efficiency, social efficiency in the health care system, economic efficiency in the health care system, index of target efficiency of health care organizations.*

CORPORATE RETAIL: SPECIFIC FEATURES AND ORGANIZATION MODELS

I.D. Kotliarov

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Retail is usually associated with public stores open to the public to visit and shop for all comers. Along with public stores, however, there are limited-access stores that can play an important role in their niches. The article describes a specific variety of restricted stores, namely corporate retail. The scientific novelty of the study is to identify the economic nature of corporate trade and its organization models. Distinctive features of corporate trade are highlighted. The main goals of its organization are presented. An overview of the coexistence models of public and corporate stores is given. It has been

shown that corporate trade can be used by enterprises of different sizes of activity. It was revealed that the potential of corporate stores should be taken into account when developing a retail development strategy in the Russian Federation in order to organize sustainable access of the population of our country to the necessary goods

Keywords: *Retail trade, employees, employers, company stores.*

DEVELOPMENT OF INCLUSIVE TOURISM IN THE RUSSIAN FEDERATION ON THE BASIS OF ECOSYSTEM COOPERATION OF STAKEHOLDERS OF TOURISM INDUSTRY

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The goal of the present research is to identify obstacles to the development of inclusive tourism in the Russian Federation and to develop tools to eliminate them. It is demonstrated that the existing problems are associated with the traditional orientation of the tourism industry towards mass consumers. It is shown that the elimination of these obstacles is possible on the basis of ecosystem cooperation between participants in the tourism industry. The tasks that must be solved by various participants of the inclusive tourism ecosystem to eliminate existing problems are described. The state plays an important role in the inclusive tourism ecosystem belongs to the state and can act as its coordinator. It is shown that it is necessary to ensure not only physical accessibility, but also economic affordability of tourism services for people with special needs

Keywords: *inclusive tourism, ecosystem, tourism industry, people with special needs.*

THE DEVELOPMENT OF THE CREATIVE INDUSTRY IN THE CONTEXT OF SANCTIONS PRESSURE ON THE RUSSIAN ECONOMY

E.Y. Simakova

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The purpose of this article is to identify the degree of influence of sanctions pressure from unfriendly countries on the development of the creative economy in Russia. The definition of the basic concepts and objects of the creative economy is given, as well as an analysis of the problems hindering the development of the creative (creative) industry in the Russian Federation, the main measures of state support for this branch of the economy are considered and the prospects for its development are identified. The scientific novelty lies in the disclosure of measures of state support for the "creative" sector of the economy to overcome negative problems and determine the objective admissibility in achieving this goal.

Keywords: *sanctions pressure, government support, creative industries, creative industry facilities, creative cluster.*

DATA VISUALIZATION IN TEACHING ECONOMIC DISCIPLINES: METHODS AND TOOLS

O.V. Smirnova

FGBOU VO «Tver State University», Tver

The purpose of the article is to explore the possibilities, prospects and tools of data visualization in the educational process using the example of teaching economic and financial disciplines. The principles and role of data visualization in the educational process are considered. The methodology and tools for conducting a complex semester assignment in the discipline “Financial Analysis” are presented, based on the application of the principles of multimodal learning, incl. VARK models and data-driven concepts. Scientific novelty lies in the systematization of the principles and role of data visualization as an integral and effective tool for the educational process and solving demanded problems in modern business, as well as in the development of methodological tools for conducting classes in financial and economic disciplines in the context of multimodal training adapted to the demands of the labor market.

***Keywords:** data visualization, educational process, educational technologies, teaching economic and financial disciplines at a university, multimodal learning.*

ECONOMIC POLICY IN A PERIOD OF GLOBAL CONFRONTATION

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The article analyzes the features of modern state economic policy, taking place in the context of a split in the global community into hostile subsystems, formulates the principles of mobilization of economic resources, which should be implemented by the Russian authorities in specific areas - financial, structural, social, foreign economic, institutional. The author considers the main factor determining Russia's advantage in global confrontation to be mobility, which historically and logically follows from modern trends and characteristics of national development. At the level of socio-economic relations, mobility manifests itself in the revolutionary transformation of property and economic connections.

***Keywords:** hostile subsystems, mobilization of economic resources, currencies of unfriendly states, budgetary provision, innovation orientation, reorientation of income policy, households, planning mechanisms, new social order, scientific community, the theory of mistakes.*

CURRENT PROGRAMS OF STATE SUPPORT OF IT-SPHERE IN THE RUSSIAN FEDERATION UNDER MODERN CONDITIONS

E.Yu. Vereshchagina, N.E. Tsareva

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The purpose of article is to study measures of the state support of IT specialists which are available to both individual entrepreneurs, and employees of the small organizations. The author allocated the main directions of development of the digital environment in our country, the purposes and problems of digital economy are analyzed. The scientific novelty is represented by structured tables, as well as the systematization and generalization of the types of state support for small businesses in the IT region.

Keywords: *measures of state support, IT technologies, IT sphere, digitalization, small business, digital economy*

FOREIGN EXCHANGE STRUCTURE OF RUSSIAN FOREIGN TRADE SETTLEMENTS UNDER SANCTIONS: CHALLENGES AND PROSPECTS

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The article is devoted to the study of the currency structure of Russia's foreign economic operations in the context of sanctions. The main purpose of the work is to assess the prospects and consequences of the transformation of the foreign exchange structure of Russian foreign trade during the 2022-2023 period. The main objectives of the study were to identify key factors for changing the foreign exchange structure, determine challenges and economic consequences. The object of the study was the currency structure of international trade operations in Russia, and the subject of the study - activities to overcome the negative impact of sanctions on settlements in the process of foreign trade. During the study, scientific methods were used to solve the set tasks and achieve the set goal: general (analysis, generalization) and empirical (observation, description, measurement), statistical (regression analysis). The scientific novelty consists in identifying the factors of the transformation of the currency structure, the consequences and associated risks, the conditions for abandoning reserve currencies, proposals for improving Russia's currency policy in the context of global economic challenges.

Keywords: *foreign trade transactions, currency structure, dollar, euro, Chinese yuan, diversification of foreign exchange transactions.*

EVALUATION OF FINANCIAL FRAMEWORK REFORM ACTIVITIES OF MUNICIPAL AUTHORITIES IN THE TVER REGION

A.I. Khomutinnikov, G.L. Tolkachenko

FGBOU VO “Tver State University”, Tver

The article considers the financial aspect of the problem of transforming municipalities of the Tver region during the administrative-territorial reform. The purpose of the study is to assess the results of the reform of the financial foundations of the activities of municipal authorities in the Tver region. The scientific novelty of the work lies in the empirical analysis and assessment of

the results of the reform of financial foundations. The study is based on a comprehensive approach to studying the problem using statistical data, comparative analysis and expert assessments. The authors analyzed the dynamics of the number of municipalities, assessed the declared effect as a result of enlargement.

Keywords: *Tver region, administrative reform, municipality, local budget, one-level system of local self-government.*

THE ROLE OF THE STATE UNDER CONDITIONS OF THE SOCIO-ECONOMIC SYSTEM TRANSFORMATION

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The article examines the influence of the state on the process of transformation of the socio-economic system. The authors analyze what measures and policies the state is taking to modernize the economy, ensure social stability and sustainable development. In addition, the article presents strategies and tools that are used by the state to regulate socio-economic processes. Scientific novelty lies in determining the strategy and tools that are used by the state to regulate socio-economic processes.

Keywords: *state, socio-economic system, control, monopolies, economic growth, globalization.*

INSTITUTIONAL FRAMEWORK SOCIAL ENTERPRISES IN RUSSIA

M.A. Zakharyevskaya

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The study is a comparative legal analysis of legislative acts regulating the development of social business in Russia. The main advantages and disadvantages of the Federal Law “On Amendments to the Federal Law “On the Development of Small and Medium-sized Enterprises in the Russian Federation” in terms of fixing the concepts of “social entrepreneurship”, “social enterprise” dated 26.07.2019 No. 245-FZ, which legalized social entrepreneurship, are highlighted. Based on a systematic analysis of regional regulatory legal acts in the field of social business, legal mechanisms for the implementation of federal norms at the local level have been determined. The necessity of adopting a unified federal law on the development of social business is stated. Scientific novelty consists in approving the need to adopt a single federal law on the development of social business.

Keywords: *social business, social entrepreneurship, regulatory support.*

PECULIARITIES OF INNOVATIVE PROJECTS ASSESSMENT IN THE MANAGEMENT OF SUSTAINABLE DEVELOPMENT OF INDUSTRIAL COMPLEXES

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With the strengthening of external political and economic pressure and the imposition of sanctions by unfriendly countries, the importance of the Russian industry's transition to a technologically sustainable development model has become more obvious. In recent years, Russia has started to form national/regional innovation systems and technological platforms, which coincided with the beginning of the process of reindustrialization and development of the knowledge economy. In connection with the restoration of priority industries (metallurgy, coal mining, electric power, machine building, etc.) to ensure the sustainable development of enterprises in Russia, including in the territory of the newly annexed regions [1, 2]. The key aspects of the restoration of priority industries (metallurgy, coal mining, electric power, machine building, etc.) in the newly annexed regions of Russia are: the problem of production efficiency and management of sustainable development of enterprises. The foundation for industrial recovery in the modern economy is the introduction of advanced scientific and technological solutions, in particular robotization/automation of production processes. The effect of the application of robotic complexes at enterprises can be economic (profit, cost reduction, labor productivity growth), social (reduction of unemployment, improvement of workers' skills) and political (strengthening the country's defense capability, ensuring the country's economic independence). As the main approach in the management of sustainable development of industrial complexes it is proposed to consider a multifactor (multimodal) approach to the assessment of economic efficiency of the realized projects for the introduction of robotic complexes at industrial enterprises. The article analyzes the existing methodologies for assessing the economic efficiency of investment projects. The main factors generating economic effect from the realization of scientific and technological solutions on the example of the use of robotics at industrial complexes are considered. Special interest is given to the study of the influence of the technical efficiency of the robotized means on the economic effect generated in the future from its operation.

Keywords: *innovation projects, industrial complexes, robotization, sustainable development management.*

X ALL-RUSSIAN SCIENTIFIC AND PRACTICAL CONFERENCE WITH INTERNATIONAL PARTICIPATION "ECONOMIC SCIENCE IN THE NEW REALITY: FROM DOGMA TO TRUTH

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March 06, 2024 at the Financial University X All-Russian scientific and practical conference with international participation "Economic science in a new reality: from dogma to truth" (March readings in memory of Doctor of Medical Sciences, Professor, Corresponding Member of the Russian Academy of Sciences Dmitry Evgenievich Sorokin) on the 105th anniversary of the Financial University, organized with the participation of Tver State University.

Keywords: conference, resolution, scientific community, economic science

SUSTAINABLE DEVELOPMENT AND ESG-MODERNIZATION OF THE ECONOMY (THEORIES AND CONCEPTS)

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The purpose of the article is to consider theories and concepts related to the sustainable development of enterprises, companies and ESG business transformation. The article presents different approaches to the definition of the concepts of "sustainable development" and ESG in the scientific literature and international documents. Systemic, reproductive, and civilizational are reflected. institutional, multi-level approaches in the development of the concept of sustainable development. The scientific novelty of the research lies in the generalization and systematization of scientific theories and concepts of domestic and foreign scientists at the macro and micro levels related to sustainable development (economic growth, closed, "green", circular economy, bioeconomics, ecological and economic security, "Net Zero by 2050", "Living Economy", noospherism, theories of cycles, innovation management, management of sustainable development of active systems, social contract, etc.). This systematization makes it possible to present the ESG agenda comprehensively, multilevel and multidimensional. The article identifies environmental, economic and social challenges that actualize the sustainable development agenda and ESG. The concept of ESG business transformation is considered in conjunction with the concepts of economic sustainability of the enterprise, the life cycle of the organization, with the theory of systems and the trend towards process synchronization, with the theory of corporate (organizational) sustainability, the concept of risk management, risk management and acceptable risk, business social responsibility / corporate social responsibility. The systematization of theories opens up opportunities for interdisciplinary scientific research of the topic, as well as the practical application of theoretical approaches in the development and implementation of mechanisms and tools for ensuring sustainable development of the state and business.

Keywords: sustainable development, ESG agenda, ESG modernization, economic and sociological theories, ESG concept.

ACHIEVEMENTS AND MISTAKES OF SOVIET POLITICAL ECONOMISTS (TO THE 80TH ANNIVERSARY OF M.I. VOEIKOV)

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The purpose of the article is to fix the political economic perspective for tomorrow, to show on historical and biographical material the fate of the outstanding Russian intellectual, political economist Mikhail Illarionovich Voeikov, author of more than 500 works, the evolution of scientific economic knowledge, as well as fixing trends in the coevolution of technical and social knowledge. The methodological basis is the principles of quantum positivism, noospherism and diglossia, as well as methods of dialectics, ontology, systemic and spatial approaches to the analysis of phenomena and processes that make up the subject of classical and postclassical political economic knowledge.

Keywords: *M.I. Voeikov, evolution of economic knowledge, social perspectives of political economy, essence of phenomena.*

VASILIEV ALEXANDER ANATOLYEVICH

(on the occasion of the 60th anniversary of birth).....273

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ЭКОНОМИЧЕСКАЯ ТЕОРИЯ

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ДИАЛЕКТИЧЕСКИЙ МЕТОД ПОЗНАНИЯ ЭКОНОМИЧЕСКОГО ПРОЦЕССА

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Статья посвящена рассмотрению экономических аспектов диалектического метода познания экономического процесса, который улавливает абстрактное и конкретное, то есть, когда сами понятия и категории более или менее обозначены и положены в основу восхождения к «истинному», то есть, объединении системы понятий и системы законов и категорий. Для экономической диалектики достижения частных наук есть такая «материя», из которой она черпает своё содержание – содержание самой науки. В свою очередь экономический процесс выступает как всеобщая методология, которая в своём применении опосредствуется общей и особой природой отражаемого материального целого. Научная новизна полученных результатов заключается в познании экономического процесса и преодолении двойственности в понимании будущего развития, которое как бы «вбирает» в себя ценностную основу, где «цель» и «ценность» раскрывают механизм преодоления угроз и катастроф в поступательном развитии общества.

Ключевые слова: диалектическая логика, методология, познание, экономический миропорядок, абстрактное, конкретное, стоимость, социальный процесс, мотивация, ценность, нравственность, генетический потенциал, благосостояние человека, приоритеты.

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ИСТОЧНИКИ И СТИМУЛЫ ЭКОНОМИЧЕСКОГО РАЗВИТИЯ РОССИИ

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Цель статьи – раскрыть источники экономического роста как условие выживания и развития в противоречивом положении российской экономики. Системно рассмотрен комплекс направлений, мер и источников роста от фундаментального, охватывающего перераспределение ресурсов на конкурентной основе, до методов фискальной и монетарной политики на конкретном уровне функционирования экономики. Специально рассмотрены: капитальные вложения как ключевой фактор роста экономики; эффективность денежно-кредитной и бюджетно-налоговой политики как основных

методов экономической политики. Научная новизна состоит в определении конкретно-исторических ограничений роста российской экономики и обосновании модели экономического роста, основанной на внутренних источниках. При этом выделены краткосрочные и долгосрочные цели и источники роста.

Ключевые слова: ВВП, открытый инвестиционный конкурс, электронизация, экономическая политика, факторы роста, инвестиции, денежно-кредитная политика, бюджетно-налоговая политика.

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ВОПРОСЫ ТЕОРИИ И ПРАКТИКИ ФИНАНСОВ И КРЕДИТА

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БАНКОВСКОЕ КРЕДИТОВАНИЕ ОРГАНОВ РЕГИОНАЛЬНОЙ ВЛАСТИ: СОВРЕМЕННЫЕ ТЕНДЕНЦИИ

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Одним из способов финансирования бюджетного дефицита на региональном уровне традиционно является банковский кредит, при этом рассмотрение проблематики привлечения регионами банковских кредитов становится особенно актуальным в современных условиях, что связано с возрастающими расходами бюджетной системы России на фоне структурной перестройки экономики и происходящих изменений на финансовых рынках. В статье рассмотрена специфика кредитов от кредитных организаций как долгового инструмента, описана текущая нормативно-правовая база банковского кредитования органов государственной власти субъектов Российской Федерации. Исследованы объем и структура государственного долга субъектов Российской Федерации, выявлены условия рыночного заимствования регионами на современном этапе, установлены регионы-лидеры по кредитным обязательствам перед банками и действующие кредиторы на рынке банковского кредитования органов региональной власти. Проанализированы цели и задачи государственной долговой политики субъектов Российской Федерации. Научная новизна заключается в конкретизации специфических черт, присущих банковскому кредиту как способу привлечения финансовых ресурсов для обеспечения исполнения бюджетных обязательств, а также в идентификации и оценке современных тенденций и проблемных аспектов использования банковского кредитования региональными органами власти как источника финансирования дефицита бюджета в новых экономических условиях.

Ключевые слова: банковское кредитование, кредитные организации, долговые обязательства, государственный долг, органы государственной власти.

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МЕХАНИЗМ ФОРМИРОВАНИЯ РАЦИОНАЛЬНОГО КРЕДИТНОГО ПОВЕДЕНИЯ ЗАЕМЩИКА-ФИЗИЧЕСКОГО ЛИЦА

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Актуальной проблемой сегодня в России является рост задолженности по кредитам среди населения. Такая тенденция наносит существенный ущерб как отдельно взятому коммерческому банку и физическому лицу, так и экономике в целом. Одним из вероятных направлений решения данной проблемы может стать актуализация алгоритма выдачи кредитов коммерческими банками. Целью статьи является разработка современного подхода к определению готовности физического лица использовать кредитные продукты, предлагаемые коммерческими банками. Элемент научной новизны заключается в определении необходимости прохождения физическим лицом – заемщиком двух ключевых этапов: осуществление входного тестирования потенциального клиента на предмет его готовности к кредитованию и составление рационального плана своего кредитного поведения.

Ключевые слова: *коммерческий банк, кредитный продукт, кредитное поведение, кредитоспособность заемщика, финансовая грамотность.*

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РАЗВИТИЕ МУНИЦИПАЛЬНЫХ ФИНАНСОВ В ТВЕРСКОЙ ОБЛАСТИ

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Цель статьи заключается в том, чтобы дать оценку финансовым результатам реформирования территориальной организации местного самоуправления. Перечислены проблемы, возникшие в процессе функционирования двухуровневой системы органов муниципальной власти. Научная новизна состоит в обосновании необходимости проведения предварительной финансовой экспертизы такого рода реформ с привлечением практиков и экспертов из научного сообщества

Ключевые слова: *территориальная организация местного самоуправления, бюджеты муниципальных образований, городское поселение, сельское поселение, муниципальный округ.*

СОВРЕМЕННЫЕ ПРОБЛЕМЫ УПРАВЛЕНИЯ

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СОВРЕМЕННЫЕ ИНФОРМАЦИОННО-КОММУНИКАЦИОННЫЕ ТЕХНОЛОГИИ КАК ЭЛЕМЕНТ ОРГАНИЗАЦИОННОГО ДИЗАЙНА В ИННОВАЦИОННОМ РАЗВИТИИ КОМПАНИЙ

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Статья посвящена исследованию роли современных информационно-коммуникационных технологий в организационном дизайне как инновационном подходе организационного развития. Цель статьи заключается в рассмотрении и обобщении актуальных информационно-коммуникационных технологий, используемых в процессе организационного дизайна компаний, определении их места в организационном развитии. Основными задачами исследования стали выявление и идентификация информационно-коммуникационных технологий, применяемых в успешных компаниях; соотнесения требований инновационного подхода к организационному дизайну (командная работа, сетевые и плоские структуры управления, цифровизация и др.) с актуальными информационно-коммуникационными технологиями. Объектом исследования выступили отечественные и зарубежные компании, использующие информационно-коммуникационные технологии в процессе своего развития. В ходе исследования применялись методы сравнения, обобщения, анализа и др. Научная новизна заключается в выявлении особенностей применения внутренних и внешних коммуникаций, необходимых для инновационного развития организаций и проведения соответствующих изменений с учетом факторов внешней среды.

Ключевые слова: *организация, организационный дизайн, организационное развитие, информационно-коммуникационные технологии, организационные коммуникации, инновационный подход, маркетинг в социальных сетях, «лидеры мнений», B2B-коммуникации, AR-технологии и VR-технологии, бизнес-аналитика, чат-боты, реферальные программы.*

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ЦИФРОВИЗАЦИЯ УПРАВЛЕНИЯ В ОРГАНИЗАЦИОННЫХ СИСТЕМАХ ВЗАИМОДЕЙСТВИЯ СУБЪЕКТОВ ПРЕДПРИНИМАТЕЛЬСТВА В НЕФТЕГАЗОХИМИЧЕСКОМ КОМПЛЕКСЕ

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В рамках исследования вопросов управления в организационных системах взаимодействия субъектов промышленного предпринимательства в

нефтегазохимическом комплексе целью статьи явилось представление экосистемы взаимоотношений отраслевых субъектов предпринимательства, базирующейся на функционировании цифровых платформ управления. Научная новизна состоит в разработке структуры и алгоритма внедрения цифровой платформы управления в организационной системе взаимодействия отраслевых субъектов предпринимательства, формировании подхода к оценке эффективности внедрения такой цифровой платформы. С учетом специфики образования и функционирования организационной системы взаимодействия отраслевых субъектов предпринимательства описаны особенности различных типов цифровых платформ управления.

Ключевые слова: промышленное предпринимательство, нефтегазохимический комплекс, цифровизация, цифровая платформа управления.

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О МЕТОДИКЕ АНАЛИЗА ДЕБИТОРСКОЙ И КРЕДИТОРСКОЙ ЗАДОЛЖЕННОСТИ УЧРЕЖДЕНИЯ СОЦИАЛЬНОЙ СФЕРЫ

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В статье отмечена особая практическая значимость анализа дебиторской и кредиторской задолженности для учреждений социального обслуживания населения, реализующих государственные гарантии по обеспечению социально значимых благ. Разработана и обоснована поэтапная методика анализа дебиторской и кредиторской задолженности учреждения социальной сферы, предложена адаптированная система показателей. Сделан вывод о том, что применение на практике предложенной методики способствует грамотному планированию финансовых потоков учреждения и целесообразному расходованию поступающих в его распоряжение средств. Результаты проведенного исследования являются универсальными и применимы в различных бюджетных учреждениях социальной сферы.

Ключевые слова: дебиторская и кредиторская задолженность, бюджетное учреждение, социальное обслуживание населения, бюджетная отчетность, методика анализа задолженности бюджетного учреждения.

Вестник Тверского государственного университета. Серия: Экономика и управление. 2024. № 2 (66). С. 105–115

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ПОВЫШЕНИЕ ПОТЕНЦИАЛА БИЗНЕС-МОДЕЛЕЙ ОРГАНИЗАЦИЙ К ИННОВАЦИОННОМУ ПРЕОБРАЗОВАНИЮ НА ОСНОВЕ ОТРАСЛЕВЫХ ИНДИКАТОРОВ (НА ПРИМЕРЕ ЗДРАВООХРАНЕНИЯ)

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В статье рассматриваются вопросы, формирующие проблемное поле разработки и применения современных бизнес-моделей в условиях импортозамещения (в актуальной трактовке даже импортоопережения), а, следовательно, быстрого и гибкого реагирования на внешние вызовы. Данные процессы, как обоснованная альтернатива «слепому» копированию технологий из-за рубежа, требуют не только гибкости, но и по-прежнему должны быть основаны на сочетании ресурсосбережения («бережливое производство») и создании ценности для потребителя продукта. В исследовании проведен теоретический анализ научных взглядов на формирование термина «бизнес-модель», зарубежный опыт, главным образом охватывающий основные элементы бизнес-модели – их описание и назначение в контексте получения дополнительного инновационного потенциала, скрытого в бизнес-модели. Цель исследования состоит в разработке концепции бизнес-модели медицинской компании, имеющей потенциал и открытость к инновационному преобразованию. В ходе исследования применена модель «гибридного предприятия». Разработаны отраслевые индикаторы, позволяющие обоснованно принимать управленческие решения с ожидаемым результатом повышения как инновационного преобразования в целом, так и частных укрупненных показателей эффективности. Актуальность и обоснованность выбора отраслевой специфики продиктована традиционно консервативными подходами к управлению, негибкостью структур и методов управления медицинскими организациями. Научную новизну представляет разработанная автором концепция бизнес-модели, ориентированной на инновационное преобразование за счет открытости и прозрачности принципа ее построения – включения в модель отраслевых индикаторов. Результаты, полученные автором, могут быть применены для различных компаний и для разных уровней управления, но наиболее актуально их внедрение в структуры управления средних и крупных многопрофильных медицинских организаций, а также в учебной работе при подготовке современных менеджеров для здравоохранения.

Ключевые слова: бизнес-модель, инновационное преобразование, инновационный потенциал, эффективность систем управления, цепочка создания ценности, ценностное предложение, здравоохранение.

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ИНСТРУМЕНТЫ ЦИФРОВОГО МАРКЕТИНГА В СОВРЕМЕННЫХ ОРГАНИЗАЦИЯХ

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Цель статьи – исследование инструментов цифрового маркетинга в современных организациях. Рассмотрена и проанализирована PESO-модель, представляющая собой комбинацию четырех видов коммуникаций, которые используются для продвижения бренда или

продукта в онлайн-пространстве. Сформулирован вывод о том, что данный инструмент цифрового маркетинга предлагает подход, который объединяет разные виды коммуникаций для максимального воздействия на аудиторию и достижения маркетинговых целей компании. Комбинируя 4 основные составляющие (Paidmedia, Earnedmedia, Sharedmedia, Ownedmedia), организация может создавать более эффективные маркетинговые кампании, улучшать передачу информации и свое влияние в онлайн-пространстве. Научная новизна состоит в разработке практических рекомендаций по использованию PESO-модели в маркетинговой деятельности компании, в частности, на основе применения воронки продаж.

Ключевые слова: цифровой маркетинг, организация, PESO-модель, продвижение, бренд, коммуникация.

Вестник Тверского государственного университета. Серия: Экономика и управление. 2024. № 2 (66). С. 125–132

УДК 338.24(470.313) : 004

DOI: 10.26456/2219-1453/2024.2.125–132

ЦИФРОВЫЕ ТЕХНОЛОГИИ В УПРАВЛЕНИИ ГОРОДОМ

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Целью статьи является исследование вопросов внедрения цифровых решений в жизнедеятельность города Рязани, выявление существующих проблем и определение перспектив дальнейшей цифровой трансформации городского хозяйства. В работе анализируется действующая нормативно-правовая база цифровой трансформации города как основа для реализации ее основных направлений. Обозначены основные направления цифровой трансформации городского хозяйства, в разрезе которых дана оценка цифровой трансформации города Рязани. Дана оценка работы действующей в области АНО «Цифровой регион». Представлено назначение организации, задачи и выполняемые функции, а также роль в становлении Рязани как «умного города». Представлены рекомендации по совершенствованию дальнейшей работы в отношении цифровизации города. Научная новизна заключается в рассмотрении опыта интегрированных интеллектуальных городов с установлением сильных и слабых сторон государственного управления.

Ключевые слова: умный город, цифровой регион, цифровая трансформация, цифровые технологии.

Вестник Тверского государственного университета. Серия: Экономика и управление. 2024. № 2 (66). С. 133–143

ВОПРОСЫ РАЗВИТИЯ ОТРАСЛЕЙ, КОМПЛЕКСОВ, ТЕРРИТОРИЙ

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ПРЕДПРИНИМАТЕЛЬСКАЯ АКТИВНОСТЬ КАК ФАКТОР УСКОРЕННОГО ВОССТАНОВЛЕНИЯ ЭКОНОМИКИ ДНР

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Актуальность темы исследования определяется необходимостью определения факторов ускоренного восстановления экономики ДНР,

важнейшим из которых может выступить предпринимательская активность, т.к. предприниматели создают новые рабочие места, инвестируют в развитие инфраструктуры, производственные мощности и социальные программы, способствуют развитию инноваций, увеличению производства и росту оборотных средств. Цель статьи на основе проведенного исследования предпринимательской активности субъектов малого и среднего предпринимательства (МСП) Российской Федерации и ДНР, определить мероприятия в рамках политики экспортоориентированности, которые позволят увеличить предпринимательскую активность субъектов Республики. Научная новизна статьи состоит в формировании мероприятий по развитию экспортной деятельности МСП. Исследование проводится в рамках НИР «Оценка, анализ и направления социально-экономического развития ДНР (2022-2025 гг.)».

Ключевые слова: предпринимательская активность, анализ, восстановление экономики, социально-экономическое развитие, политика экспортоориентированности.

Вестник Тверского государственного университета. Серия: Экономика и управление. 2024. № 2 (66). С. 144–161

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КОНЦЕПЦИЯ УПРАВЛЕНИЯ МЕДИЦИНСКИМ ПЕРСОНАЛОМ В УСЛОВИЯХ НЕОПРЕДЕЛЕННОСТИ

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Целью исследования является развитие научно-методического обоснования процесса управления медицинским персоналом, базирующегося на экономических методах управления и классических постулатах эффективности результатов труда. В сфере здравоохранения оценку эффективности управления персоналом целесообразно проводить на основе двухкомпонентной методики, в рамках которой объектами оценки являются: эффективность использования персонала организации с акцентом на деятельности медицинского персонала; эффективность процесса управления персоналом. При этом должны учитываться основные тренды управления персоналом в системе здравоохранения, проявляющиеся в современных условиях неопределенности: ориентация целей труда медицинских работников на качество оказания медицинской помощи; высокая степень рисков в деятельности медицинского персонала в связи с особым объектом воздействия (человеком); необходимость постоянного развития потенциала медицинского персонала ввиду активного внедрения инноваций в систему здравоохранения и усиления конкуренции на рынке; ориентация менеджмента медицинских организаций на применение экономических методов управления и широкого внедрения показателей оценки медицинской, экономической, социальной эффективности; активизация применения современных экономических моделей оценки результативности труда медицинского персонала на основе классических теорий производительности труда. *Научная новизна исследования заключается в:* выявлении закономерностей и основных трендов управления персоналом в медицинских организациях; характеристике основных элементов системы управления медицинским персоналом и применяемых технологий; актуализации научно-методических подходов к процессу оценки эффективности управления

персоналом в медицинских организациях; разработке концепции целевой кадровой программы управления персоналом в организациях здравоохранения; формировании системы ключевых показателей эффективности для оценки труда медицинского персонала.

Ключевые слова: система здравоохранения, управление медицинским персоналом, модели управления персоналом, кадровая программа управления персоналом, производительность труда медицинского персонала, система KPI оценки труда медицинского персонала.

Вестник Тверского государственного университета. Серия: Экономика и управление. 2024. № 4 (66). С. 162–170

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ПЕРСПЕКТИВЫ РАЗВИТИЯ МЕДИЦИНСКОГО ТУРИЗМА В РОССИЙСКОЙ ФЕДЕРАЦИИ В УСЛОВИЯХ САНКЦИОННОГО РЕЖИМА

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Цель исследования заключается в оценке возможностей развития медицинского туризма в Российской Федерации в условиях применения экономических санкций со стороны недружественных государств. В рамках статьи рассмотрены сущность и разновидности медицинского туризма. В качестве научной новизны авторами обозначены основные факторы, способствующие развитию медицинского туризма в России, на основе статистического анализа определены перспективы его развития как в России, так и в мире. Все вышеперечисленное позволяет сделать выводы об актуальности темы исследования в современных условиях.

Ключевые слова: санкции, медицинский туризм, Российская Федерация, санкционное воздействие, виды медицинского туризма, факторы развития, перспективы развития медицинского туризма.

Вестник Тверского государственного университета. Серия: Экономика и управление. 2024. № 2 (66). С. 171–179

МАТЕМАТИЧЕСКИЕ И ИНСТРУМЕНТАЛЬНЫЕ МЕТОДЫ ЭКОНОМИКИ

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ЧИСЛЕННОЕ МОДЕЛИРОВАНИЕ ВОЗДЕЙСТВИЯ ПАНДЕМИИ COVID-19 НА ПОКУПАТЕЛЬНУЮ СПОСОБНОСТЬ НАСЕЛЕНИЯ (НА ПРИМЕРЕ РЫНКА НЕДВИЖИМОСТИ ВЕЛИКОБРИТАНИИ)

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Целью исследования является оценка влияния последствий пандемии Covid-19 на покупательную способность на рынке недвижимости

Великобритании. Для выполнения количественной оценки влияния последствий пандемии предложен авторский критерий оценки покупательной способности. В нём формальным методом, без использования экспертных мнений, определена сравнительная важность частных критериев. Предложены факторы, влияющие на значение критерия. Построена конечно-разностная дифференциальная модель влияния годовых рядов факторов на годовой ряд критерия. Методом постпрогноза доказана способность модели к прогнозированию. Произведено сравнение результатов моделирования при помощи модели, построенной по данным до начала пандемии, с фактическими значениями критерия. Научная новизна исследования заключается в разработке и применении предлагаемой методики для количественной оценки покупательной способности жителей Великобритании на рынке недвижимости на фоне пандемии.

Ключевые слова: *недвижимость, Великобритания, критериальное оценивание, прогноз, пандемия.*

УДК 332.1

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ВОЗМОЖНОСТИ РАЗВИТИЯ ЦИФРОВОЙ ЭКОНОМИКИ В СФЕРЕ ВЫСШЕГО ОБРАЗОВАНИЯ (НА ПРИМЕРЕ СУБЪЕКТОВ ЦЕНТРАЛЬНОГО ФЕДЕРАЛЬНОГО ОКРУГА РФ)

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Цифровая трансформация – комплексное направление развития, затрагивающее все регионы и требующее участия всех уровней власти. В статье анализируется влияние цифровых технологий на процесс обучения при подготовке кадров, рассматриваются различные подходы к оценке уровня цифровизации на региональном уровне. Проведено сравнение территорий, вошедших в рейтинг цифровой трансформации, с Владимирской областью. Авторами представлены определения цифровой экономики и рассмотрены варианты расчёта коэффициентов, влияющих на цифровое развитие высшего образования в регионах. Целью работы является обоснование возможностей развития цифровой экономики за счет обеспечения технологичного взаимодействия высшего образования с предприятиями на примере субъектов Центрального федерального округа РФ. Приведены рекомендации и пути решения имеющихся на территориях проблем. Научная новизна заключается в анализе уровня цифровизации регионального университета как одного из основных факторов, влияющего на уровень освоения экономики знаний. Выявлены тенденции спроса и востребованности высшего образования во Владимирской области, наличия подготовленного профессорско-педагогического состава, оснащённости кабинетов информационно-коммуникационными технологиями.

Ключевые слова: *цифровая экономика, регионы, цифровизация образования, высшее образование.*

УДК 378

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УПРАВЛЕНИЕ РАЗВИТИЕМ ОБРАЗОВАТЕЛЬНЫХ УСЛУГ НА ОСНОВЕ ПРАКТИКО-ОРИЕНТИРОВАННЫХ ТЕХНОЛОГИЙ

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Цель статьи – отражение проблем и перспектив внедрения практико-ориентированных технологий в учебный процесс путем модернизации реализуемых образовательных услуг. Научная новизна работы заключается в выделении и систематизации проблем в сфере практической подготовки обучающихся в системе высшей школы: 1) проблемы в сфере организации образовательного процесса (преобладание теоретической составляющей в структуре учебного процесса; оторванность содержания и качества образования от запросов рынка труда); 2) проблемы в сфере взаимодействия с заинтересованными сторонами (отсутствие действенной системы мотивации участия работодателей в учебном процессе; формальность вовлеченности бизнес-сообщества в процесс реализации образовательных услуг; устаревшие взгляды менеджмента предприятий и организаций на их роль в процессе подготовки квалифицированных кадров); 3) проблемы социально–психологической направленности (определенная некомпетентность работников в нюансах трудовой деятельности на новом рабочем месте, не зависящая от добросовестности его отношения к труду; неготовность собственников бизнеса в системное инвестирование обучения своих работников). С учетом обозначенного проблемного поля обоснована траектории развития системы российского высшего образования в контексте внедрения практико-ориентированных технологий. Объективность и достоверность полученных результатов обеспечивается выбранной методологией исследования, в основе которой общенаучные методы познания анализа, синтеза, систематизации и прогнозирования.

Ключевые слова: образовательные услуги, образовательная программа, практическая подготовка, дуальное образование, технологии WBL, управление реализацией образовательных услуг.

ПРОБЛЕМЫ РАЗВИТИЯ ТРУДОВОГО ПОТЕНЦИАЛА И КАЧЕСТВА ЖИЗНИ

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СОСТОЯНИЕ РЕГИОНАЛЬНОГО РЫНКА ТРУДА И ЗАНЯТОСТИ НАСЕЛЕНИЯ КАК ПРЕДПОСЫЛКА ТРАНСФОРМАЦИЙ В СИСТЕМЕ УПРАВЛЕНИЯ ПЕРСОНАЛОМ ПРЕДПРИЯТИЯ

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Цель статьи – проанализировать причины, от которых зависит современное состояние рынка труда и занятости, среди которых особое внимание уделяется демографическому кризису, оказывающему наибольшее отрицательное и долговременное воздействие на воспроизводство трудовых ресурсов региона. Обнаружены результаты исследований, позволяющие установить взаимосвязь между состоянием рынка труда, занятостью населения, возрастными особенностями мотивации к трудовой деятельности, а также изменениями, которые должны происходить в системе управления персоналом для наиболее эффективного использования трудового потенциала предприятия. Научная новизна состоит в представлении *авторского видения необходимых направлений трансформации в системах управления персоналом предприятий с точки зрения двух важных аспектов*: первый – возможность предотвращения дефицита кадров; второй – управление персоналом в условиях кадрового дефицита

Ключевые слова: рынок труда, занятость населения, мотивация к трудовой деятельности, система управления персоналом.

Вестник Тверского государственного университета. Серия: Экономика и управление. 2024. № 2 (66). С. 211–220

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О ВОЗДЕЙСТВИИ ИНОСТРАННЫХ САНКЦИЙ НА РОССИЙСКИЙ РЫНОК ТРУДА

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Статья посвящена анализу влияния иностранных санкций на российский рынок труда. Целью исследования является определение основных направлений этого влияния. В исследовании установлено, что санкционное влияние на российский рынок труда является в большей степени косвенным, возникающим как результат санкционного сокращения доступа российских предприятий к современным технологиям и оборудованию. Определено, что это сокращение может провоцировать в российской экономике регрессионное импортозамещение и замену капитала трудом. По результатам проведенного исследования предложены две группы мер, направленных на противодействие санкционному давлению на российский рынок труда. Охарактеризованы положительные и отрицательные стороны каждой группы предложенных мер. Научная новизна исследования состоит в выявлении и систематизации направлений косвенного влияния иностранных санкций на российскую экономику через их воздействие на рынок труда Российской Федерации.

Ключевые слова: трудовые ресурсы, рынок труда, санкции, капитал, экономический рост, противодействие санкциям, угрозы экономической безопасности

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ПУТЬ К ФИНАНСОВОЙ МНОГОПОЛЯРНОСТИ: СМОЖЕТ ЛИ ДОЛГОВОЙ РЫНОК БРИКС СТАТЬ АЛЬТЕРНАТИВНОЙ G7 ДЛЯ РОССИИ?

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Цель статьи – проанализировать процессы деглобализации на долговых рынках двух объединений стран – G7 и БРИКС, определить меры, позволяющие создать единый рынок капитала для обхода санкций. Авторы анализируют политику центральных банков, в частности изменение ключевой ставки, в свете борьбы с инфляцией, которая в последние годы является серьезной проблемой для большинства экономик мира, а также проводят компаративный анализ показателей долговой устойчивости стран G7 и БРИКС. По мнению авторов, растущие долги стран G7 в условиях сложившейся экономической конъюнктуры являются одной из ключевых угроз финансовой стабильности и усиливают риски долгового кризиса в ближайшие 5 лет. При этом развивающиеся рынки стран БРИКС имеют достаточно высокий потенциал обмена инвестициями и использования заемного капитала. Элементы научной новизны состоят в следующем: в работе сделано обоснование необходимости создания единого долгового рынка БРИКС и взаимного снижения барьеров для движения капитала, что может заместить рынки США и ЕС для российских эмитентов и инвесторов; предложены варианты мер, направленные на усиление интеграции по выстраиванию альтернативной международной финансовой инфраструктуры для обхода антироссийских санкций и уменьшения зависимости от доллара США и недружественных регуляторов.

Ключевые слова: санкции, долговой рынок, долговая устойчивость, деглобализация, БРИКС, G7.

Вестник Тверского государственного университета. Серия: Экономика и управление. 2024. № 2 (64). С. 234–246

ТРУДЫ МОЛОДЫХ УЧЕНЫХ

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ЭВОЛЮЦИЯ КРУГООБОРОТА ОСНОВНОГО КАПИТАЛА ПРОМЫШЛЕННЫХ ПРЕДПРИЯТИЙ В РОССИИ

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Цель статьи – определение места и роли основного капитала промышленных предприятий в современном экономическом укладе: в условиях кризиса отдельных отраслей (финансовой, промышленной,

социальной) и глобального перепроизводства товаров. Элементами новизны статьи являются: актуализация и концентрация внимания исследователей на проблемах формирования тренда перераспределения ресурсов в сторону инвестирования в основной капитал предприятий для преодоления кризиса, с которым Россия столкнулась в 2010-2020-х гг.; формирование авторского представления о тенденциях развития современной экономики в условиях цифровизации на основе анализа эволюции кругооборота основного капитала промышленных предприятий в России через призму четырех промышленных революций. По мнению автора, формирование и развитие активной, функционирующей экономической системы требуют, как теоретических, так и практических решений, связанных во многом со стимулированием прироста промышленного капитала – на макроуровне и основного капитала промышленных предприятий – на микроуровне.

Ключевые слова: промышленный капитал, финансовый капитал, основной капитал, кризис капитализма, инвестиции, сбережения.

Вестник Тверского государственного университета. Серия: Экономика и управление. 2024. № 2 (64). С. 247–257

УДК 339.5

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МЕТОДОЛОГИЧЕСКИЕ И МЕТОДИЧЕСКИЕ ОСНОВЫ РАЗРАБОТКИ И ИСПОЛЬЗОВАНИЯ ЭКСПОРТНОГО АУДИТА НА ОСНОВАНИИ РЕГИОНАЛЬНОГО ЭКСПОРТНОГО СТАНДАРТА 2.0

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В рамках статьи на основании использования Регионального экспортного стандарта 2.0 представлен подход к определению «экспортного аудита» региона. Благодаря проведению «экспортного аудита» субъекты Российской Федерации смогут определять вектор развития внешнеэкономической деятельности региона, в том числе экспортный аудит может служить одним из инструментов оценки экспортного потенциала региона. В исследовании представлены различия в объектах аудита внешнеторговых операций и «экспортного аудита» субъекта Российской Федерации. Научная новизна представленных результатов заключается в предлагаемом подходе к определению понятия «экспортного аудита» региона, его системного содержания и направления анализа данных с целью применения общих практических рекомендаций по внедрению регионами страны данного инструмента Регионального экспортного стандарта 2.0.

Ключевые слова: Региональный экспортный стандарт 2.0., анализ экспортной деятельности, экспорт, региональная экономика, меры поддержки бизнеса.

Вестник Тверского государственного университета. Серия: Экономика и управление. 2024. № 2 (66). С. 258–265

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ПРОБЛЕМЫ, ПРЕПЯТСТВУЮЩИЕ РАЗВИТИЮ ПРАКТИКИ КОРПОРАТИВНОГО УПРАВЛЕНИЯ В РОССИИ

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В статье рассматриваются основные проблемы корпоративного управления в России. Ключевая исследовательская цель статьи обозначается как поиск проблем российской модели корпоративного управления и доказательство наличия у данной системы потенциала стратегического ресурса, который не используется отечественными корпорациями. Проанализированы результаты оценки Национального рейтинга корпоративного управления (НРКУ). Представлены результаты корреляционного анализа динамики оценки НРКУ и показателя чистой прибыли компаний за период 2014-2023 гг., в ходе которого установлен неоднородный характер силы взаимосвязи и её полярности. Сделан вывод о том, что компании в выборке не используют потенциал корпоративного управления как стратегического ресурса.

Ключевые слова: корпоративное управление, национальный рейтинг корпоративного управления, российская модель корпоративного управления, чистая прибыль, стратегический ресурс.

Вестник Тверского государственного университета. Серия: Экономика и управление. 2024. № 2 (66). С. 266-275

ДИСКУССИОННАЯ ПЛОЩАДКА

УДК 339.9

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НАЗАД К ПОЛИТИЧЕСКОЙ ЭКОНОМИИ?

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Статья рассматривает движение в экономической науке России по восстановлению политической экономии как официальной нормы теоретизирования. Целью работы является оценка научной обоснованности и целесообразности вытеснения *Economics* её ныне монопольных позиций. Научная новизна представлена выдвинутой автором новой концепции субсидиарных научных парадигм и авторским предложением - не возвращаться к бренду *Политическая экономия*, а обозначить научную платформу как *Экономическая политология*.

Ключевые слова: политическая экономия, *Economics*, научная парадигма, экономическая политология.

Economics, научная парадигма, экономическая политология.

Вестник Тверского государственного университета. Серия: Экономика и управление. 2024. № 2(64). С. 276-279

НАУЧНАЯ ЖИЗНЬ

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ВСЕРОССИЙСКИЙ НАУЧНО-ПРАКТИЧЕСКИЙ МОЛОДЕЖНЫЙ ФОРУМ (С МЕЖДУНАРОДНЫМ УЧАСТИЕМ) «РОССИЯ В ГЛОБАЛЬНОМ МИРЕ»

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В статье представлен обзор работы Всероссийского научно-практического молодежного форума (с международным участием) **«Россия в глобальном мире»**, посвященного Десятилетию науке и технологий, 300-летию российской науке и году Семьи, прошедшего в мае 2024 г. в Институте экономики и управления Тверского государственного университета. Форум проводился при поддержке Тверского регионального отделения Общероссийской общественной организации «Союз машиностроителей России». Автор сконцентрировал внимание на наиболее актуальных проблемах развития мировой и российской экономики, обсужденных в рамках состоявшихся научных мероприятий и различных научно-исследовательских площадок Форума.

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SUPPLY ECONOMICS AND INFLATION MULTIPLIER OF FORMING REGIONAL RESOURCE POTENTIAL

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The article is devoted to the analysis of the relationship between inflation and the formation of supply-side economics. It has been determined that for the effective formation of a supply-side economy, it is extremely important to create the appropriate resource potential of regional economies. It has been revealed that investments that form the resource potential of regions can generate additional direct and indirect inflationary pressure on the economy. This pressure spreads through the region's economy as a result of the investment multiplier action. In turn, inflation, as well as a lack of resources, hinder the formation of a supply-side economy. All of the above formed the purpose of the study: analysis of the inflationary component of multiplicative processes in the regional economy. Based on the results of the study, a model of the inflationary investment multiplier was formed, considering the influence of inflation on multiplicative processes. The scientific novelty of the study lies in the approach to inflation modeling based on the decomposition of the process of spreading the multiplier effect in the regional economy into its individual components.

Keywords: *supply-side economics, investment multiplier, inflation, economic development, economic growth, resource potential, counteraction to sanctions.*

ECONOMETRIC ANALYSIS OF ACCOUNTS RECEIVABLE OF RUSSIAN ENTERPRISES AND PROPOSALS FOR ITS REDUCTION

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The purpose of the study is to clarify the dependence of the sum of accounts receivable of industrial and agricultural enterprises of the Russian Federation on some external and internal factors and to determine ways to reduce it. The most problematic area is the formation and growth of overdue accounts receivable. This circumstance leads enterprises to lose their financial stability due to the need to search for and turn to other sources of financing for their core activities. Untimely repaid accounts receivable lead to increased business entities' accounts payable. The study uses official statistics on the number of accounts receivable from 2014 to 2023, as well as on the level of inflation, the refinancing rate of the Bank of Russia, industry production volumes, and other indicators for the same period. The most significant factors were determined using correlation analysis. The power-law regression equations are constructed, allowing a 95% probability to fulfill a short-term forecast of the volume of accounts receivable for a sample of companies in industry and agriculture. Measures to reduce accounts receivable are proposed. The main research methods were correlation, regression, and comparative analyses. The article

presents a detailed classification of the factors influencing the formation and increase of receivables and provides recommendations for accounts receivable management.

Keywords: *accounts receivable, state of the economy, industry, agriculture, correlation analysis, regression analysis, debt management.*

THEORETICAL AND METHODOLOGICAL ASPECTS OF CONTROLLING OF THE SUSTAINABLE DEVELOPMENT OF INDUSTRIAL ENTERPRISES

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The relevance of the research is explained by the need for development and improvement of a set of methods for managing sustainable development at an enterprise under the influence of factors of a constantly changing external environment. The purpose of the research is to study the theoretical and methodological aspects of the interaction between the concepts of controlling and sustainable development, to disclose and characterize the main stages of the implementation of controlling for sustainable development of industrial enterprises. The scientific novelty of the research lies in the analysis of the differences in the characteristics of classical controlling and controlling for the sustainable development of enterprises, on the basis of which the author's concept of "controlling for the sustainable development of an enterprise" was formulated, as well as in the disclosure of indicators of the controlling model for the sustainable development of the economic, social and environmental system. The key characteristics in various interpretations of the concepts of "controlling" and "sustainable development" by domestic and foreign researchers are highlighted. Five stages of controlling for the sustainable development are considered. On the example of one of the enterprises, an assessment of a comprehensive indicator of sustainable development is given.

Keywords: *controlling, sustainable development, controlling for the sustainable development of enterprises, economic system, social system, environmental system, comprehensive indicator of sustainable development, industrial enterprises, coordination, management, control.*

SERVICE SECTOR AS A DRIVER OF THE COUNTRY'S ECONOMIC DEVELOPMENT IN THE AGE OF DIGITIZATION (ON UZBEKISTAN EXAMPLE)

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The purpose of the article is to analyze the service sector in the Republic of Uzbekistan in the context of the digital transformation of the economy and to identify, on its basis, innovative technologies and methods for improving the professional skills of service workers, necessary for the effective development of regions and improving the standard of living of the country's population.

This paper shows that the innovative development of the country's economy is unthinkable without the effective use of modern techniques and digital tools. In addition, the authors state that the service sector is an important aspect of social and economic life and covers almost all areas of human activity. The provisions presented in the article show that technological progress plays a key role in the development of the service sector. The introduction of modern technologies not only reduces the time frame for providing services, but also increases their efficiency, expanding the variety of offers. Examples of this include the use of digital platforms, cloud technologies and artificial intelligence, which help optimize interactions between businesses and customers. The scientific novelty of this work lies in conducting a study on the impact of digital technological solutions on the development of the service sector and identifying best practices for their further use in industries and areas of the economy. According to the results of the study conducted by the authors, it can be argued that progress in the development of the service sector correlates with the overall economic development of the country. Rapidly changing technological requirements and the constant development of the service market create a need for highly qualified employees. Upskilling the workforce is becoming not only a strategic imperative for service businesses, but also a driver of innovation, superior customer service and sustainable growth in an expanding business landscape. Thus, in the context of the global digitalization of economic processes, the introduction of advanced technological solutions, expansion of the volume and quality of services is one of the important factors in the effective development, competitiveness of the country and improving the standard of living of the population.

Keywords: *service sector, economic potential, digital technologies, socio-economic development, entrepreneurship, innovation, country competitiveness*

**INVESTIGATION OF THE IMPACT OF
THE GLOBAL COVID-19 PANDEMIC (on the economy of
the industrialized regions of the Russian Federation)**

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The article is devoted to the study of the impact of the consequences of the global COVID-19 pandemic on the economy of the Russian Federation as a whole, as well as in the context of the subjects of the federation and industries, in particular. Among the negative consequences of the pandemic is a significant economic downturn that occurred in most areas of economic life in the countries of the world, which resulted in a simultaneous decrease in electricity consumption. The presented study is based on the analysis of indicators of changes in demand for electricity consumption in the regions of Russia for the period 2019-2020, reflecting the degree of influence of the COVID-19 pandemic on the level of economic recession in different regions of the country, which is presented in the framework of the graphic materials presented in the article. The analysis of changes in electricity demand revealed that as a result of the impact of the pandemic, the intensity of the decline in electricity consumption in the regions of Russia turned out to be different, and some regions, against the background of the general economic downturn, showed an increase in electricity consumption, which is associated with internal regional characteristics. To study the peculiarities of the influence of industry on changes in demand for electricity consumption during the pandemic, the authors developed the indicators "Coefficient of change in demand for electricity consumption", "Coefficient of increase in the share of electricity consumption by industry in the subjects of the Russian Federation", and also presented the

results of calculations of the developed coefficients. The authors grouped the regions of Russia according to the indicator "The coefficient of influence of industry on demand changes in 2019-2020." allowed to differentiate the regions of Russia according to the studied indicators. The resulting grouping of regions allows for a more targeted state policy aimed at preventing and eliminating the negative phenomena of the crisis as a result of the global pandemic, directed both towards individual regional groups and towards individual sectors of regional economies.

Keywords: *COVID-19, consequences of the pandemic, economic downturn, electricity consumption, regional economy, industrial economy, dynamics of changes in energy consumption.*

EFFICIENCY IMPROVEMENT OF THE STATE GOVERNMENT POLICY IMPLEMENTATION IN THE FIELD OF PHYSICAL CULTURE AND SPORTS (using the example of the northwestern federal district of the Russian federation)

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The purpose of the article is to assess the impact of sports activity of the population on the growth of the regional economy in order to develop proposals for improving state policy in the field of physical culture and sports and increasing the effectiveness of its implementation. Physical activity in human life is a socially significant component for the development of society of any state. In order to ensure the effectiveness of the implementation of regional policies in the field of physical culture and sports, it is necessary to have the results of quantitative assessments of the impact of physical activity on socio-economic indicators and the tools that are based on them. This study examines the question of the effectiveness of spending money from the budget through the prism of comparing economic indicators to non-economic ones using the example of the North-West Federal District, which includes 11 regions. This is the first time this has been done and is also a novelty of the present study.

Keywords: *state policy in the field of physical culture and sports, sports activity of the population, the effectiveness of the implementation of state policy.*

ASSESSMENT OF THE AGRICULTURAL IMPORT SUBSTITUTION POLICY IMPLEMENTATION AND REGULATION OF AGRICULTURAL MARKETS

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The purpose of the article is to investigate the implementation of the policy of import substitution of agriculture in the Russian Federation and the regulation of agricultural markets. The author's position on the import substitution policy is considered as a process of qualitative transformation of the national economy and strengthening the competitiveness of domestic producers. In the course of

the study, the current state of the agro-industrial complex was analyzed, an assessment of the implementation of the program for food import substitution was given, a study of consumer behavior was carried out, the most active economic entity was identified, the prospects for the development of the agro-industrial complex in the context of new challenges were considered. The elements of scientific novelty are the author's conclusion that the agro-industrial sector is in a stage of active development, and many processes in the industry are associated with the global trend of import substitution in the national market.

Keywords: *import substitution policy, sanctions, trade embargo, import, export, agriculture, healthy food products, agricultural products market.*

PROBLEMATIC ISSUES OF GASIFICATION OF THE TVER REGION AND WAYS TO SOLVE THEM

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The purpose of the article is to develop proposals to ensure sustainable energy and heat supply to households, industrial enterprises and social facilities located in the Tver region at affordable prices. The article provides an analysis of the basic indicators characterizing the current situation in the field of gas supply and gasification of the region. The main problems requiring special attention and reflection in regional policy documents are reflected. Possible solutions to the identified problems are substantiated. The scientific novelty of the study consists in identifying and substantiating, based on the application of systematic and situational approaches to conducting scientific research, proposals aimed at developing gasification in the Tver region as an essential factor in the socio-economic development of the region and allowing not only to provide more comfortable living conditions, but also to provide affordable and economical energy resources to industry, business, and develop existing sectors of the economy and create new ones. The article outlines the economic, social and environmental aspects of sustainable development of the region and the subjects located on its territory, the disclosure of which is possible through gasification of territories and facilities with various types of potentials. The developments proposed by the authors of the article allow a comprehensive approach to solving existing problems not only in gasification of the region, namely, increasing the workload of gas networks under construction, payback on investments in gasification and attracting new investments, accelerating the transition of households, industrial enterprises and social infrastructure facilities to gas heating as the cheapest and most environmentally friendly fuel, but also improving tools ensuring the sustainable development of the region, business and human capital.

Keywords: *gas industry, region, gasification level, gas supply, consumers, sustainable development.*

REFORMING OF THE ACCOUNTING STATEMENTS AS A STEP TO ACCOUNTING IMPROVEMENT IN A COMMERCIAL ORGANIZATION

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The adoption of the new FSB as part of the accounting reform over the past few years has led to a change in the concept and valuation of assets and liabilities and the emergence of new accounting objects, therefore, new accounting forms are being adopted from 2025. The changes are primarily aimed at compliance of accounting forms with the new rules and accounting objects not only according to Russian standards, but also IFRS. New lines have been added to the reporting forms, indicators that do not meet the new accounting requirements have been removed, and the capital change report has been completely reformed. The author shows that changes in reporting forms contribute to increasing the reliability and accuracy of indicators, however, there are also problems, such as the subjectivity of the accountant's assessment of certain reporting items and the expansion of forms due to additional indicators in terms of justifying their need. The purpose of the study is to study the practical problems of changing accounting statements from 2025 and their impact on the reliability of reporting. The results of the work can be used by practicing accountants to analyze changes in reporting indicators and understand their essence. The elements of scientific novelty are to assess the impact of changes in accounting legislation on the objectivity and reliability of accounting statements of commercial organizations.

Keywords: *FSB 4/2023 "Accounting Statements", balance sheet, financial results report, capital changes report, Explanations to the balance sheet and financial results report.*

EVOLUTIONARY FACTOR MODELING OF THE NUMBER, TEST PERIOD AND RETENTION OF TARGET UNIVERSITY GRADUATES WITH A NON-ZERO LEVEL OF RELIABILITY (PART I)

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The subject of this research is the tools of evolutionary factor modeling with a non-zero level of reliability within the selected components of higher education, which act as the object of research. The purpose of the work is to substantiate a statistically relative/maximally reliable quantitative and at the same time adaptive approach to monitoring and regulating targeted training in higher education institutions. The study is based on: 1) methods of mathematical statistics and probability theory aimed at: a) identifying the closeness of the relationship between the result and the factor influencing it; b) verification of a non-random relationship between the result and the factor influencing it; 2) multivariate discriminant modeling aimed at designing an evolutionary factor model with a non-zero level of reliability for evaluating the result. The scientifically new results of the study include the concept and tools for designing particular evolutionary factor models with a non-zero level of reliability: 1) the estimated/required number of target graduates of higher educational institutions; 2) the estimated/required number of assigned target graduates of higher educational institutions; 3) the estimated/required period of probation of target graduates of higher educational institutions. The presented approach can be in demand by state bodies, higher educational institutions, and employers interested in targeted training.

Keywords: *evolutionary factor model with a non-zero level of reliability; number of target graduates; consolidation of target graduates; test of target graduates; higher education; higher educational institution.*

FEATURES OF THE FORMATION OF THE CIVIL SERVANT'S COMPETENCE MODEL

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This article discusses the importance of developing a competence model for government civil servants. The purpose of the model is to identify the key skills, knowledge and characteristics necessary for the effective performance of duties in the public service. The study offers a competence model that includes universal, individual, special and social competencies. The approach to performance assessment offers a wide range of indicators that take into account not only the results of work, but also social significance and responsibility. Important aspects of the model are transparency, openness and the ability to evaluate the work of civil servants by society. The model takes into account individual knowledge, skills, experience, performance and self-esteem of employees when forming an assessment of their activities. The development of such a model will help public authorities to create a system for evaluating and developing employees, as well as attract and select candidates in accordance with the requirements and goals of the organization.

Keywords: *competence, civil servant, performance assessment, civil service, competence model.*

FUNDAMENTAL SCIENTIFIC PRINCIPLES OF EFFICIENCY AND SUSTAINABILITY IN ENVIRONMENTAL MANAGEMENT

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In the face of global environmental and social challenges, effective and sustainable environmental management is becoming a key aspect for ensuring the long-term well-being of the planet and humanity. This work is devoted to the study of fundamental scientific principles that determine the effectiveness and sustainability in the management of natural resources. The focus is on two interrelated aspects: natural resource efficiency, which involves optimizing processes and minimizing costs, and sustainability, which ensures the preservation of ecosystems and resources for future generations. The work analyzes modern theories and concepts relating to the environmental, economic and social efficiency of nature management. The principles of sustainable development are considered, which require a balanced approach to the use of resources and their preservation. An important aspect is the assessment of innovative technologies and methods aimed at improving the efficiency and sustainability of environmental management. Particular attention is paid to political and legislative aspects, which play a key role in the formation and implementation of effective natural resource management strategies. Examples of successful practices and mistakes made in different countries and regions are considered, which makes it possible to develop recommendations for improving

existing approaches. The transformation and essence of the main scientific approaches in nature management are presented. It is proposed to call the modern approach responsible; its fundamental basis is the concept of sustainable development. To assess the economic, social and environmental effectiveness of the socio-ecological and economic development of the economic system, it is proposed to use several criteria. The work is a comprehensive analysis of fundamental scientific provisions that help ensure effective and sustainable environmental management, contributing to the harmonious interaction of man and nature.

Keywords: *recycling, inclusiveness of society, cyclical rationalization of environmental management, socio-environmental and economic development.*

RESEARCH OF THEORETICAL AND METHODOLOGICAL FOUNDATIONS AND EMPIRICAL ASPECTS OF MACROECONOMIC POLICY UNCERTAINTY ON INNOVATIVE DEVELOPMENT IN THE BRICS COUNTRIES (PART I)

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This article examines the theoretical and methodological foundations and some empirical aspects of the macroeconomic assessment of the impact of economic policy uncertainty on innovative development in the context of the BRICS countries (Brazil, Russia, India, China and South Africa) for the period from 2000 to 2023. Focusing on the study of the relationship between economic policy uncertainty and innovative development, this article aims to identify individual empirical consequences of the potential impact of economic policy uncertainty on innovation efforts in emerging market economies. In his research, the author uses analytical data for the period from 2000 to 2023. and a number of econometric tools for macroeconomic assessment, including the FMOLS model (a fully modified conventional least squares method) and taking into account a number of other related factors, the author seeks to highlight certain macroeconomic aspects of the impact of economic policy uncertainty on the results of innovative development in the BRICS countries. The results of the study show a significant and negative relationship between the uncertainty of economic policy and innovation activity. Empirical evidence suggests that increased levels of economic policy uncertainty tend to constrain innovation efforts in these countries. This negative effect highlights the potential obstacle that an uncertain economic environment can create for research, development and the introduction of new ideas and technologies.

Keywords: *macroeconomic assessment, innovative development, uncertainty of macroeconomic policy, BRICS.*

SUSTAINABLE DEVELOPMENT IN THE CONTEXT OF BUILDING A NEW MODEL OF THE RUSSIAN ECONOMY: NECESSITY OR REDUNDANCY?

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The aim of the research is to consider different approaches and perspectives on the relevance of sustainable development. Sustainable development in recent decades has been recognized as necessary condition for economic development both at state and corporate levels. It is one of the key elements of strategies and plans and also part of image of any organization, government structure. At the same time, in Russia for quite a long-time topic of sustainable development, ESG was almost ignored by both government structures and business. In recent years, significant steps have been taken to correct the situation, some success has been achieved. However, at the same time, geopolitical and economic crisis of 2022 called into question relevance and necessity of introducing many ESG initiatives due to additional costs and often significantly delayed effect; the closedness of Western markets, most sensitive to this subject, also plays a role. All this gives rise to discussions regarding how important and necessary the ESG agenda is for domestic business in current conditions. The scientific novelty of the research is expressed in considering the application of new sustainable development initiatives in Russia and comparing them with their global counterparts.

Keywords: *sustainable development, ESG, crisis, energy efficiency.*

THE IMPORTANCE OF RUSSIA IN EU FOOD SECURITY

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Ensuring food security remains one of the most pressing global problems. The article focuses on the interaction of Russia with the EU countries on the issue of food security. Until February 2022, the Russian Federation was the largest partner (5th place) The EU in the field of food supply. The subject of the study is the influence of Russia on the formation of food security in the EU. The purpose of this article is to consider the most acute problems in the field of food security by the EU countries, including from the perspective of EU-Russia trade relations. The scientific novelty lies in the consideration of the EU food issue from the point of view of Russia's influence as the largest partner and the compiled cartographic materials summarizing the understanding of the current position of the EU in the food market. Conclusions are drawn about Russia's role in shaping the EU's food security.

Keywords: *food security, export and import of food, parallel imports, trade flows, standard consumption.*

INNOVATION ACTIVITY OF ECONOMIC ENTITIES IN THE CONDITIONS OF DIGITAL TRANSFORMATION

A.M. Dyudyukina, A.A. Kostrova

Innovative activity during the period of digital transformation is the most important parameter that ensures a high level of competitiveness of the economic system and its long-term growth. The purpose of the article is to consider the main aspects of the innovation activities of economic entities in the context of digital transformation and government support measures to stimulate innovation activity. The scientific novelty lies in the discovery of the lack of concentration of interactions of all subjects of market relations, which makes it difficult to achieve the strategic goals of companies. The authors propose to use the most important aspect of the implementation of the innovative function of business units in the context of a formalized approach to the level assessment of the quality of services, products and technologies - the formation of a product portfolio that meets the needs of client flows using and implementing strategic and tactical tools.

Keywords: *innovative activity, digital transformation, BI-platforms, governmental support, strategic planning, sustainable development, scientific and technical progress.*

ARTIFICIAL INTELLIGENCE IN HUMAN POTENTIAL REPRODUCTION

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The purpose of the article is to investigate the problems arising from the digitalization of the economy and the introduction of new artificial intelligence technologies, as well as to assess the role of human potential in digital transformation. The author notes the growing role of digital technologies in the modern socio-economic movement of society. Scientific novelty lies in the discovery of an emerging number of problems associated with the spontaneous introduction of artificial intelligence, ahead of the study and assessment of the impact of new technologies on socio-economic relations.

Keywords: *human potential, artificial intelligence, digital transformation, socio-economic development, labor market, creative thinking.*

DIGITALIZATION: OPPORTUNITIES AND THREATS

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FGBOU VO “Vladimir State University named after A.G. and N.G. Stoletov”,
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Due to the global changes taking place in the world, the role of digital technologies in the life of society is increasing. The purpose of the study is to analyze the digitalization process, identify threats and methods to prevent them. The scientific novelty of the research is the generalization of the accumulated knowledge of society about the process of digitalization. Based on the conducted research, the conclusion is formulated that at present the issue of introducing digital technologies to improve the efficiency of the economy and other spheres of activity is urgent, which carries a number of threats that need to be minimized.

Keywords: *digitalization, threats of digitalization, digital security, digital hygiene.*

THE QUALITY IMPROVING FOR CONSUMERS OF CONSTRUCTION SERVICES

G.V. Barteltov, G.G. Skvortsova

FGBOU VO “Tver State Technical University”, Tver

The article presents a method that will help improve the quality of customer service in small and medium-sized businesses providing construction services to the public. To do this, we analyze the path of a client who uses the services of a small construction and installation company. The algorithm for performing work under a contract in the provision of construction services defines areas of interaction between the contractor and the customer. For each stage of interaction, key factors influencing the quality of service are identified. Based on the analysis of these factors, conclusions are drawn about the possibility of applying the service quality levels proposed in the excellent service quality pyramid. The results of this study will help managers of construction enterprises make effective management decisions aimed at improving the quality of service to consumers of construction services.

Keywords: *quality, construction services, method, ISO 23592:2021, service excellence.*

NOOINTEGRATION AS A NEW PARADIGM FOR THE WORLD ECONOMIC ORDER DEVELOPMENT (BY THE EXAMPLE OF BRICS)

N.V. Novikova, E.V. Kozyreva, T.M. Kozlova, T.N. Fedorova

FGBOU VO “Tver State University”, Tver, Russia

The purpose of the study is to present the distinctive features of noointegration from integration using the example of previously created integration groupings,

analyzing the geostrategic prerequisites for their creation, highlighting global challenges characterizing the current state of the world economy, identifying competitive advantages for integrating countries and weaknesses in the competitive position for unfriendly countries. An element of scientific novelty is the generalization of the positive effects and advantages of the integration interaction of the BRICS countries on the basis of nononomics, as a more preferable model for the harmonious development of the participating countries and the creation of a basis for the formation of the future global eco-architecture. The growing confidence in BRICS+ will create conditions for the formation of a global partnership between the countries of the "golden billion" and the world majority. But integration contributes to the formation of the ideology of preserving civilization and national identity in the face of increasing uncertainties and global rivalry between countries.

Keywords: *noointegration, noo-approaches, integration, friendly countries, unfriendly states, rivalries, consequences.*

«SCIENCE WEEK» AT THE INSTITUTE OF ECONOMICS AND MANAGEMENT OF TVER STATE UNIVERSITY

M.V. Tsurkan

FGBOU VO "Tver State University", Tver

The purpose of the article is to update the areas of research of young scientists and teachers of universities in Russia and abroad through an overview of the topics of sections and key reports presented at scientific and practical conferences organized at the Institute of Economics and Management of Tver State University in the spring months of 2024 as part of the "Week of Science." The goal can be considered achievable, in particular, due to the fact that despite the fact that the declared scientific events are already traditional (name, time, target audience), the question of updating the topics of the sections is raised annually by the organizing committee.

Keywords: *Institute of Economics and Management, Science Week, international conference, student conference.*

THE STATE FISCAL POLICY AS A FUNDAMENTAL TOOL FOR THE ECONOMIC POLICY IMPLEMENTATION IN MODERN RUSSIA

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The topic of economic development and increasing its efficiency is always relevant for any country. Depending on the culture and historically established principles of management, different economic policies are carried out in each national economy. There is a wide range of levers of influence on the subjects of internal economic relations. One of the most popular tools for the state in the field of economic regulation is fiscal policy. A large number of types of taxes and their differentiation according to various criteria distinguish any local economic policy. However, in the course of the historical development of the market economy, the most common tax turned out to be the corporate income

tax. Although it has a different name in different countries, nevertheless, the principle of its introduction and its essence are practically the same in all cases – organizations are one of the main elements of any market economy. Any organization, whether commercial or non-profit, creates benefits and acts as sources of supply. The welfare of society depends on the quality and quantity of the goods offered. Stimulating organizations to better fulfill their economic tasks remains the main task of any state as a regulator of economic relations. Therefore, their regulation at the expense of fiscal policy is the object of research in this paper.

Keywords: *economic policy, fiscal policy, market economy*

THE RUSSIAN ECONOMIC SYSTEM: CONTRADICTIONS AND DEVELOPMENT POTENTIAL

(a review of the VIII international political economic congress named after A.V. Buzgalin)

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The article presents an overview of the VIII International Political Economic Congress named after A.V. Buzgalin on the topic: «The Russian Economic System: Contradictions and Development Potential» held in May 2024 at Lomonosov Moscow State University.

Keywords: *political economy, strategic planning, economic policy, theories of socialism, economic cycles, technological sovereignty, noonomy, international political economic congress.*

THE IMPACT OF MANAGEMENT DEVELOPMENT PROBLEM IN US AGRICULTURE IN 1920-S ON THE DYNAMICS OF THE GREAT DEPRESSION

(critical assessment of prevailing views)

A.V. Tebekin

FSBEI HE "Moscow State University named after M.V. Lomonosov, "Moscow

The relevance of the presented study is determined by the fact that the global economic crisis that has dragged on since 2020 forces us to turn to the historical experience of events in the world economy that are adequate in nature, the strength of influence and inertia of the consequences for society, among which the global economic crisis of the 1920–1930s stands out, called the crisis of the Great Depression. The purpose of the study is to analyze the impact of the problem of managing the development of US agriculture in the 1920-s, including tariff regulation issues, on the dynamics of the Great Depression in order to localize the impact of the expected global financial crisis on the national economy. The scientific novelty of the results obtained lies in the identification of a combination of objective and subjective factors that determined the logic of the American administration's decision-making in the field of agriculture and the related problems of tariff regulation, as well as in determining the nature of the impact of these decisions on the development of internal and foreign economic processes on the eve and during the Great Depression. The practical significance of the results obtained lies in the possibility of using analytical assessments of the development processes of the Great Depression crisis in

terms of solving the problem of managing the development of US agriculture in the 1920–s and related issues of tariff regulation, in solving the problems of overcoming the current economic crisis.

Keywords: *problem impact analysis, development management, US agriculture, tariff regulation, Great Depression dynamics.*

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OF CONTRADICTIONS IN THE INTERPRETATIONS OF M.I. TUGAN-BARANOVSKY OF THE CATEGORY «VALUE»

V.N. Shcherbakov

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The article is devoted to the consideration of the problems of utility and value, price and value, in which there is still quite a wide confusion in the interpretation of these and related terms. The categories “value” and “value” are often identified with each other, value is often mixed with price, use value is often expressed by use value, exchange value by exchange value, etc. The purpose of the study is to reveal economic utility from the point of view of a management system based on the use in economic practice of the contradictory unity of the cost and utility sides of economic relations. The scientific novelty of the obtained results lies in the development of a methodology that allows the use of the use-value principle of management based on the unity of interests of structurally related relations.

Keywords: *labor theory, utility, value, value, relations, use value, economic world order, optimality, motivation, priorities, genetic potential, economic efficiency, scientific knowledge.*

ANALYZING THE IMPACT OF RUSSIA'S BUDGET DEFICIT ON INTEREST RATE AND INFLATION

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The purpose of the study is the impact of the budget deficit and public debt on the value of the key rate. Based on data from the Bank of Russia and the Ministry of Finance, the budget impulse and its impact on inflation, budget deficit, key rate changes and the amount of public debt were calculated. It is concluded that there is a direct relationship between changes in the budget balance and fluctuations in the key rate. The scientific novelty of the results obtained lies in assessing the impact of public debt on the budget deficit and the key interest rate (1 trillion budget impulse leads to an increase in the key rate by 0.5 %), as well as in identifying specific factors contributing to changes in these indicators in conditions of high inflation and limited access to external financing.

Keywords: *key rate, state budget, OFZ, bond market.*

RESEARCH OF MODERN TRENDS IN SUSTAINABLE DEVELOPMENT OF RUSSIA

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Serious changes in the external environment (pandemic, socio-economic crises, geopolitical tensions) created the prerequisites for rethinking approaches to ensuring the sustainable development of the state. The purpose of the study was to determine current trends in the sustainable development of Russia based on an economic and statistical analysis of the influence of factors, its determinants, as well as the justification of the most adequate mechanism for resolving existing contradictions. The scientific novelty of the study lies in a comprehensive study of the factors affecting the sustainable development of Russia at the present stage, and the formation of a mechanism for managing sustainable development based on a distributed type of responsibility. A new trend of sustainable development of Russia has been highlighted, associated with the physical and psychological recovery of the population and ensuring active working longevity, which will subsequently lead to a decrease in poverty and a more conscious attitude towards the environment. The authors assessed the impact of household consumption, electricity and fuel and energy resources consumption, real cash income of the population, cargo turnover on Russia's sustainable development indicators. It was revealed that there is no connection between the index of the physical volume of GDP per capita and the capacity of generating facilities operating on the basis of renewable energy sources. It was concluded that it is not yet

possible to replace the consumption of fuel and energy resources with renewable energy sources without economic losses on a country scale. Proposed is a mechanism for managing sustainable development of the state, based on distributed responsibility, in which management is carried out both from the external and internal sides.

Keywords: *sustainable development, socio-economic development, environmental problems, well-being of the population, health improvement of the population, trend, trend, correlation.*

STRATEGIC MANAGEMENT OF ENTERPRISE DIGITAL DEVELOPMENT

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The purpose of the article is to conceptually develop approaches to strategic management of the digital development of an enterprise at the stages of initial digitalization, digital controllability and digital transformation. The goal of this article is supposed to be achieved using the methods of abstraction, generalization, formalization, analogies and other general scientific methods. The article shows that strategic digital management of an industrial enterprise and its digital transformation goes through three levels of digital maturity, which ensure the transition to smart (SMART) production. To force the evolutionary transition to a higher level of digital maturity, it is necessary to use innovative technologies for enterprise development management, which will accelerate the process of a full-fledged transition to smart production in Industry 4.0. The process of strategic management of the digital development of the enterprise presented in this article conceptually forms the basis for making long-term decisions in terms of innovative development and forms a system of strategic management of digital development. The implementation of the proposed scheme will ensure progressively stable and profitable development in dynamics, when factors of uncertainty of the external environment and its economic side are becoming increasingly relevant.

Keywords: *digital economy, management, strategic management, industrial enterprise, business processes, digital maturity.*

FEATURES OF ORGANIZING AN EFFECTIVE SYSTEM OF INTERNAL ACCOUNTING CONTROL

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The internal control system is necessary for effective risk management and ensuring the reliability of financial statements. It helps corporate governance bodies identify accounting errors in a timely manner and solve related problems at an early stage, contributing to a more efficient functioning of the organization as a whole. Rationally organized internal control increases responsibility and improves employee communication, which makes the business more sustainable and competitive. The article is devoted to the peculiarities of organizing an effective system of internal control of

accounting. The purpose of the study is to develop in a comprehensive aspect the main directions for improving the efficiency and rationality of the organization of internal control of accounting. The scientific novelty of the results obtained is the justification of the need to adapt existing approaches to the organization of internal control of accounting to the conditions of changing internal and external factors affecting the economic entity in order to ensure the efficient operation of the accounting service and rational management of emerging risks.

Keywords: *internal control, internal control system, accounting system.*

THE CLIMATE AGENDA: PROBLEMS AND MECHANISMS OF FORMATION OF THE GLOBAL ENERGY BALANCE

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The article examines the main problems of the complex and controversial process of switching to clean energy sources and the prospects for achieving net zero emissions by 2050. While remaining relevant, the sustainable development agenda has moved into the field of climate issues. It is in this area that the main discussions are taking place regarding the reduction of greenhouse gas emissions and the need to verify the reliability of data provided by companies on minimizing the impact of their activities on the environment. The results of the study of the main trends in the formation of the global carbon market and ensuring adaptation to climate change have revealed the key problems of energy transition associated with the fact that existing energy supply mechanisms due to the increased use of fossil fuels are outdated and can no longer solve the tasks of switching to "clean energy technologies". The purpose of this study is to identify possible solutions to the problem of limiting the use of fossil fuels, defining instruments for regulating the activities of companies to reduce greenhouse gas emissions, fulfilling voluntary commitments to minimize the impact on the environment and possible strategies for switching to affordable and reliable energy sources with zero carbon emissions. In accordance with the analysis of socio-economic effects and consequences, problems of transition to low-carbon development were identified, proposals were developed for the formation of instruments and mechanisms for the gradual abandonment of the use of fossil energy sources. The scientific novelty of the conducted research lies in the substantiation of the need to form an energy system based on the use of both traditional fossil and renewable energy sources and clean fuels, ensuring a balance between the reliability of the existing energy system from the standpoint of ensuring energy supply to the industrial sector, infrastructure and private consumers, on the one hand, and the ability to follow the climate agenda, on the other.

Keywords: *climate agenda, carbon footprint reduction, ESG agenda, clean energy, regulatory mechanisms.*

SCENARIO FORECASTING OF DIGITAL ECOSYSTEMS DEVELOPMENT IN THE AGRO-INDUSTRIAL COMPLEX

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The purpose of the article is to predict possible directions of development of digital ecosystems in the agro-industrial complex. It is hypothesized that the main drivers of this process are the processes of digitalization and platformization of business-models in the industry and in the sphere of public administration. Based on the identified factor processes, a strategic matrix was formed, which made it possible to identify four alternative scenarios for the penetration of digital ecosystems into the industry. With the prevalence of the trend towards the dominance of state digital services, the regulatory burden on agribusiness will continue to increase. With the minimization of the role of the state, the consolidation and development of the market of industry ecosystems will occur in a «natural» way, but with the preservation of significant fragmentation of the digital environment. With the convergence of the development trajectories of digital government services and private business ecosystems in the agro-industrial complex, it is possible to form universal digital platforms that provide actors with the opportunity for a seamless transition between government and business services, which will create conditions for the proactive provision of government support measures within industry value chains.

***Keywords:** digital platforms, ecosystems, ecosystem business models, agro-industrial complex.*

METHODOLOGY FOR THE FORMATION OF AN INNOVATIVE INFRASTRUCTURE FOR THE DEVELOPMENT OF SERVICE ORGANIZATIONS IN THE CONTEXT OF DIGITAL TRANSFORMATION

V.I. Byvshev

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The purpose of the study is to develop a methodological model for the formation of an innovative infrastructure for the development of service organizations. The work defines the methodological grounds for the formation of an innovative infrastructure for the development of service organizations in the context of digital transformation, predetermining a set of methods based on approaches and principles applicable to the subject of research. The scientific Вестник Тверского государственного университета. Серия: Экономика и управление. 2024. №4(68) 94 novelty of the study lies in the development of a graphical model of the methodology for the formation of an innovative infrastructure for the development of service organizations in the context of digital transformation, which allows, from a scientific point of view and the position of factology, to approach the process of forming an innovative infrastructure.

Keywords: innovative infrastructure, service sector organizations, digital transformation, methodology, innovation, services, service sector, digital transformation of the service sector, innovative development of the service sector

KEY TRENDS IN THE DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP IN THE RUSSIAN FEDERATION

M.V. Tsurkan, O.V. Skudalova

FGBOU VO "Tver State University", Tver

The development of the social entrepreneurship sphere is undergoing qualitative changes caused by the ambiguous socio-economic situation in our country, which are largely explained by geopolitical challenges. The purpose of the article is to determine the cause-and-effect relationships between the factors and trends of social entrepreneurship development in the Russian Federation, to determine the directions for further development. To achieve the goal, the factors of social entrepreneurship are given, the authors disclose the trends of social entrepreneurship, a diagram is formed reflecting the relationship of the factors of influence, trends and directions of development of social entrepreneurship in the Russian Federation.

Keywords: social entrepreneurship, factors and trends of social entrepreneurship, directions of development.

INCREASING THE ROLE OF THE SOLID WASTE MANAGEMENT SYSTEM IN THE PROCESS OF STRATEGIC MANAGEMENT OF A LARGE CITY

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The purpose of the article is to develop proposals for modernizing the solid waste management system in the process of strategic management in a large city. The scientific novelty of the work lies in the study of topical issues of increasing the role of the solid municipal waste (MSW) management system in the process of strategic management of a large city. The development paths of large cities in modern conditions are considered and their strategic complexes are identified. The need to increase the role of the MSW management system in a large city is determined. The problems of MSW management are formulated and the difficulties of implementing the reform in the field of waste management are identified. The need to modernize this sphere on the basis of interaction between government bodies, the population and business is substantiated. The objectivity and reliability of the results obtained are ensured by the chosen methodological basis of the study, which is based on general scientific methods of cognition, analysis, synthesis, systematization and forecasting.

Keywords: large city, region, strategic management, municipal solid waste (MSW) management system

DEVELOPMENT OF CONTROL AND SUPERVISION ACTIVITIES IN THE DPR TERRITORY

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The article examines the stages of the formation of a system of control and supervisory activities in Russia (CPV), its structure and the process of adaptation in the DPR to modern conditions as a new subject of the Russian Federation. The purpose of the work is to identify possible elements of structuring control and supervisory activities adapted to the conditions of external risks of the DPR as a new subject of the Russian Federation. Indicators are considered as a tool for regulating the need to carry out (determine the moment of inspection and the type of inspection) control measures. A list of recommended areas of the regional DNR CPD system and optimization of the scalar chain of functional responsibilities of the DNR control and supervisory bodies has been proposed. It is recommended, depending on the object of the check and industry affiliation, to introduce a traffic light warning program into the system of control and supervisory activities of the DPR, which signals duplicate types of checks, controls their timing, displays the history of violations and their elimination.

Keywords: *control and supervisory activities, marketing assessment, control tools, subject, object, DNR, verification indicators, performance indicators*

METHODOLOGICAL BASIS FOR FORECASTING ECONOMIC INDICATORS IN CONDITIONS OF SITUATIONAL RESPONSE TO SPATIAL DISTRIBUTION OF RESOURCES

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The purpose of this study is to develop a methodological basis for forecasting economic indicators in conditions of situational response to the spatial distribution of resources. The subject of the research is methods for forecasting economic indicators using time series and the subsequent formation of a vector for proactive development of the spatial development of regional economic systems. The analysis of seasonality in time series for forecasting economic indicators, taking into account cyclical dominance and the construction of various modified series, gives grounds to talk about the need for their structural decomposition due to the gradual discarding of data and modifications and based on their possible movement and taking into account spatial redistribution. The scientific novelty of the conducted research lies in the development of methodological foundations for forecasting economic indicators in conditions of situational response based on smoothing out deformations of time series, their movement and determining the level of seasonality, taking into account the spatial distribution of resources. The practical application of the tools developed by the authors will lead to an increase in the quality of economic forecasts obtained from linear regression

models due to the preliminary processing of initial data and the establishment of cyclical dominance of modified series, taking into account the situational response to the spatial distribution of resources.

Keywords: *forecasting methodology; situational response; cyclical dominance; structural modifications; linear regression model; stability of economic forecasts.*

EVOLUTIONARY FACTOR MODELING OF THE NUMBER, TEST PERIOD AND RETENTION OF TARGET UNIVERSITY GRADUATES WITH A NON-ZERO LEVEL OF RELIABILITY (PART II)

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The subject of this research is the tools of evolutionary factor modeling with a non-zero level of reliability within the selected components of higher education, which act as the object of research. The purpose of the work is to substantiate a statistically relative/maximally reliable quantitative and at the same time adaptive approach to monitoring and regulating targeted training in higher education institutions. The study is based on: 1) methods of mathematical statistics and probability theory aimed at: a) identifying the closeness of the relationship between the result and the factor influencing it; b) verification of a non-random relationship between the result and the factor influencing it; 2) multivariate discriminant modeling aimed at designing an evolutionary factor model with a non-zero level of reliability for evaluating the result. The scientifically new results of the study include the concept and tools for designing particular evolutionary factor models with a non-zero level of reliability: 1) the estimated/required number of target graduates of higher educational institutions; 2) the estimated/required number of assigned target graduates of higher educational institutions; 3) the estimated/required period of probation of target graduates of higher educational institutions. The presented approach can be in demand by state bodies, higher educational institutions, and employers interested in targeted training.

Keywords: *evolutionary factor model with a non-zero level of reliability; number of target graduates; consolidation of target graduates; test of target graduates; higher education; higher educational institution.*

RESEARCH OF THEORETICAL AND METHODOLOGICAL FOUNDATIONS AND EMPIRICAL ASPECTS OF MACROECONOMIC POLICY UNCERTAINTY ON INNOVATIVE DEVELOPMENT IN THE BRICS COUNTRIES (PART II)

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This article is a continuation of the article published in the previous issue of this journal¹. This article presents some empirical results of the process of macroeconomic assessment of the impact of economic policy uncertainty on innovative development in the context of the BRICS countries (Brazil, Russia, India, China and South Africa) for the period from 2000 to 2023. At the same time, this article aims to identify some empirical consequences of the potential impact of economic policy uncertainty on innovation efforts in emerging

market economies. In the process of macroeconomic assessment, the author used a number of econometric tools, and, taking into account other related factors, the task was set to emphasize the role of certain macroeconomic aspects that influence the formation of economic policy uncertainty and their subsequent impact on the results of innovative development in the BRICS countries. Empirical analysis shows that there is a very significant and negative relationship between the uncertainty of economic policy and innovation activity. The estimates obtained as a result of empirical analysis indicate that the increased level of uncertainty of economic policy, as a rule, constrains innovation efforts in these countries, which is a potential obstacle to the intensification of research, development and implementation of new ideas and technologies.

Keywords: *macroeconomic assessment, innovative development, uncertainty of macroeconomic policy, BRICS*

COMPARATIVE CHARACTERISTICS OF THE ECONOMIC STRATEGIES OF THE BRICS COUNTRIES IN THE CONTEXT OF ORIENTATION TOWARDS SUSTAINABLE DEVELOPMENT GOALS

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The article presents the results of a retrospective content analysis of research on the problems of sustainable development in the BRICS countries, detailed over the periods of time, which are 2015–2018 (from the year of the adoption of the UN Sustainable Development Goals (SDGs) till the COVID-19 pandemic), 2019–2021 (pandemic and related crises that affected the SDG indicators and their forecast/planned values), 2022–2023 (increased socio-economic and political turbulence of the global environment accompanied by post-wave fluctuations and crises). The review of the basic macroeconomic metrics of the BRICS countries and the analysis of strategic documents of the BRICS countries for the adaptation of the SDGs in the system of state planning is carried out. The results of monitoring the achievement of sustainable development commitments by the BRICS countries with the allocation of “problematic” SDGs are presented. The article does not take into account the structural changes of the BRICS (the entry of new participants – Egypt, Iran, Ethiopia, UAE, Saudi Arabia) from 01.01.2024.

Keywords: *sustainable development, BRICS, Sustainable Development Goals (SDGs), monitoring of SDG implementation, problems of SDG implementation.*

TRENDS IN THE DEVELOPMENT OF THE GLOBAL RETAIL MARKET IN THE CONTEXT OF GLOBAL ECONOMIC CHALLENGES

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In the modern economy, retail trade plays a critical role as a link between producers and consumers. This sector not only has a direct impact on global economic indicators, but also mediates social trends of sustainable

development. Retail trade serves as a barometer of economic change, reflecting both macroeconomic shifts and changes in consumer demand and behavior. This study covers an analysis of the growth of global retail trade in the period from 2020 to 2022, focusing on the dynamics of retail sales in various geographical regions. Particular attention is paid to the impact of the COVID-19 pandemic on the markets of developing countries, where high inflation levels affect purchasing power, as well as the trends and challenges these countries face in the context of global economic changes.

Keywords: *retail, emerging markets, global economic growth, COVID-19 pandemic, inflation, purchasing power, supply chains.*

IMPACT OF THE DIGITALIZATION FACTOR ON THE GRAVITY MODEL OF FOREIGN TRADE

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The article considers the introduction of an additional factor into the gravity model, it's the ranking place in the global innovation index. Gravity modelling of trade flows between countries is an efficient and developed tool for empirical analysis of international trade. The traditional gravity model uses only 3 parameters: GDP, distance and the resulting indicator - trade turnover. However, the classical gravity model of foreign trade needs to be revised (change the formula, add parameters) due to the rapid growth of digitalisation worldwide and the reduction of distances between cities due to the growth of e-commerce. The goal of the research is to analyze the gravity model of foreign trade under the correction of the initial parameter. The impact of digitalisation on foreign trade has also been assessed and ways of measuring the development of digitalisation in different countries have been discussed. Studies of the level of digitalisation at the international level are conducted by the OECD, the World Bank and the European Commission, while in Russia Skolkovo has developed the Digital Russia index. The Global Innovation Index is used as an example to analyse the strengths and weaknesses of countries' innovative development. The Global Innovation Index is the most suitable for inclusion in the gravity model of foreign trade, as it integrates all indicators of a country's digitalisation. The methodology of the other digitalisation indices has not been developed for all countries. The gravity model of foreign trade is considered on the example of Russia-Belarus pair, as these countries are active trading partners, and digitalisation affects mutual trade of these countries. Revision of the gravity model of foreign trade is possible if the proposed hypothesis is confirmed not only in pairs of countries within the EAEU, but also in any other pairs of countries engaged in mutual trade. The scientific innovativeness of the results obtained consists of developing a new gravity model of foreign trade, researching the possibility of applying the ways of measuring digitalization in different countries.

Keywords: *gravity model, foreign trade, digitalisation, global innovation index, EAEU, digital platforms, level of digitalisation, modelling, innovation*

ANALYSIS OF THE RUSSIAN MARKET OF DIGITAL RETAIL MARKET PLACES

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With the development of digitalization in Russia, online commerce has gradually begun to focus on marketplaces because they provide a high level of comfort for interaction between consumers and suppliers. Thanks to this, digital marketplaces have begun to play an important role in the retail trade of the Russian Federation and in organizing consumer access to the goods they need. In this study, we examined the current state of the Russian digital retail marketplace market. We have focused on universal marketplaces as key players in the industry. The paper shows the main participants of the Russian market of digital platforms (one of the varieties of which are retail marketplaces). The description of the general model of functioning of digital marketplaces is given. The review of the dynamics of the development of the main digital marketplaces is carried out. The reasons why it is difficult for foreign companies (first, AliExpress) to compete with Russian marketplaces are shown. Our research suggests that the Russian digital marketplace market is dynamic and growing, while the main players, to increase their competitiveness, pay great attention to expanding their presence in the physical space (by forming networks of order pick-up points), as well as offering additional services that simplify the purchase for the customer. These factors, along with the transformation of consumer habits, contribute to the gradual transition of customers to online orders, which, in turn, is a factor in the long-term sustainability of the retail marketplace business.

Keywords: *digital platform, e-commerce, platform economy, digital ecosystem, marketplaces, retail.*

GREEN ECONOMY: NEW CHALLENGES FOR RUSSIA

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The 2020 pandemic has led to a significant increase in global interest in responsible consumption and "green" technologies, including in Russia. Previously, initiatives such as the ESG criteria were not widely popular, but during the pandemic, demand for them increased dramatically. According to analysts, the goals set by the Russian government to improve the environmental sustainability of the economy are considered insufficiently ambitious. As a result, the reduction of carbon dioxide emissions by Russian enterprises is slower compared to the country's main trading partners. Experts believe that the Russian government is not actively promoting a culture of environmentally friendly business. Recently, there has been no introduction

of special benefits or a noticeable increase in fines. The only change seems to be the increased attention to ensuring compliance with environmental standards by government regulators.

Keywords: *green economy, Asia, Europe, greening of the economy, economics, ecology, sustainable development.*

INTEGRATED METHODOLOGY FOR DIAGNOSING THE CRISIS STATE OF SMALL ENTERPRISES: CREATION OF AN INTEGRATIVE APPROACH TO ASSESSING FINANCIAL, OPERATIONAL AND MARKETING CONDITION

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The purpose of the scientific article is to create an integrated approach to assessing the financial, operational and marketing state of small enterprises in a crisis using an integrated diagnostic methodology. The relevance of the study is due to the fact that the economic activity of small enterprises is faced with a state of crisis, which is why it is necessary to diagnose their financial, operational and marketing condition. The object of the study is small enterprises. The subject of the study is a methodology for diagnosing the state of small enterprises in crisis conditions. The article examines the role of small businesses and the problems that, when faced with, they risk entering the phase of crisis of the organization. The nature of the formation of the economic crisis, which worsens the financial, operational and marketing condition of small enterprises, is determined. Methods for diagnosing the crisis state of small enterprises are analyzed. An algorithm for diagnosing the crisis state of small enterprises has been developed, taking into account modern challenges and conditions of economic uncertainty. The role of financial, operational and marketing efficiency in ensuring the recovery of a small enterprise from a state of crisis is analyzed. An integrated methodology for diagnosing the crisis state of small enterprises is proposed, which takes into account an integrated approach to assessing the financial, operational and marketing state of the organization. The results of the scientific article make it possible to use an integrated approach to assessing the financial, operational and marketing state of small enterprises in a crisis using an integrated diagnostic methodology in order to identify the main problem areas in managing the efficiency of an organization's economic activities in order to develop management decisions to improve them.

Keywords: *small enterprises; integrated methodology; diagnosis of a crisis state; economic crisis; financial condition; operational status; marketing condition; integrated assessment approach.*

SMOOTHING OF STATISTICAL DATA ON ECONOMIC INDICATORS USING SIGNIFICANCE COEFFICIENTS

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The article is dedicated to examining issues related to the smoothing of statistical data on economic indicators. The aim of this work is to refine the model for calculating parameters of linear and nonlinear regression of economic indicators when these data have varying significance. To achieve

this, significance coefficients for statistical data are proposed. This approach requires solving nonlinear optimization problems to determine regression parameters, the solutions for which are presented in the article. An example of using the proposed approach to analyze car production in countries for a time period including the pandemic years is given. The scientific novelty of the results lies in the fact that, unlike existing data smoothing models, the models presented in the article allow for consideration of varying significance in statistical data when analyzing and forecasting economic indicators.

Keywords: *linear and nonlinear data smoothing, least squares method, statistical data smoothing.*

MODERN METHODS FOR ASSESSING SYSTEMIC RISKS IN FINANCIAL MARKETS

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In recent years, there has been an increase in instability in financial markets, highlighting the necessity for a deep understanding of systemic risks that can lead to significant economic consequences. The aim of this study is to systematize the methodology for assessing systemic risks in financial markets. This research proposes an integration of theoretical foundations and practical approaches to the evaluation of systemic risks, with an emphasis on identifying the interconnections between various economic agents and financial instruments. The scientific novelty of this work lies in the comprehensive examination of the nature of systemic risk, its classification, the causes of its emergence, and strategies for its mitigation. Furthermore, a comparative analysis of existing approaches and methods for assessing systemic risks under contemporary economic conditions has been conducted. The findings of the study indicate that effective management of systemic risks in the financial market requires a detailed analysis utilizing not only traditional statistical methods but also modern technologies such as machine learning and network analysis.

Keywords: *financial market, systemic risks, methods for assessing systemic risks, network analysis, machine learning, text mining.*

ON THE PROVISION OF CIVIL AVIATION WITH FLIGHT PERSONNE

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The purpose of the article is to study the processes of formation of the personnel potential of the airlines of the Russian Federation and identify the problems of providing flight personnel. The paper states that at present, airlines not only in the Russian Federation, but also in other countries, are experiencing a shortage of flight personnel. The article emphasizes that the provision of qualified, motivated airline flight personnel is a prerequisite for the development of civil aviation, and also analyzes the process of training pilots. In order to achieve the purpose of the article, the authors conducted a sociological study by interviewing the current first pilots of Russian airlines, such as the Aeroflot Group, Russian Airlines, "Utair", "Siberia", "Azimuth". The article presents recommendations and solutions to the problem of

providing flight personnel. The scientific novelty lies in the study of the causes of the personnel shortage of flight personnel in the Russian Federation, in identifying problems and developing proposals, the introduction of which into the personnel policy of airlines will significantly reduce the turnover of flight personnel in Russian airlines.

Keywords: *civil aviation, Russian airline, shortage of flight personnel, pilot training, personnel potential of civil aviation*

SMART GRIDS ON PRODUCT-PRICING PROCESSES

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Gradual development of smart grids and distributed ledger technologies, and also recycling technologies for secondary use of materials (that allows to convert production wastes of ones into useful raw materials for others), is forming presuppositions to rethink many fundamental principles of contemporary economic science. In prospect, applications of these technologies in a much wider scale can lead to the erasure of customary border between a producer (seller) and a consumer (buyer). Development and expansion of new means of communication and production (the internet, virtual reality, 3D-printing, etc.) can also contribute to formation of such conditions which enable any individual to be involved (directly or indirectly) in design and production processes, that can in the long run also question the validity of the traditional dichotomy “producer / consumer” and make the study of co-production phenomenon considerably important. In the present work the hypothesis of a probable changes in the current product-pricing in the case of co-production approach based on smart grids and distributed ledger technologies is analyzed.

Keywords: *co-production, prosumerism, smart grids, distributed ledger technologies, product-pricing.*

"NEW REALITY" FOCUS ON ECONOMIC SCIENCE

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On November 28-29, 2024, the IV International Scientific and Practical Conference "The Socio-Economic Trajectory of Russia's Development: The Categorical Imperative of Being in Time and Space" was held at Tver State University. The conference was organized by the Institute of Economics and Management, Department of Economic Theory. The material offered to readers organizationally and meaningfully reveals the results of the Conference.

Keywords: *"new reality," deep transformation of economic systems, interdisciplinary discussion of modern economic problems, topical issues of economic science development*