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ANALYSES OF CHINA INDUSTRY BASED ON THE STATISTICS

Abstract. This article describes an analysis of China's industry, considered in detail the main areas of activity, import and export statistics based on open information from the "China statistical Yearbook". Today, China has solidified its position as one of the preeminent and influential global powers, a country with a stable and strong economy, a good reputation and numerous spheres of influence. That is why China is quite an interesting subject for research. The analysis showed that the main drivers of Chinese economic growth are the automotive and engineering industries; The metallurgical and mechanical engineering industries are of primary importance. Other important industries are the chemical industry, electronics, science, and energy. The oldest industry, textiles, also continues to develop. Analysis of statistics showed that, in recent years, China's economy has developed rapidly, achieving significant success in different industries; and China is one of the leaders of the world economy and is constantly increasing its industrial power.

Keywords: China's industry; statistical analysis; gross domestic product; export; import; China's domestic and foreign trade policy.

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ROLE OF CORPORATE DEMOGRAPHIC POLICY IN SOLVING FERTILITY PROBLEMS: SIBERIAN UNIVERSITY CASE STUDY

Abstract. It seems relevant to analyze the employer's role in supporting the state's pronatalist policy in the process of searching for effective tools to achieve the strategic goals of the internal policy of the Russian Federation aimed at saving the population and developing human potential. The article substantiates the importance and relevance of the support measures provided by the employer to employees and their families. The current principles and directions of corporate demographic policy is considered. The importance of corporate demographic policy for educational institutions is substantiated. One of the approaches to such a policy implementation is proposed to consider the inclusion of employee support measures into the organizational Collective Agreement. The analysis of the Collective Agreement of the educational institution □ the Federal State Budgetary Educational Institution "NGUEU" was carried out as a case study. The main directions of the corporate demographic policy implemented by the educational institution are identified. These include ensuring the employees' life and health protection; decent remuneration for work; respect for family responsibilities of employees with children; an effective system of interaction with employees as the main company's stakeholders. Assumptions are made about the potential impact of these measures on the achievement of state pronatalist goals and employer's key goals related to the human capital formation.

Keywords: corporate demographic policy, pronatalist policy, collective agreement, educational institution; employees' family responsibilities.

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SOCIALIZATION OF THE RUSSIAN ECONOMY IN THE SUSTAINABLE DEVELOPMENT COORDINATE SYSTEM

Abstract. The article presents an assessment of the dynamics, structure and territorial differences in the parameters characterizing the socialization of the Russian economy in the sustainable development coordinate system. The author analyzed the dynamics of real disposable monetary income of the population indicators and their structure. Among the methods used to analyze Rosstat official statistical data, in particular, the author calculates the Gatev and Ryabtsev's integral coefficients of structural shifts, and applies the clustering of regions procedures. The main conclusion of the study was not only about the ambiguous dynamics of real incomes, but also about a significant transformation of their structure. The author's analysis of the income level of families with children and the total fertility rate allowed to make one of the main - the thesis on the measures insufficiency to support families with children. The article also formulates proposals for achieving a high level of socialization of the economy regarding the maternity capital program, state support for families with children and the creation of highly productive jobs aimed at both increasing the income of families with children and reducing inequality, and, at the same time, increasing the birth rate.

Keywords: real income of the population; measures to support families with children; birth rate; sustainable development; clustering of regions.

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PROSPECTS FOR PROFESSIONAL SELF-REALIZATION IN THE NURSING STAFF ASSESSMENTS OF STATE MEDICAL ORGANIZATIONS IN THE SVERDLOVSK REGION: THE APPLIED SOCIOLOGICAL RESEARCH RESULTS

Abstract. The prospects analysis for professional self-realization from the paramedical workers' point of view in the Sverdlovsk region is presented. 1745 people were surveyed. A number of contradictions have been identified. Over a third of respondents see gaining work experience in their specialty as a prospect for working in a medical organization, but only 3.8% believe that work provides them with career growth, and 2.6% are confident in the possibility of finding more promising work. Two-fifths of respondents believe that working in a medical organization does not provide them with any prospects, two-thirds of respondents show disloyalty to their employer, but only 15.5% show an inclination towards labor mobility. Despite their outward commitment to working in medical organizations, the majority of survey participants critically assess the prospects for retaining "young" personnel in them: only 1 out of 10 respondents believes that "recruits" will stay for more than 5 years. These contradictions are alarming, since in the context of the "aging" of paramedical personnel in public health care, the influx of young specialists may be insufficient, which is fraught with increasing instability in the work of medical organizations.

Keywords: nursing staff; professional self-realization; prospects assessment; career growth; youth retention.

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EVALUATION METHODS FOR THE REGIONAL TOURIST SECTOR CONTRIBUTION TO THE COUNTRY'S TOURISM ECONOMY

Abstract. The article is devoted to the assessment the regional tourism sector's contribution to certain indicators of the country's tourism statistics. The tourism economy sensitivity to the influence of natural, man-made, epidemiological factors and its role in the GDP and GRP are characterized. Research related to the various indicators assessment of the tourism economy within countries and individual regions has been systematized. The most frequently used methods for diagnosing the state of the tourism economy have been identified: methods for analyzing statistical data and their dynamics, a correlation method between individual indicators of the tourism economy and a regression-correlation analysis method of the individual indicators influence on gross added value, which, however, do not characterize the region's contribution to a specific indicator economics of tourism. A method for assessing the contribution of the regional tourism sector to the Russian tourism economy is proposed, based on the Rosstat statistical database and the Excel =COUNTIF function usage. An example is given of using the method to carry out express diagnostics of the individual regional indicators' contribution (tourist flow, number of tours sold, gross added value) to the formation of the same indicators of the Russian tourism economy.

Keywords: economics of tourism; assessment method; index; region; correlation; regression; statistics; Excel.

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DIFFERENT SOCIAL GROUPS' HEALTH CARE IN THE RUSSIAN ARCTIC REGIONS

Abstract. The author's research subject was the health-saving state and possibilities for participants in the neo-industrial development of the Russian Arctic regions. In order to study the real situation in this area and prepare possible recommendations for government agencies, tools were developed and surveys of Northerners were conducted, which made it possible to test hypotheses about the factors' importance determining the health saving ways for people inhabiting the Russian Arctic. Most of the sociological research (mass and expert surveys, focus groups) was conducted by the author on the Yamalo-Nenets Autonomous Okrug territory, however, in 2020-2022, the results of expeditions conducted in the European sector of the Russian Arctic (part of the Arkhangelsk Region assigned to the Arctic zone by presidential decree) and the East Siberian Region were added to them sector (Chukotka Autonomous Okrug). The methodology of the work, based on the sociological diagnosis of the stated problem, required the study of a set of factors determining the Northerners' health (climatic and socio-economic, structure and quality of nutrition and leisure, the state of local health and ecology, etc.). The methodology and results of research conducted in the three Arctic regions can be used in other Arctic regions of the Russian Federation.

Keywords: Arctic; health care; sociological diagnostics; health factors; health deterioration risks.

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RESEARCH ON THE NEED TO DEVELOP A UNIFIED STATE DATABASE OF TECHNICAL DOCUMENTATION FOR BUILDINGS AND STRUCTURES AND ITS USE BY SPECIALISTS OF THE MINISTRY OF EMERGENCY SITUATIONS OF RUSSIA

Abstract. The main goal of the study is to determine whether there is a need for a unified state database of technical documentation for buildings and structures for its use by employees of the Russian Ministry of Emergency Situations. The work used theoretical research methods, such as analysis and synthesis, as well as empirical research methods, including observation, description and comparison. Based on the results of a study of modern electronic systems, including technical documentation for buildings and structures used in the Russian Ministry of Emergency Situations, the actual handling such documentation process organization (receipt, storage), identifying problems with access (and its period) to current documents for real estate employees, it was established that there is a need to create a unified state database of technical documentation for buildings and structures and its use by employees of the Russian Ministry of Emergency Situations. It is also proven that the employees of the Russian Ministry of Emergency Situations should have access to created and ongoing information models of buildings and structures. The positive effect of creating a unified state database of electronic technical documentation and providing access to it to employees of the Russian Ministry of Emergency Situations has been determined, the need to create a documentation database and information system has been confirmed, and prospects for using this solution have been given.

Keywords: digital transformation; Ministry of Emergency Situations; documentation; document management; real estate management; database; information system.

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ELECTRONIC MARKETING IN SYRIAN COMMERCIAL BANKS IN THE FACE OF EXCHANGE RATE FLUCTUATIONS

Abstract. In the modern Syrian banking sector, where competition is constantly increasing, the e-marketing importance is becoming vital to strengthen banks' positions on the market. This article addresses the urgent need for e-marketing research in Syrian banks. Analyzing and adapting e-marketing tools is becoming a key issue to attract customers and increase the market share. The purpose of the article is to determine the role of e-marketing tools effective usage in influencing the Syrian banks' profits in the face of exchange rate fluctuations. In the long term, the effective e-marketing strategies usage improves not only customer service, but also actively interacts with the target audience. Taking measures to optimize the e-marketing usage opens up unique opportunities for banks to personalize services, increase customer satisfaction and strengthen loyalty. The effective e-marketing strategies integration provides banks with a competitive advantage, improving their visibility, attracting new customers and stimulating profitability growth. The article examines the key e-marketing aspects, highlights their direct impact on bank profits and supports the urgent need for these strategies' further research in order to the successful development of the banking sector in Syria.

Keywords: Internet marketing; commercial banks; bank profitability; exchange rate fluctuations; digital marketing.

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TALENT POOL MANAGEMENT OF THE UNIVERSITY COMPLEX: METHODOLOGY FOR ANALYZING THE NEED FOR MANAGEMENT PERSONNEL

Abstract. A significant number of organizations that care about maintaining and strengthening their positions in the relevant markets care about the continuity of the course, continuity and integrity of the management process. To achieve this task, companies are developing programs for the formation and development of a personnel reserve, which are an integral part of the overall and personnel strategy. Educational organizations of higher education (university complexes), the founder of which is the Federal Agency for Railway Transport, operate in the highly competitive market of educational services. Since the main employer for graduates of transport universities are the structures of JSC Russian Railways, the holding's management is interested in improving the quality of management of educational organizations by preserving proven and introducing new management practices, which helps maintain and develop the professional potential of the industry. This article is the first of three publications devoted to the issue of organizing work on managing the personnel reserve of railway universities. It presents a methodology for analyzing the needs of an educational organization for management personnel for a period of 3 to 5 years, based on the forecast of the development of the main directions of its activities and changes in its organizational and management structures and the determination of the specific job structure of the personnel reserve.

Keywords: university complex; university talent pool; forming a personnel reserve algorithm; need for university leaders; planning methodology for managers' need.

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DIGITAL TWINS AS A TOOL FOR EFFICIENCY MANAGEMENT OF SEA CARGO PORTS

Abstract. The article provides a comprehensive analysis of the digital twin technology implementation in the sea cargo port activity. Key areas to be optimized using innovative digital technology have been identified. The most promising areas for increasing the port operations efficiency using digital twin technology are analyzed. The article details the economic benefits that a cargo port can receive through the digital twin integration, including cost reduction, increased capacity, improved logistics processes, and others. The authors of the study focus on a systematic approach to the implementation of digital twins and provide sound recommendations for their integration into the management structure of the port complex. The research findings are supported by both quantitative and qualitative analysis, the results of which indicate the improving port operational performance possibility after the digital twins' usage. The result of the research presented in the article is a clarification of the concept and the author's "digital twin of a seaport" definition, opportunities identification for intelligent work processes optimization, strategies proposal for deepening the research and digital twins' development as a tool for strategic management and planning in the context of sea cargo ports' global digitalization.

Keywords: digitalization; digital transformation; digital port; sea cargo ports; logistics; digital twin; economic effects of digitalization.

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VERIFICATION OF EXISTING BANKRUPTCY FORECASTING METHODS IN THE MODERN RUSSIAN ECONOMY

Abstract. The article is devoted to methods for predicting enterprises bankruptcy. The problem of forecasting crisis situations, in particular bankruptcy, occupies a special place among the theoretical and practical problems of managing and conducting the financial and enterprise's economic activities. The modern economic environment is very dynamic, which can be especially clearly seen in our state current realities. Bankruptcy forecasting is an important area of financial analysis aimed at early signs identification of financial difficulties in organizations, which allows timely measures to be taken to prevent their insolvency or terminate interaction with them. This is especially important in the modern Russian economy, where early detection of risks can save a company from a financial crisis. The research conducted by the author made it possible to test the applicability and adequacy of well-known bankruptcy forecasting models, both global and Russian authors, using the modern Russian manufacturing enterprises as an example, identify the strengths and weaknesses of the models. The following were analyzed: Altman's two-factor model, Altman's five-factor model for private manufacturing enterprises, Springate's model, Dontsova-Nikiforova's scoring model and Evstropov's logistic model. The analysis made it possible to determine the most suitable models for application to Russian companies from the manufacturing industry.

Keywords: enterprise economy; legal entities bankruptcy; bankruptcy forecasting methods; logistic regression; scoring models; Altman method.

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DIGITAL TRANSFORMATION OF ENTERPRISES: THE MAIN RESEARCH AREAS IN MANAGEMENT

Abstract. The article is devoted to the digital transformation impact on the enterprises' activities and the need rationale for digital transformation in the modern world. The relevance of the study is due to increased interest in Russian companies in the ability to make more informed decisions based on the use of cloud technologies, wearable devices and artificial intelligence capabilities. The increasing popularity of digital technologies is based on the search for alternative ways to make management decisions, which are becoming more focused on the new digital economic models' requirements. However, when creating models for digital transformation, enterprises are faced with various difficulties, mainly with high costs for new products and services, information and management technologies, and imperfect digital drivers and information models. The aim of this study was to systematize existing data on the current state of the enterprises' digital transformation process in order to clarify their nature, as well as the conditions for their successful implementation. The article is of a review nature. The author carried out a semantic categorization of the digital transformation phases and formed a systematization of all-encompassing categories, which made it possible to better structure the phases and take into account various trends in the literature.

Keywords: digital transformation; stages of digital transformation; road map; business processes; integration of digital technologies.

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IMPROVING THE PROJECT MANAGEMENT OF SUSTAINABLE DEVELOPMENT OF AN ENERGY COMPANY

Abstract. In the modern world, characterized by high turbulence and uncertainty of the external environment, in order to ensure sustainable development, organizations need to significantly increase the speed of innovation in production and management processes. Project management methods play an important role in the implementation of sustainable development, as they make it possible to effectively plan, control and implement innovative projects aimed at achieving strategic goals, and ensure the achievement of planned results in any organization. The effectiveness of project implementation largely depends on the maturity of the project management system in a particular company. The purpose of this article is to clarify the methods and tools for analyzing the current state of the project management system and substantiate the directions for its improvement in one of the large specialized energy companies to ensure its sustainable development. To achieve this goal, an analysis of the company's management system was carried out, an assessment of the maturity of the project management system was carried out using two alternative models. Based on the results of the assessment, a conclusion was made about the achieved level of maturity of the project management system, directions for its improvement were proposed and justified.

Keywords: sustainable development; project management; energy company; maturity model; project management system.