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TYOLOGY AND FEATURES OF TECHNICAL SOLUTIONS FOR RE-PLANNING RESIDENTIAL PREMISES IN AN APARTMENT BUILDING

Abstract. In recent years, issues related to the redevelopment of premises in apartment buildings have become increasingly relevant due to the increase in the number of apartment-owning residents who want to carry out work on changing the configuration of residential premises to their own requests. The article provides the features analysis of the decisions made by the owners on the redevelopment of residential premises and the systematization of their typological features. In particular, all the variety of solutions for changing the configuration of residential premises is combined into four main types: 1) redevelopments that do not require coordination; 2) requiring approval; 3) requiring approval and permission; 4) configuration changes contrary to redevelopment legislation. The authors proposed criteria for classifying the most common solutions for changing the configuration of residential premises in an apartment building as the main types of redevelopments. The study is based on various regulations governing the construction and redevelopment of multi-apartment residential buildings. Specific examples for these types are given to understand and visualize the changes made. The presented typology will help the owners of the premises to weigh the possible consequences of their redevelopment decisions and make an informed decision.

Keywords: apartment building; living quarters; construct; room layout; redevelopment approval; residential rooms area.

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REVIEW OF THE SCIENTIFIC RESEARCH ON THE POPULATION ECONOMIC BEHAVIOR

Abstract. The article is a review of scientific publications about the economic behavior of the population. The bibliometric analysis results of publications posted in the largest Russian electronic scientific library eLibrary and in the English-language segment of the search engine for collecting scientific articles, books and other academic materials Google Scholar for the period from 2004 to 2023 are presented. The theoretical basis of the study was von Neumann's and Morgenstern the theory of games and economic behavior and Kahneman's and Tversky the prospect theory. Bibliometric analysis, connections' semantic analysis and structuring were chosen as research methods. The dynamics and trends of publication activity were determined during the study, and the research interdisciplinary nature was substantiated. The results of the analysis prove that the topic is not popular for research by Russian scientists, moreover, interest in this topic has been declining in recent years. The article also presents the systematization results of the publications' content □ five main scientific problems developed by scientists (economists, sociologists, demographers) in their research were identified. In conclusion, promising directions for further research are presented.

Keywords: economic behavior; bibliometric analysis; RSCI; database; scientific problems systematization.

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RESEARCH ON THE REVERSE ENGINEERING USAGE BY RUSSIAN INDUSTRIAL COMPANIES

Abstract. Using imitation strategies industrial companies use the competitors' developments to create their own products. Accumulated knowledge base allows companies to carry out their own developments and stimulates innovation. Reverse engineering, being the main method of implementing a simulation strategy, is used by Russian industrial companies to solve, as a rule, certain production problems, without assessing the impact on innovation activities. This study is aimed at studying the complex reverse engineering impact on the Russian industrial companies' activities. Taking into account the results of research in foreign markets, the author puts forward hypotheses about the positive reverse engineering impact on the companies' research activities and on their activities effectiveness in general. The conducted survey and interviews with Russian industrial companies made it possible to confirm the hypotheses. The study also suggested key factors influencing companies' decision to undertake reverse engineering and the observed effects by companies when undertaking it. Additional research made it possible to identify significant factors in the reverse engineering strategies usage and confirm the presence of the expected effects among Russian industrial companies.

Keywords: reverse engineering; imitation strategy; innovation; reverse engineering application factors; reverse engineering effects.

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YOUTH IN THE REGIONAL LABOR MARKETS: MAIN TRENDS, NEW CHALLENGES AND PROSPECTS

Abstract. The article analyzes the features and emerging trends in the youth employment segment, specifies tactical and strategic risks for young people in the conditions of the formation of new models of the functioning of labor markets. The purpose of the study is to characterize the heterogeneity of youth labor markets. The empirical base was compiled by the official data of Rosstat. As a result of the study, a group of regional labor markets was formed according to the unemployment indicator, one of the key markers of the shortage of decent work for young workers. The results of the grouping indicate a significant differentiation of regional youth labor markets during the analyzed period. At the same time, at the level of individual federal districts, there are significant levels of heterogeneity in the state of youth unemployment, as well as trends in its reduction that differ in severity. The results of the study can be used to develop a portfolio of programs to promote youth employment in the regions.

Keywords: youth; labor market; region; employment; unemployment; digitalization.

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CURRENT STATE, PROBLEMS AND PROSPECTS FOR THE INFRASTRUCTURE DEVELOPMENT OF WATER TRANSPORT PORT COMPLEXES

Abstract. The article examines the current state of water transport port complexes, as well as its infrastructure important components. The cargo turnover volume, including by cargo type, and

loading and unloading work in existing sea and river ports of the Russian Federation was analyzed in comparison with the previous 2022 year. Positive dynamics are indicated. The Russian port economy, the overall quantity and condition of the complexes necessary for effective operation are briefly illustrated. It also shows the problems and limiting factors of water transport and hinder its intensive development: the geographical location of some port complexes, the high port infrastructure's wear and tear degree, the lack of timely systems modernization, the low investment attractiveness level, the shortage of ships, lack of Russian ports' infrastructure capacity, discrepancy between the workers' qualifications and the modernized port infrastructure requirements. In addition, the article determines the development paths of the sector, illustrates the prospects and opportunities for this transport industry development - all infrastructure systems modernization will have a positive impact on the quality and time of cargo processing in the ports, which is an important competitiveness indicator.

Keywords: port facilities; port complexes; port infrastructure; water transport; freight transportation; freight turnover.

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CORPORATE DEMOGRAPHIC POLICY: DETERMINANTS AND PRACTICES

Abstract. Negative demographic trends are actualizing the search for new tools to influence the reproductive behavior of the population. One of these tools, which today has become the object of widespread scientific and political support, is corporate demographic policy, which represents the active participation of business in supporting and stimulating fertility in the employees' families. However, to date, the theoretical foundations for this area of social business responsibility development and implementation have not been developed. The purpose of the paper is to study the corporate demographic policy determinants. Materials about successful corporate practices posted on the Russian Union of Industrialists and Entrepreneurs were used as information sources. We also used information about the All-Russian competition "Russian organization of high social efficiency". We identified the directions of corporate demographic policy and proposed their systematization. The main part describes the corporate demographic policy determinants and classifies them in relation to the company (external and internal). Further, we showed which programs corporate demographic policy determinants can influence. The obtained results create a theoretical and methodological basis for such policy formation and successful implementation.

Keywords: corporate demographic policy; policy determinants; fertility factors; family support; cognitive distortions.

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ANALYSIS OF FACTORS FOR FORMING HUMAN CAPITAL IN THE REGIONS OF THE RUSSIAN FEDERATION

Abstract. Human capital is the most important condition for the transition to a new technological structure in Russian regions. In this connection, the analysis of factors that have a direct impact on its qualitative characteristics' formation is the most important task. The study is aimed at analyzing the factors of human capital formation in the Russian regions. The

methodological basis for the study was the human capital theory and the national project “Demography”. The work used grouping methods, graphical analysis, as well as statistical, mathematical and econometric methods for analyzing the influence of demographic, educational, cultural and other factors on the human capital formation in Russia. The results of the study showed that differences in the human capital level in the Russian regions are due to the influence of not only economic factors, but also the formal and informal institutions development, as well as the prevailing sociocultural conditions of marriage, divorce rate, lifestyle, the education and health care accessibility, cultural and moral potential and traditional values. The results of the study contribute to the understanding which factors are stimulating for human capital, and which create barriers to its accumulation.

Keywords: human capital; education; healthcare system; regions; family institute.

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STAFF TRAINING PRACTICE IN THE NEW REALITY: EXPERT OPINION

Abstract. The article is devoted to the study of the staff training problems in a new reality. The main purpose of this work is to analyze expert opinions on the current state of corporate staff training practices that have undergone significant changes due to the COVID-19 epidemic, key business processes digitalization, and organizations’ restructuring in the face of economic sanctions and restrictions. The empirical analysis is based on interviews with expert practitioners (N=20) in HRM (mentors, HR specialists, heads of HR services in large, medium and small Russian companies of various industry affiliations), implemented in 2022-2023. As a result of the study, it was found that nowadays it is not so much industry affiliation as the enterprises’ scale (or rather, the difference in opportunities for large, medium and small organizations to use digital technologies and innovative personnel training practices) that becomes the decisive factor in determining the corporate training systems maturity level. Large and medium-sized enterprises have more resources to provide them-selves with highly qualified and competitive staff than small enterprises. They are limited in their capabilities; therefore, they use mainly traditional and not always effective staff training methods.

Keywords: remote learning; corporate training systems maturity; corporate training; staff training; staff development; T&D manager; digital technologies.

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SUSTAINABLE DEVELOPMENT MANAGEMENT: THE HUMAN DIMENSION

Abstract. This article examines the "sustainable development", "sustainable development management" concepts in the development connection of an individual, human organizations and humanity as a whole. Many scientists recognize the fact that the modern human community has

entered a global civilizational crisis period, the manifestations of which are anthropological, ecological, economic, political, and social crises. The sustainable development concept, developed by Russian and foreign scientists and supported by the international community, is designed to put humanity on the path to overcoming both the consequences and causes of growing crises. The purpose of this study is to clarify the "sustainable development" and "sustainable development management" concepts for such socio-economic systems as humanity and the state. The harmonious development of an individual, leading to his self-realization, is considered in this article as the sustainable development goal of the entire variety of socio-economic systems from the family to humanity as a whole. The authors propose to consider the long-term people's quality of life growth as a criterion for the management effectiveness of various socio-economic systems' sustainable development. The authors consider it advisable to continue further research related to the methodological tools formation for managing sustainable development in relation to each type of socio-economic systems.

Keywords: sustainable development; socio-economic system; sustainable development management; quality of life; human development index; self-realization.

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RETROSPECTIVE ANALYSIS OF THE MOSCOW CENTRAL CIRCLE RECONSTRUCTION PROJECT

Abstract. In limited resources conditions, projects for the integrated territories' development are becoming more and more relevant. In particular, the issue of creating multifunctional zones in Moscow is of a strategic nature, as it contributes to the new workplaces' creation, the active urban areas development, thereby creating additional "points of attraction" for the population. In this regard, high importance is given to the Moscow Central Circle reconstruction project as a catalyst for the social infrastructure development. The article is devoted to assessing the reconstruction project's success. As part of the analysis, the article examines traditional criteria associated with the classic project triangle: its budget, time parameters and work content. In addition, other criteria are analyzed: compliance, sustainability, social impact and economic efficiency. Next, the realized risks and their impact on the project outcome are systematized. The author raises the issue of achieving the specified goals and established requirements for the project product. Based on the analysis, an overall assessment of the project success is given. The article also makes assumptions about possible areas of work with the MCC reconstruction project in the near future.

Keywords: project management; MCC; redevelopment; project's product; PMBoK7.

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STAFF MOTIVATION FOR THE REAL ESTATE DEVELOPMENT PROGRESS

Abstract. The article is devoted to the building effective motivation issues for the real estate development organizations. The first part of the article emphasizes that before starting to create an effective system and develop forms and methods of managing people, it is necessary to answer questions such as: what motivates a person, what motivates him/her to act. At the next stage, it is important to clearly understand the roots or reasons why certain motives arise, how they are put into action, and how the motivating people process occurs. The article reveals the system and strategy of motivation. The second part of the article analyzes the motivation role in the real estate

development progress. Attention is drawn to the fact that during a crisis in the development industry, an individual approach to each agent is necessary to identify his/her motivation. In addition, the article presents motivation methods adapted for the field of real estate development and the content and significance for the company of comprehensive employee motivation programs, including economic, material and socio-psychological methods.

Key words: staff; real estate development; progress; motivation; stimulation.

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THE STUDY ON CONSUMERS' DEMAND AND PREFERENCES FOR SERVICES PROVIDED BY LANGUAGE SCHOOLS

Abstract. The significance of the paper relates to the fact that knowledge of the French language is one of the key factors of professional success on the international labor market. Therefore, future specialists and employees of industrial enterprises and firms might be interested in French courses provided by centers for additional education. Conducting marketing research and surveys is necessary to improve educational services to meet potential clients' needs, society, and the labor market. The aim of this paper is to describe the results of the study examined consumer demand for services of centers of additional foreign language education organizing French courses. The theoretical basis was made up of materials from marketing research of consumer demand for services. Empirical methods include collection and processing of data about educational services; 2) determination of preference criteria and survey of people interested in learning foreign languages; 3) statistical processing and interpretation of the results of the survey conducted. In conclusion, five best language schools in the city of Nizhny Novgorod and the town of Dzershinsk where French can be learned were identified and described. The survey results revealed the fact that French courses are in demand among the respondents and that Speaking Planet is the most famous language school in Nizhny Novgorod where French is taught.

Keywords: survey of customers; foreign language; French; education; foreign language course; demand for Spanish courses; customers' preferences.