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DETERMINANTS OF TEXTILE INDUSTRY PROFITABILITY IN THE REPUBLIC OF UZBEKISTAN

Abstract. The profitability of an enterprise is a key indicator that reflects its business activities effectiveness. This indicator makes it possible to assess how effectively an enterprise uses its resources to make a profit. Profitability also plays the external indicator role for investors and creditors, as it gives an idea of the company's economic health and development prospects. Investors use profitability data to compare the potential returns on investments in various companies, and lenders use it to assess the providing loans risks. In general, this work relevance is due to its key role in ensuring financial stability and successful business functioning in modern conditions. The profitability determinants analysis for the textile industry in the Republic of Uzbekistan makes it possible to identify the key factors affecting the financial performance in this sector. The purpose of this scientific article is to assess the profitability determinants in a particular industry. The object of the study is the textile industry enterprises in the Republic of Uzbekistan. The theoretical and practical significance of the study lies in the fact that the obtained results can be used for the Russian-Uzbek economic cooperation development, economic potential assessment, diversification of industries and strategic foreign economic cooperation between Russia and Uzbekistan.

Keywords: profitability; enterprise; economic sector; Uzbekistan; competition.

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INFORMATION SUPPORT OF STATE AND MUNICIPAL ADMINISTRATION BODIES: PROBLEMS AND PROSPECTS

Abstract. This scientific article investigates the current challenges and prospects of information support for state and municipal government bodies through the placement information about their activities in the media, on specialized websites and in social media. The main problems related to the effectiveness of information support in the administrative sphere are discussed, including shortcomings in communication between the authorities and society through these channels. Strategies for improving information policy to management decisions' refinement and ensure effective interaction between local, regional and federal authorities and citizens are analyzed. The article is based on the Russian and world scientific publications' systematization about the existing problems of the regional and municipal authorities' activities information support and ways to solve them in order to inform about their policies and receive feedback from the population, and also summarizes the Arkhangelsk region's experience in this work. The article also considers the information support development prospects and its potential for optimizing the governance's processes in the modern digital era.

Keywords: state and municipal governance; information support; information space; social media; communication channels.

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SCIENTISTS' REMUNERATION AS A FACTOR OF YOUTH'S READINESS FOR SCIENTIFIC ACTIVITY

Abstract. The young people involvement into research activities is largely related to the researchers' remuneration perception. The scientist's image is often formed in the mass consciousness from ideas about the low-income level of people who have devoted themselves to science. The purpose of the study is to analyze the scientists' remuneration in the context of youth's readiness for scientific activity. Statistical analysis was applied in the course of the study. The sociological and economic approaches to the qualified workers' remuneration issue are highlighted. It is shown that the remuneration terms for employees in science are changing dynamically, which is associated with the "New Wage System" introduction in 2008 and "Industry Wage System" application in pilot regions at the present time. It is concluded that exceptionally high selection criteria for the profession can also be considered among the reasons that negatively affect the young people desire to be a scientist, in addition to the low wage. Using the results of a study conducted in the Vologda Ob-last on the postgraduates' readiness became a scientist, the motives for employment outside re-search organizations have been identified. It is shown that the scientists' remuneration does not act as a significant factor in admission to enroll in graduate school, but its importance increases sharply when determining the place of future work.

Keywords: graduate students; researchers; remuneration; youth; science.

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TOMOGRAPHY OF THE TERRITORIAL ECONOMIC ECOSYSTEM'S SUSTAINABLE DEVELOPMENT

Abstract. The purpose of this study is to develop a methodological approach to the sustainable development analysis of the territory's economic ecosystem based on a digital interactions' layered analysis between government authorities and ecosystem's stakeholders on the territory. The research information base consists of articles indexed in the Scopus and RSCI databases, as well as author's developments on the stakeholder representation of the territory's economic ecosystems and such ecosystems' evolutionary development. It is proposed to carry out a tomographic analysis of the territory economic ecosystem elements based on the main its development stages: birth, strengthening, leadership and renewal. A methodological approach has been developed to analyze the sustainable development of the territory's economic ecosystem based on a layered analysis of digital interactions between government authorities and stakeholders: municipalities, mass media, scientific and educational institutions, business enterprises and society. Digital technologies for managing territories' sustainable development are analyzed. The scientific novelty lies in the methodological approach development to the

sustainable development analysis of the territory's economic ecosystem based on a layered digital interactions analysis between government authorities and stakeholders of the economic ecosystem, which complements the existing methods of the territories' development analysis.

Keywords: tomography; change management; sustainable development; ecosystem of the territory; digital technologies.

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SYSTEMATIZATION OF TYPICAL PARENTING PRACTICES: SEARCH FOR CRITERIA OF EFFECTIVENESS OF COMBINING EMPLOYMENT WITH CHILDREN RAISING

Abstract. This article is devoted to the theoretical and methodological aspects of substantiating the criteria for the effectiveness of combining paid employment with parental practices. The relevance of the research issue correlates with the national development priorities of the Russian Federation, determined by the current demographic problems and shortage of personnel in the labor market. Due to the labor sphere and the family institution transformations, the variability of formats for combining work with parenthood is expanding. The search for effective parenting practices is important from the human resources reproduction point of view and from the social and labor guarantees system development for working mothers and fathers. The purpose of our work is to define a methodological approach to the technology and tools development for evaluating the effectiveness of combining paid and parental work. The main research method is a comprehensive analysis of scientific literature over the last twenty years. Based on the parenthood's typologies and classifications systematization, six enlarged components of the parental practices profile are identified. The novelty of the work lies in the elements' addition to the parental practices profile with the seventh component "The model of combining work and parenting". A methodological approach is proposed for the tools' development for quantitative and qualitative study of effective practices of combining paid and parental work.

Keywords: employment; parenthood; combining work with parenthood; working parents; motherhood; father-hood.

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WHAT DOES THE SIXTH TECHNOLOGICAL PARADIGM MEAN FOR THE FAMILY INSTITUTE IN RUSSIA?

Abstract. The article analyzes the family institution transformation, the cause of which is technological development. The analysis is carried out by using the statistics on territory of the greater Urals for a significant historical period of time (250 years) as an example. The results of the analysis allowed us to conclude that there is a close connection between the world economic structure and demographic transition, as well as the change of technological structures with the phases of demographic transition. Another result of the study is the contradiction fixation between the need for further technological development of Russia, in the prevailing difficult conditions, and the preservation of traditional society. Russia is a country with a catching-up type of technological development today, while the country has a multi-layered economy.

Multiculturalism in Russia, on the one hand, contributes to the preservation of the traditional type of family, while on the other hand it fixes the technological gap, because there is an accumulation of old technologies, which further aggravates the contradictions between productive forces and production relations. The socio-economic sphere complication in the new technological order presupposes the formation of a new economic model that should correspond to the new world economic order. Scientific and technological progress or new industrialization always contributes to the formation of a new labor division structure, in which there will be practically no place for outdated skills of people specializing in old technological ways. Consequently, these people, territories will be outside the framework of the new economic model. The existing contradictions require special attention on the part of state institutions to strengthen the family institution role at the present stage of economic development. Whereas, without due attention, the change of technological and world economic patterns can lead to increased negative consequences both for the family institution and for the country development as a whole.

Keywords: demographic transition; family institution; world economic structure; technological structure; economic development; catching up economy.

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PROJECT MANAGEMENT AND ARTIFICIAL INTELLIGENCE: ANALYZING THE PROJECT MANAGERS' PERCEPTION

Abstract. Effective project management is a critical element to the success of any organization in the new framework of Project Economy, where projects have displaced operations as the economic engine of the actual reality (Rodriguez, 2021). In recent years, the project management has seen a notable transformation due to the integration of Artificial Intelligence (Taboada, I., et al., 2023). On the one hand, the impact of the innovation technologies is significant and redefines the project management landscape for efficiency, automation and success. On the other hand, the role, competencies and activities carried out by project managers, always defined as key elements for the success of the project, are undergoing a notable transformation (Ribeiro et al., 2021). The objective of this paper is: 1) to analyze the impact of the introduction of artificial intelligence tools on project management at different stages of the project life cycle; 2) to explore how artificial intelligence is changing the role and skills of project managers. Based on the thematic analysis of interviews, the perceptions of project managers and their team members regarding the implementation of AI in project implementation were studied. Based on the results of the analysis, theoretical and practical implications for human resource management were presented and discussed.

Keywords: Project management; Artificial Intelligence; PM specialist's role transformation; skills development; PM specialist's competencies.

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MANAGING BRAND POSITIONING ON THE INTERNET AMONG RAPIDLY DEVELOPING BEAUTY STANDARDS

Abstract. This article considers the problem of the brand image management importance, while taking into account the changing trends of "beauty standards" in order to attract the target audience and increase the company's profits. The problem of companies' image and branding is widely discussed in scientific circles today; however, there are not so many studies devoted to brand positioning through the prism of existing beauty stereotypes. The purpose of the study was to consider the management of brand positioning and image to influence the purchasing consumers' behavior, including the younger generation. In this article we described the characteristics of each of the beauty standards. The author suggests adapting and customizing the entire brand "platform" on the Internet to the changing standards of female beauty images broadcast by fashion brands, since fashion actively influences the audience buying behavior. The used research methods are general scientific methods: comparative analysis, synthesis, induction and deduction.

Keywords: management; positioning; brand; beauty standards; target audience; fashion; Internet.

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REVOLUTIONIZING THE HOSPITALITY INDUSTRY: EXPLORING THE IMPACT OF VIRTUAL REALITY AND DIGITAL HUMAN RESOURCES ON EMPLOYEE ENGAGEMENT AND GUEST EXPERIENCES

Abstract. This article examines the digitalization of Human Resource Management (HRM) and its impact on organizations and their workforce. As digital technologies continue to advance, HRM practices have evolved to leverage these tools for improved efficiency, decision-making, and employee engagement. The research focuses in particular on the uses of digital transformation in training employees remotely by enhancing virtual reality and the results of that. The article providing insights into the adoption of digital transformation in human resources management. This paper also explores the digital transformation of Human Resource Management (HRM) in the hotel industry. The hospitality sector has witnessed significant changes in recent years, with technology playing a pivotal role in reshaping HRM practices. This article synthesizes current research on digital HRM in the hotel industry, covering key themes, historical background, benefits, challenges, and future trends. It focuses on the fact that the latest technological progress in the hotel industry is the virtual reality experience, whether from hotel services and guest experiences or training employees in particular remotely by creating a virtual reality and the impact of this on the hotel management and the employee. It also finds underscore the necessity for hotels to adopt digital HRM strategies to remain competitive and enhance employee experiences.

Keywords: digitalization; HRM; hotel industry; digital HR; virtual reality.

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THE MOTIVATION SYSTEM INFLUENCE ON THE EMPLOYEES' JOB SATISFACTION: THE SURVEY RESULTS IN TRUST URALTRANSPTSSTROY JSC

Abstract. The article describes a case study of the author's study of the motivation system impact on employee' work satisfaction in a company. The study was conducted using a questionnaire method, the author developed an original questionnaire and interviewed 293

employees, which is representative for the continuous array method, since it is 55 percent of the staff. To understand the results, at the first stage, we systematized all incentives offered by the company into three groups: monetary material incentives, non-monetary and intangible. At the second stage, a survey was conducted, which showed that over 60 percent of employees are satisfied with the existing monetary motivation system. Slightly more employees are satisfied with the non-monetary material motivation system. At the same time, the average job satisfaction ratings for various parameters, except for material incentives, range in the company from 2.9 points out of 5 (career growth prospects) to 3.9 (teamwork relationships). As a result, slightly more than a third of the surveyed employees would like to connect their future with this company in the next five years. Information on the employee satisfaction level is necessary for the manager to identify personnel risks.

Keywords: employee satisfaction; motivation system; sociological survey; material incentives; non-material motivation.

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INNOVATIVE APPROACH TO PROJECT INITIATION BY INNOVATION TEAM

Abstract. The authors focus on the project initiation phase, analyze the traditional approach to initiation and offer an innovative one. The relevant documents development, setting goals and distributing roles to perform tasks are a standard set of actions at the initiation stage, which many skip altogether. However, we believe that it is possible to shorten and simplify this phase using an innovative approach. The purpose of this article is to develop an innovative approach to project initiation. The article compares traditional and innovative approaches to initiation, presents their advantages and disadvantages. The initiation stage using an innovative approach is considered using as an example a small innovative enterprise, including defining the problem, designating the expected result, analyzing the achievability of project goals, assessing strengths and weaknesses, as well as opportunities and threats. In addition, the article presents the results of a STEP macroenvironment analysis of the enterprise under consideration based on an expert survey conducted by the authors. In modern conditions, the decision to start implementing a project, which is the main initiation stage task, must be made as soon as possible to implement it and make a profit.

Keywords: initiation; traditional approach to initiation; innovation team; innovative approach to initiation; innovative enterprise.

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CAR DEALER'S ASSESSMENT OF THE CAR BRANDS' ADVERTISING EFFECTIVENESS ON AGGREGATOR SITES

Abstract. The article systematizes indicators for assessing the advertising effectiveness and substantiates the choice of the relevant ones for the advertising effectiveness assessment by a car dealership for car brands in the Internet marketing. The differences between communicative and economic (financial, commercial) advertising effectiveness are described. A classification of economic assessment indicators for advertising effectiveness is proposed, with three identified

groups: general economic, advertising cost indicators, and advertising performance indicators. The rationale for choosing performance indicators for the advertising effectiveness assessment on Internet platforms by a car dealer is provided based on determining the advertising campaign type, product features (cars are expensive and rarely purchased goods), and the strategic nature of the advertisement's impact. In the practical part of the article, a comparison is made from the Avtoban Group of Companies' point of view about the cars' advertising effectiveness on two aggregator platforms (Avto.ru and Avito) for three brands: click-through rate and conversion rate indicators are calculated, the last indicator was calculated based on three site visitor's selected actions: viewing the contact phone number, saving the ad to Favorites, and directly calling the car dealer. High advertising efficiency was revealed on one of them and the need to adjust the advertising campaign on the other.

Keywords: advertising efficiency; internet marketing; automobile market; lead generation; conversion.

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SERVITIZATION OF INDUSTRIAL ENTERPRISES: LITERATURE REVIEW

Abstract. The active development of manufacturing enterprises in modern conditions leads not only to an increase in the market competitive saturation, but also to the new business models emergence as forms of competition manifestation. So, more and more often, enterprises - the real sector of the economy subjects, offer a package of related services to consumers, in addition to the product. This phenomenon is called "servitization". The service component emergence contributes to profit growth, increased consumer loyalty and extends the life cycle of the product offering. However, the theoretical and methodological base today lags significantly behind real practical approaches. This paper is aimed at a comprehensive analysis of existing theoretical and methodological literature, both global and Russian, in order to systematize previous knowledge and, more importantly, identify directions for further research. The author analyzed more than 500 articles in global sources and 58 in Russian journals and collections. The Google Scholar system and the Russian electronic library (eLibrary.ru) were used as an information base. As a result of the study, the contribution of leading researchers in the above-mentioned field was identified, and the citations analysis of the literature made it possible not only to identify the thematic areas of greatest interest to the authors, but also to identify the basic areas that require more in-depth study. This explains the importance of the results obtained by the author during research.

Keywords: servitization; manufacturing enterprise; service; attendance; ecosystem; bibliographic analysis; dynamic analysis; content analysis.

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THE EMPLOYEE RESPONSIBILITY PHENOMENON: CHINESE AND RUSSIAN ENTERPRISES COMPARATIVE STUDY

Abstract. The article presents a comparative analysis of approaches to the perception of the phenomenon of employee responsibility in Chinese and Russian enterprises, discusses differences in understanding responsibility in the Chinese and Russian languages, as well as the impact of cultural characteristics on the formation of these concepts. Empirical data collection was carried out by the authors through an online survey of Chinese and Russian respondents.

Narrative and comparative analyses of responses to questions related to the perception of responsibility at work allowed identifying similarities and differences in the interpretation of this phenomenon. The results showed that Chinese workers more often associate responsibility with compliance with rules and the need to justify the trust of management, while Russian workers link it to individual qualities and competencies. Perceptions of responsibility in Chinese enterprises are more closely linked to leadership and sub-ordination, whereas in Russia they are more associated with personal characteristics and motivation of the worker himself. Practices for managing employee responsibility in Chinese companies can be useful for developing strategies for managing employee responsibility adapted to the specific conditions of Russian business.

Keywords: responsibility at work; employees' responsibility; online survey; narrative analysis; comparative analysis; personnel responsibility management.

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STAFF RESERVE OF THE ENTERPRISE IN LABOR SHORTAGE CONDITIONS

Abstract. The problem of personnel reserve formation and functioning for promotion remains at enterprises which affects its activities efficiency. The study is aimed at studying the problem of personnel reserve formation at the enterprise in the labor shortage conditions. Researchers give ambiguous assessments of the causes and factors that negatively affect this process. Therefore, the purpose is to identify the factors that reduce its role on the basis of studying the practice, to propose measures to improve the personnel reserve formation efficiency. The study was conducted on the basis of a set of general scientific methods, such as systems analysis, survey methods, generalization and systematization of theoretical and practical data. The empirical base is based on the analysis of the personnel reserve formation and functioning in the Serov division of the Central Directorate for Heat and Water Supply of the branch of JSC Russian Railways for 2021-2023. The obtained results allowed us to conclude that the loss of employees' interest to be in the personnel reserve, which reduces its effectiveness, is based on: the managers' formal approach to its functioning, which is manifested in the lack of work with reservists to improve their qualifications and professional development, as a consequence, the vacant positions filling with "external" candidates. The lack of career prospects leads to the employees' reluctance to be reservists. The hypothesis is confirmed that the basis for the decrease in employee motivation to be reservist is the formal attitude of the enterprise management to this reserve, the lack of training and professional advancement.

Keywords: talent pool; reserve formation problems; loss of interest in the reserve; labour shortage; talent pool management.