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The possibilities and limitations of forming a new integrative paradigm of theoretical economics in modern Russia

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The publication presents a comprehensive analysis of the current state of the Russian theoretical economy as a combination of scientific schools, research areas and methodological approaches. Based on the study of domestic scientific centers, publication activity, the institutional structure of economic science and the content of the passport of the scientific specialty 5.2.1 "Economic Theory," the main trends in the evolution of the Russian scientific space were revealed. Systematization of leading economic and theoretical schools was carried out, their subject areas, methodological features and institutional development bases were determined. It has been shown that modern Russian economic theory is characterized by a high degree of thematic differentiation, accompanied by fragmentation of the research field, a decrease in the accumulation of scientific knowledge and insufficient integration of individual areas. As a promising methodological basis, modern political economy is considered, which has the potential to synthesize institutional, evolutionary, systemic and digital approaches to the study of economic transformation, property relations, technological development and digital capital.

Keywords*: Russian economic theory, scientific schools, political economy, technological sovereignty, new economic paradigm; economic science methodology, economic thought.*

Management concept based on the use of combinatorial technologies as a basic management concept of the 2020s

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The relevance of the presented research lies in the fact that in modern conditions, economic development processes at all levels are characterized by serious problems, which in turn are related to the problems of managing socio-economic systems—management. Defining a rational approach to managing socio-economic systems adequate to modern economic conditions requires a conceptual description of currently implemented management approaches. The aim of the presented research is to identify the conceptual approach to the management of socio-economic systems that is dominant in the current decade. The scientific novelty of the obtained results lies in the substantiation of a management concept based on the use of combinatorial technologies as a fundamental management concept in the 2020s. The practical significance of the obtained results lies in the possibility of using the discussed conceptual principles in formulating policies and strategies for managing socio-economic systems at the macro-, meso-, and microeconomic levels.

Keywords: *management concept, use of combinatorial technologies, basic management concept, 2020s.*

Improving the efficiency of the management system based on the experience of using cloud services

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This article examines the digital transformation of a company's management structure through the implementation of cloud technologies. The article provides an overview of current research on the theory of cloud service implementation within an organization. Several real-life cases of cloud service implementation (IaaS, PaaS, SaaS) in the management of large Russian companies are presented. As a result of this research, the article identifies a number of advanced areas that can significantly optimize the work of all levels of company management. The purpose of this article is to identify key patterns of change in management processes and practices under the influence of cloud services, based on an analysis of the experience of Russian companies that have completed migration to cloud infrastructure. The scientific novelty of this study lies in its shift in focus from the technological or general economic effectiveness of cloud services to qualitative changes in the content and nature of managerial activities.

Keywords*: Management, digital transformation, cloud services, management logic, systems analysis, problems of implementation of information systems, threats in cloud services.*

Corporate time management as a factor of economic efficiency of industrial enterprises: empirical research

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This article explores the issue of corporate time management as a factor in the economic efficiency of industrial enterprises. It presents the results of an empirical study conducted by the MISIS Center for Business Efficiency in collaboration with the Ministry of Economy of the Tver Region and the Industrial Development Fund (IDF) of the Tver Region. The study aimed to establish a correlation between the maturity level of an industrial enterprise's corporate time management and objective economic indicators of its profitability. A statistically significant correlation was found between the maturity level of corporate time management and economic efficiency indicators of the industrial enterprise, such as profit and return on investment. The scientific novelty of this study lies in the application of quantitative statistical methods to the study of corporate time management processes.
Keywords*: corporate time management, industry, growth indicators, Industrial Development Fund, Tver region, correlation analysis.*

How to create a marketing strategy: a practical approach

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The article reveals the essence and significance of marketing strategy as a factor in increasing the efficiency of an organization's activities. It is noted that strategy is a long-term approach to the development of an organization aimed at sustainable customer acquisition and strengthening of competitive advantages. The following provisions are considered as elements of scientific novelty: 1) the definition of the concepts "strategy" and "marketing strategy" is clarified; 2) the differences between a plan and a strategy are presented; 3) approaches to establishing a strategic period are defined; 4) a level-based approach to developing a marketing strategy is substantiated; 5) tools for selecting a marketing strategy are proposed; 6) the concept of "portfolio" is clarified when developing portfolio strategies.
Keywords: *Strategy, marketing strategy, levels of strategy development, corporate strategy, functional strategy, operational strategy, strategy effectiveness, stages of strategy development.*

Communication policy of the Bank of Russia: interaction with universities as a public management tool

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The purpose of the article is to identify the features of the transformation of the Bank of Russia's communication policy as a tool of public administration, to substantiate the strategic importance of interaction with universities, and to propose practical mechanisms for integrating monetary policy issues into the educational process. Based on an analysis of the Bank of Russia's documents and theoretical concepts (including the theory of rational inattention), the article shows the evolution of the Bank of Russia's communication policy, the structure of its dialogue with businesses, authorities, and universities, as well as the theoretical limits of its communication openness. The article analyzes the goals, directions, and tools of the Bank of Russia's communication policy with the academic community as a separate area of its policy. The article proposes options for integrating current monetary issues into the educational process through a system of practical cases and analytical tasks. The scientific novelty of the study lies in the comprehensive analysis of the transformation of the political communication system.
Keywords*: Bank of Russia, communication policy, monetary policy, state (public) management, educational process.*

Lean management in the social sphere (using the example of higher education institutions)

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The article is devoted to the study of the possibilities of applying the principles of lean management in the social sphere, using the example of higher education institutions. The purpose of the study is to analyze the theoretical foundations, tools, and government policies for implementing lean management in universities, as well as to identify key areas for optimizing processes to improve the efficiency and quality of educational services. The research methodology includes an analysis of literature, regulatory documents, and implementation cases in Russian universities. The study identified priority areas for applying lean principles, as well as the role of federal projects and "out-of-the-box" solutions. It has been shown that lean management has significant potential for universities, but it requires adaptation to the specifics of education and overcoming resistance to change.
Keywords: lean management, social sphere, tools, box solutions, processes.

Development of behavioural aspects of accounting in Russia

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This article reflects modern trends in the application of psychological paradigms in the field of accounting. An analysis of the prerequisites for the emergence and development of a behavioural approach to accounting abroad was carried out, and trends in the influence of behavioral science on the formation of a modern concept of national accounting were determined. Key problems observed in recent decades in psychological research in the field of

accounting in the Russian Federation have been identified and systematically presented. Among the main problems are the following: manipulation and deliberate distortion of data, insufficient transparency of accounting processes, lack of a uniform system of accounting standards, insufficient level of professional qualifications of accounting employees, politicization of the financial reporting process.
***Keywords**: accounting, behaviorism, financial accounting, regulation of standards, management decisions.*

Special economic zones of technological innovation as a factor in achieving technological leadership

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This article examined the development of Russian special economic zones (SEZs). The purpose of the article is to examine the functioning of technology innovation SEZs (TISEZs) in the context of Russia's prospects for achieving technological leadership. The authors analyzed the development of these zones, noting their relatively high efficiency and identifying their specific features and key challenges. They identified areas for development in implementing public-private partnership (PPP) mechanisms in accordance with the country's strategic development goals. The need for an innovative development vector and expanded investment in high-tech sectors of the economy to achieve Russian technological leadership was emphasized. Particular attention was paid to the use of digital technologies for the effective operation of special economic zones. The scientific novelty of the obtained results lies in their deepening of the theoretical foundations of SEZ development and practical recommendations for innovative areas of technology-innovative SEZ operation in the context of ensuring technological sovereignty and leadership.
***Keywords:** special economic zones, technology-innovative zones, innovation, public-private partnerships, digitalization, technological leadership.*

Methodological foundations of forecasting the innovative development of service infrastructure in the context of digitalization

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The article examines methods and special approaches for forecasting the development of complex socio-economic systems. The results of the analysis showed that the available methods used to make forecasts for the development of complex systems, such as service infrastructure, do not take into account aspects of digitalization, which requires revision and updating of well-known methodological approaches. The purpose of the study is to update the methodological tools for modeling and forecasting the innovative development of service infrastructure in the context of digitalization. In the course of the research, a graphical model of the process of forecasting the innovative development of the service infrastructure in the context of digitalization was compiled, which formed the basis of the author's methodology. The scientific novelty of the research lies in the development of an

original methodology for predicting the innovative development of service infrastructure in the context of digitalization, based on a combination of methods for analyzing S-shaped logistic models and expert methods used to formalize the factors of service infrastructure development. The advantage of this approach is the operation of qualitative and quantitative characteristics using universal mathematical tools, which allows you to "digitize" data during their analysis. This will make it possible to more effectively model and predict the trajectory of innovative development of the service infrastructure, as well as other complex socio-economic systems in the context of digitalization.
Keywords: *forecasting, innovative development, service infrastructure, forecasting methodology, digitalization.*

Regional innovation infrastructure services for the implementation of technological leadership

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The article is devoted to the research of regional innovation infrastructure services in order to develop technological leadership. The purpose of the study is to clarify the concept of «regional innovation infrastructure services», including through an analysis of existing approaches to defining innovation support infrastructure at both the national and regional levels. It is noted that today there is no single definition of the concept of «regional innovation infrastructure services». The result of the study was the definition of the concept of «regional innovation infrastructure services», which takes into account all aspects of infrastructure development in the context of innovation reorientation towards achieving technological sovereignty of the Russian Federation. The authors defined the role of regional innovation infrastructure in the development of the scientific, technological and innovation ecosystem of the region, developed and proposed a classification of regional innovation infrastructure services, and highlighted the basic principles of services.
Keywords*: innovative infrastructure, service sector, technological leadership, technological sovereignty, innovative development of regions, regional scientific and technological policy, economic policy*

Analysis of key factors that determine the nature and dynamics of modern transformation processes in the agro-industrial complex

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The relevance of the study is due to the significant role of the agro-industrial complex in ensuring national and food security in the context of the aggravation of the foreign policy situation and the introduction and constant expansion of anti-Russian sanctions. The article analyzes the key factors that determine the nature and dynamics of modern transformation processes in the

industry, with a focus on digital, spatial, and demographic aspects. Establishing changes is necessary to address a range of strategic objectives related to increasing the competitiveness of the industry, sustainable development of rural areas, and adapting the domestic agro-industrial complex to global challenges through the development of a systematic approach to management and the implementation of effective support measures and regulations for the agricultural sector. The scientific novelty of the study is that the ongoing digital, spatial, and demographic transformation processes form a single interconnected system that determines the dynamics of industry development and promising areas of government support.
***Keywords**: agro-industrial complex, agriculture, transformation processes, digitalization, rural areas*

Organization of industrial engineering in the field of closed-loop economics

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This article substantiates the specifics of organizing industry engineering in the field of a circular economy. Circular economy engineering fosters the implementation of general principles of cyclical resource management within the industry. The scientific novelty and practical significance of this work lie in identifying the characteristics of industry engineering: organizing access to territorial and organizational space with secondary resources; creating business opportunities for circular economy projects; developing systems that enhance interdependence between industry participants; and developing rules for distributing the cost of secondary resources across different production cycles. Organizing industry engineering in the field of a circular economy opens up special prospects for the development of economic systems, substantiating their characteristics and their dynamics over time.
***Keywords:** industry engineering, economic system, industry, closed-loop economy, management system, innovation, project.*

Features of transforming the management system in higher education based on the use of social and psychological methods

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The purpose of this article is to identify and substantiate the specific features of management system transformation in higher education institutions based on the application of socio-psychological methods in today's conditions of uncertainty and risk, as well as external challenges. The scientific novelty of this study lies in the author's definition of "transformation of the management system of a higher education institution based on socio-psychological methods"; in substantiating the application of socio-psychological management methods within the context of the personality-oriented

management paradigm to transform organizational and managerial relationships for the purpose of sustainable development in conditions of uncertainty and external challenges, taking into account the specifics of higher education institutions and the professional activities of faculty; and in identifying key management strategies that involve the active application of this group of methods when implementing organizational changes at the university.
***Keywords**: transformation of the management system, transformation of organizational and managerial relations, educational organization of higher education, ESG principles, sustainable development, socio-psychological methods of management, personality-oriented approach to management.*

Economic factors of youth migration from old industrial regions

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The article examines the economic factors of youth migration outflow from old industrial regions of Russia. The subject of the study is the socio-economic causes of youth migration from regions with a historically established industrial specialization, as well as the quantitative and qualitative consequences of this process. The purpose of the works to identify the key economic factors that encourage young people to change their place of residence, and to develop a comprehensive methodology for quantifying the loss of human capital in old industrial territories. The study is based on the theory of human capital (G. Becker, T. Schultz), the concept of center-periphery development (J. Friedmann), the theory of migration networks (D. Massey), and the push-pull theory (E. Lee). The study uses statistical analysis of Rosstat data for 2019–2024, correlation and regression analysis, and the results of a sociological survey of university graduates and in-depth interviews with experts. The results of the study show that the main factors contributing to the outflow are the poor quality of regional labor markets (narrow specialization, low wages, lack of horizontal career opportunities), the lack of professional opportunities outside of traditional industrial sectors, and the deficit of modern urban environment. The scientific contribution of this work is the development and testing of a comprehensive methodology for assessing the direct and indirect economic losses of the region from youth migration, including underinvestment in education, lost benefits from GRP (taking into account the consumer spending multiplier), and losses in the budget system from lost taxes. Conclusions: old industrial regions, by investing in personnel training, actually subsidize the economy of more successful territories (Moscow, St. Petersburg, Tyumen Oblast), which requires a revision of regional policy towards the creation of ecosystems for youth entrepreneurship, the development of the services sector, and the introduction of mechanisms for "return" migration and compensatory transfers.
***Keywords:** youth migration; old industrial regions; human capital; labor market; economic losses; regional economy; brain drain; migration factors; assessment of human capital; single-industry towns; creative class; center-periphery model.*

Assessment of the Role of Human Potential in Strategic Planning of the Municipal Solid Waste Management System in a Region

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The article is devoted to assessing the role of human potential in the strategic planning of the municipal solid waste (MSW) management system in the constituent entities of the Russian Federation. The purpose of the study is to identify the degree of integration of the human (personnel) component into the existing strategies and programs of the sector, as well as to substantiate measures aimed at strengthening it. Based on the application of systemic, institutional, and strategic approaches, current scientific publications and existing strategic documents in this field are analyzed. It is established that, despite the recognition of human (personnel) potential as a critically important factor in the effectiveness of socio-economic development, its consideration in strategic documents remains fragmented and is not supported by measurable indicators. The study confirms a shortage of qualified personnel in the MSW management sector and a weak institutionalization of personnel policy. The scientific significance of the research lies in substantiating the need to incorporate a personnel block into the strategic management of the waste management sector. The paper proposes directions for strengthening the personnel component of strategic planning. The obtained results are of interest to public authorities, regional operators, and developers of program documents in the field of environmental policy.
***Keywords**: human potential; personnel potential; social potential of the population; public administration; strategic planning; municipal solid waste management system; regional policy; personnel policy.*

Export activities of Russian companies: current state and development prospects

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This scientific article is devoted to the analysis of the current state and prospects for the development of export activities of Russian companies. The subject of the research is the current practice and the state of export activity of Russian companies, the assessment of factors determining the effectiveness of exports, the identification of existing limitations and problems, as well as the study of prospects and possible ways to develop the export potential of Russian enterprises. The factors determining the efficiency of exports, as well as the existing restrictions and problems preventing Russian manufacturers from entering international markets, are considered. The authors propose recommendations for improving the mechanisms of state export support for Russian enterprises. Thus, a comprehensive model of state support for Russian exports has been proposed, the purpose of which is to combine a wide range of approaches and tools, meeting the full list of requests from companies engaged in exports into a single system - from financial support to educational programs. Such a versatile strategy is aimed at increasing the competitiveness of Russian goods and services in the international arena and strengthening Russia's long-term position in the global economy.
***Keywords:** export activity, Russian economy, international trade, competitiveness, export potential, export barriers, government regulation.*

Transformation of the System of Economic Interests in the Context of Institutional Changes: A Rent-Oriented approach

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The article examines the transformation of the system of economic interests under the influence of institutional changes in the Russian economy. Based on a theoretical analysis of the concepts of rent-oriented behavior and bureaucratic rent, key directions of deformation of the system of economic interests were identified: strengthening the role of personalized interests of the bureaucracy and big business, shifting the emphasis from national and state interests to private ones, institutionalizing cartel agreements between bureaucratic groups. It has been established that in the face of sanctions pressure and economic restructuring, rent-oriented behavior has taken on new forms, including lobbying for individual tax breaks, the use of insider information in the distribution of government contracts, and the "revolving door" phenomenon. Based on the analysis of the practices of the fuel and energy and military-industrial complexes, it has been proved that the most influential beneficiaries of rent-oriented behavior remain budget-forming exporters, whose interests systemically dominate state policy. Institutional prerequisites for reducing the risks of deformation of the system of economic interests have been identified, including increasing the transparency of lobbying activities, managing conflicts of interest and developing public control. The results obtained indicate the need for an integrated approach to regulating the interaction between business and the state, taking into account the dialectical contradiction between the target function of the bureaucracy and its private interests.

Keywords*: system of economic interests, rent-seeking behavior, bureaucratic rent, institutional changes, bureaucracy, transformation of economic interests, public administration, corruption.*

Digital tools in the corporate governance system: approaches and specific risks

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The article addresses the application of digital tools in the activities of the governing and control bodies of public companies. The relevance of the topic stems from the fact that digital solutions are being introduced into the work of boards of directors, board committees, internal control and audit services and the corporate secretary faster than ordered notions take shape about the correspondence of tools to the functions of these bodies and about the risks they generate. The aim of the article is to substantiate a methodological approach that links the choice of a digital tool to the function of a governing or control body and to the achieved level of its digital maturity, and that classifies the specific risks associated with the use of such tools. The study was carried out using methods of analysis of academic literature and regulatory sources, comparison, systematization and classification. The article distinguishes the concepts of digitalization, digital transformation and digital tools; typical digital tools are matched to the functions of governing and

control bodies; a methodological approach is substantiated, based on the rule of correspondence of a tool to the function of a body and to the level of digital maturity and on the definition of a control contour; specific risks that cannot be reduced to technical risks of information technology are systematized. The scientific novelty lies in the fact that digital tools are classified by the functions of governing and control bodies and linked to the level of digital maturity and the control contour, while a mismatch of a tool to the function and the maturity level is considered a source of specific risks of digitalization.
Keywords: *digital tools, digital transformation, digital maturity, board of directors, internal control, internal audit, control contour, specific risks.*

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Assessment of ai-agent readiness in the central federal district regions

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The article proposes a methodology for assessing the readiness of the Central Federal District (CFD) regions to implement agentic artificial intelligence technologies (AI agents). The AI-Readiness Sub-index (SAIG) is developed as a composite indicator aggregating data across four dimensions: computing infrastructure, AI human capital, regulatory maturity, and AI solution diffusion. The methodology follows principles analogous to those of the Crypto-Innovation Maturity Index (KIM) previously developed by the authors: complexity, measurability, comparability, and relevance. Empirical testing on data from 18 CFD regions reveals significant differentiation: from high AI-readiness in Moscow (0.96) and Moscow Oblast (0.74) to low readiness in Kostroma Oblast (0.24). Four regional clusters by readiness level are identified. Practical recommendations for regional AI policy are formulated for each cluster
Keywords*: AI agents, agentic artificial intelligence, regional economy, digital transformation, AI-readiness index, Central Federal District, cluster analysis, digital maturity, innovation ecosystem.*

Analysis and assessment of the state of regional polymer waste management systems in Russia

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This article examines current trends in the field of polymer waste management. The objective of the study is to analyze polymer waste management systems across various regions of Russia. The methodological framework of the research is grounded in a combination of reviewing contemporary scholarly literature on the subject and employing comparative analysis tools to assess projected data regarding the environmental burden imposed by polymer waste on residents in different Russian regions. The scientific novelty of the findings lies in the author's proposed approach to calculating and interpreting the specific indicator of environmental burden, which

enables a more precise assessment of the severity of the problem and its consequences in terms of environmental risks to the population of Russia's regions.
Keywords: *region, processing, polymer waste, secondary raw materials, assessment parameters*

Cognitive mapping as a tool for assessing the socio-psychological risks of digitalization of personnel management in an enterprise

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The relevance of the research topic is due to the growing gap between the technical equipment of organizations and the psychological readiness of employees to change, which, in the context of client-oriented and emotionally rich real estate activities, can lead to a decrease in productivity, an increase in staff turnover and the failure of transformational initiatives. The aim of the work is to identify and systematically analyze the socio-psychological barriers to digital transformation, as well as to justify the need for a "person-oriented" approach to managing changes in organizations using the example of the real estate sector. The scientific novelty of the study lies in the development and application of a cognitive map as a tool for modeling complex relationships between key factors - including digital literacy levels, motivation, organizational culture, fear of technology, and burnout. Based on an expert assessment and a linguistic scale, it was revealed that emotional burnout acts as a central destructive node that directly correlates with the level of stress from the introduction of technologies (coefficient +0.9) and inversely depends on motivation and training (-0.8... -0.9). At the same time, staff training and development demonstrate the greatest protective potential, enhancing digital literacy, reducing anxiety and increasing engagement. The results obtained make it possible to formulate recommendations for building a sustainable and humanistic model of digital transformation, in which the success of changes is measured not by the number of systems implemented, but by the level of psychological adaptation and employee involvement.
Keywords*: social and psychological factors, cognitive map, cognitive matrix, personnel management, digitalization.*

Science as a sphere of professional fulfillment for youth: motivational factors

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In the context of a personnel shortage, the problem of providing science with highly qualified specialists is acute for the state. The article is devoted to the issues of motivating young people to choose science as a field of professional activity. The purpose of the study is to determine the factors that motivate young specialists to engage in scientific activities at a professional level, to continue their studies in graduate and postgraduate studies. Research methods: in-depth interviews with undergraduate students, secondary analysis of sociological data. In addition, an analysis of approaches to the study of the

problem of personnel reproduction in the field of science was carried out. The scientific novelty of the results obtained lies in determining the attitude of undergraduate graduates to admission to the magistracy and motivation mechanisms. The main results of the study are to determine the educational plans of bachelor graduates: from admission to the master's program immediately after graduation and after a pause of several years to considering the possibility of studying as part of professional retraining programs and a complete lack of desire to continue further education. It is shown that training in the magistracy as the first step on the way to professional study of science is perceived by graduates of the university as a whole positively, while training in graduate school requires the presence of internal factors (interest in research activities, training, etc.) and external motivation (remuneration in the form of social benefits). It was revealed that the lack of information about the profession of a scientist is one of the key factors leading to the simplification and stereotyping of the image of scientists.
Keywords: *reproduction of scientific personnel, science, youth, motivational factors*

Mechanisms for financing startups in the e-commerce market in the context of transformation of the financial system

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The purpose of the article is to systematize the mechanisms of financing startups in the e-commerce market and identify their specifics at various stages of the startup life cycle in the context of the transformation of the financial system. The work summarizes the existing approaches to defining the concept of "startup," proposed an author's definition, and also considered the key stages of financing - from Pre-seed to IPO - with an emphasis on changing the degree of risk, the volume of attracted capital and available sources. The main financing tools were analyzed: "Friends and family," bootstrapping, crowdfunding, investments of business angels and venture capital, their advantages and limitations were identified depending on the stage of development of the company. Based on the statistics on the global venture capital market, the tendency to shift investor interest to the early stages and lengthen the period between the first financing and going public is justified. Practical recommendations are formulated for choosing a financing strategy that takes into account the type of business and its life cycle stage. The scientific novelty of the study lies in clarifying the conceptual framework of startup financing, developing a comprehensive classification of financing stages with the allocation of their target tasks, typical sources and volumes of investments for the Russian market, as well as generalizing the criteria for choosing financing sources that allow maintaining a balance between attracting capital, maintaining control and managing debt burden at each of the stages of startup development.
Keywords*: startup, financing, crowdfunding, business angels, venture capital, bootstrapping, «Friends and Family».*

Principles of practical implementation of the theoretical provisions of economic security in the field of socio-economic relations

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Economic security as a direction of scientific research is currently a field of scientific knowledge that has accumulated extensive experience in developing effective tools, methods and mechanisms that allow achieving a state of sustainable economic development and growth in relation to the object of protection of any level - national, regional/sectoral, economic entity, personality. At the same time, it is this accumulated experience of scientific support for solving problems of practice that makes it possible to solve a scientific problem - to develop a model that reaches a higher level of abstraction with a claim to universality, which makes it possible to systematize the process of practical implementation of the theoretical provisions of EB and highlight a set of principles, following which will help to maximize the effectiveness of such implementation. The purpose of this study is to develop this model. The use of a wide range of methods (analysis, synthesis, comparison, abstraction, deduction) contributed to the proposal of a model in the form of a set of principles for the practical implementation of EB theory in the plane of socio-economic relations, including such elements as: priority of normative security, efficiency, adaptability, flexibility of the approaches used, balance of interests. This model is of practical importance, expressed in the possibility of gaining improvement guidelines by the process of developing tools, methods and mechanisms for ensuring EB. What proved itself during the testing of the set of principles on the example of the object of protection of the meso-level - the trade industry, making it possible to formulate tasks for the development of mechanisms for ensuring its EB.
Keywords*: economic security; trade sector; socio-economic relations; digital transformation; economic security system.*

Artificial intelligence in professional activity of the accountant: competencies and risks

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In article are considered questions to transformations of the functioning the specialist in sphere of the accounting at expansion of the use the artificial intelligence and other digital technology, growing to value its separate competency and skill. It Is Installed - an use separate component artificial intelligence in complex with other digital technology allows in automatic mode not only to form source primary and synthetic account and report information, but simultaneously conduct checking, analytical, auditor actions, simultaneously installing influence fact to economic life on tax load of the subject of the business, forecast the speaker of the factors of the work and efficiency to activity, considering multiple factors internal and external nature. At the same time enlarge the possibility a specialist account sphere in interaction with the other leader for motivation and choice of the management decisions, conditioned by. influence circumstance miscellaneous of the nature, generated, including by means of artificial intelligence. It is motivated that beside account workman when work with artificial intelligences must be formed new competencies. They are characterized not only sufficient

specialization of his(its) users and broad knowledge of the subject, but be conditioned determined by technical cognitions, deep analytical possibility, communication openness with simultaneous development and доминированием critical thinking. The certain problems, appearing in functioning the specialist, and types risk, which accompany activity of the professional accountant. Findings are made about deepening the professional know ledges, orientation on professional judgment and moral principles, developments concrete skill work with artificial intelligences.
***Keywords**: artificial intelligence; algorithms; optimization; skills; parameters; critical thinking; risks.*

Managing the storage and unification of reference information in the 1C system

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he article is devoted to the problem of ensuring the integrity and consistency of data in the context of increasing complexity of organizational structures and the use of multicomponent economic information systems on the platform: "1CEnterprise". Theoretical approaches to the concepts of information storage and unification are analyzed, and the key risks of the lack of a single data format, such as duplication, redundancy, and inconsistency, are identified. Special attention is paid to record matching methods used in data exchange between databases. Using the example of the "1C: Holding Management" describes typical mechanisms for the unification and verification of background information in the consolidation of financial statements. The authors proposed and described the concept of "critical details" with their classification according to the degree of influence on the system's performance, and also demonstrated an algorithm for modifying the "Master Data" subsystem, which allows flexible configuration of change control without modification of the program code.
***Keywords**: unification of reference information, 1C: Company, master data, critical banking details.*

Traditional values in the formation of value and market relations

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The purpose of this scientific article is to develop a political economic view of the formation of the value of goods and market relations under the influence of traditional values. In this regard, the article analyzes the relationship between different types of societies (traditional and market) and their corresponding values, using criteria such as the place of the economy in society, the main incentives for activity, the main economic actors, the regulators of relations, the nature of reproduction, and the attitude towards work. The article reveals the multi-level structure of traditional values, which includes a core, institutions (forms of organization), and behavioral patterns. The scientific novelty of the study lies in the proposed approach to the formation of the value of goods at the intersection of labor costs and ethical restrictions; reputational costs and the laws of hospitality play a significant role, and economic benefits give way to the value of honor, duty, etc. The study identifies key ethnoeconomic institutions that

transform the status quo. The key ethno-economic institutions that transform standard market mechanisms have been identified: the institution of kinship and family (tukhum) as the basis of “family capitalism”, the institution of mutual assistance (reciprocal labor), and the Islamic model of ethical entrepreneurship (including the prohibition of usury, the principles of sharing profits and losses, and the mandatory social tax of zakat). It is shown how the intertwining of traditional and religious values gives the economy a “rooted” character and ensures the sustainability of local economic practices. Traditional ethno-economic institutions and partnership (Islamic) banking act as effective regulators of market relations, minimizing transaction costs and social risks.
Keywords: *traditional values, political economy, traditional society, mutual assistance institution, value, ethnoeconomic institutions, Islamic values*

Practical effectiveness of research by nominated economists 2000-2025: from contract theory to behavioral regulators

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The article explores the problem of transforming fundamental economic research into applied tools for public and corporate management. The goal of the work is to identify sustainable implementation mechanisms and institutional conditions that ensure the practical effectiveness of the works of Nobel laureates in economics for the period 2000–2025. Based on a cluster analysis of theoretical approaches and a comparative case study of laureates from the last quarter of the century, the author systematized the key channels of implementation: the creation of specialized research centers (J-PAL), the integration of behavioral concepts into regulatory policy (Nudge units), and the direct development of technological algorithms (auction design). Special attention is paid to the "platform" funding model and the time lag between publication and recognition of results (25-30 years). The author concludes that empirical methods are dominant in the 21st century and provides recommendations for adapting these approaches in Russian practice
Keywords*: Nobel laureates in economics, behavioral economics, contract theory, experimental methods (RCT), implementation mechanisms, empirical analysis, auction design, and government regulation*