GLAMPING IN RUSSIA: RELEVANCE AND DEVELOPMENT PROSPECTS

Abstract. The paper considers the investigations of prospects for the development of glamping - a new trend in outdoor tourism - in Russia and its relevance. The purpose of the paper is to reveal whether this type of tourism is able to meet the needs of Russian people of different age groups. The author highlights the key characteristics of this type of accommodation. People’s preferences in the sphere of tourism and the main blocking factor affects the development of glamping in Russia are revealed. The article describes the results of a sociological survey conducted by the author in Russia about people’s attitude to glamping, its development prospects in the country, the ability to meet the tourists’ needs and ways to popularize it. A total of 500 respondents from three age groups were interviewed. It was revealed that older age groups are more interested in such a vacation, but less aware of it. Several ways to popularize glamping in Russia are proposed by the author.

Key words: glamping; tourism industry; relevance; development prospects; consumers’ preferences; promotion.

ECONOMIC INEQUALITY AND SOCIAL INJUSTICE IN RUSSIA

Abstract. This article discusses the social injustice problem and the level of Russian population’s economic inequality in 2016 - 2018. The study was conducted on the comparison basis of economic inequality in Russia with the situation in other countries in the world. The authors performed a comparative analysis of the studies’ results by Tom Picketti and Jon Hallewig about the economic injustice level. It was revealed that the results of two studies are diametrically opposed. To solve the question which of the results are more reliable, the authors analyzed the data of the Federal State Statistics Service on cash incomes, the structure of their general distribution by population groups for the period from 1990 to 2018. Based on these data, a statistical analysis of economic inequality in Russia was carried out. In conclusion, possible methods for reducing the economic inequality level and weakening social injustice in Russia were proposed, including the progressive tax introduction, which will not only contribute to a more equitable income redistribution, but also economic growth.

Key words: economic inequality; income of the population; social injustice; economic groups of the population; differentiation of income of the population; Tom Piketty; Jon Hallevig; capital.
WAYS TO IMPROVE THE COMPANY’S FINANCIAL PERFORMANCE: CASE STUDY UNIVERSAL BUSINESS EXPERTISE LLC

Abstract. The article reveals the issue of improving the financial company’s performance based on the profit indicators, profitability, financial ratios, net profit and other financial indicators analysis. The study was carried out using the reporting data of the Russian auditing organization - Universal Business Expertise LLC and is aimed at studying its financial sustainability. This article provides the company’s brief description, including its history, as well as the calculation and analysis results of the main financial and economic indicators for the period 2017 - 2018, posted on official Internet sources. Comparing these indicators values with the normative and with the average for domestic audit firms, the author comes to the conclusion that there are problems in the UBEX activities. However, assessment the company's bankruptcy likelihood using the Altman model and scientific papers analysis makes it possible to determine that the identified problems can be easily eliminated. The analyzed company needs to accelerate the accounts receivable turnover for the problem solution and increase the authorized capital size, replenish its staff with new employees.

Key words: financial indicators; financial ratios; receivables; profitability; net profit.

MODELING THE MOTIVATIONAL MECHANISMS OF HUMAN RESOURCES MANAGEMENT IN POWER ELECTRICITY

Abstract. The return on human capital increasing requires finding solutions to raise the human resources productivity and reduce negative manifestations in the work environment, which justifies the topic relevance. The paper proposes to consider the possibility of modeling motivational mechanisms for managing human resources in order to increase the return on their use. Models are built on the achievements of economic-mathematical and system analysis, as well as on the basis of studies from various branches of economic theory. The authors analyzed the motivational potential essence, which formed the basis of the developed author's motivational mechanism algorithm, taking into account the needs, attitudes and value orientations of human resources. It is proposed to build models, taking into account such a specific industry as electricity, the peculiarity of which is the need to attract highly qualified personnel and the need to operate in remote areas. Due to the specialists and unskilled workers in sufficiency in the labor market of the electric power industry, the authors raise the question of the attracting migrants’ possibility to work in remote areas, their integration without creating threats to social tension. For highly skilled workers, measures to keep them in the workplace are important. Such conditions require providing incentives for employees in both economic and non-economic ways, allowing to obtain maximum efficiency from personnel.

Key words: motivational mechanisms; human resources; electric power industry; personnel management; labor personnel; staff motivation; motivational modeling.
ENTROPY AS A MEASURE OF UNCERTAINTY IN LABOR POTENTIAL MANAGEMENT

Abstract. A stable view of the labor potential as a socio-economic education determines the need to develop specialized indicators that characterize the properties and features of the potential labor opportunities of the staff. By that reason, in the practice of staff management, there is a problem of measuring the labor potential, which ensures the reliability and comparability of technical and economic indicators related to the sphere of labor. The purpose of the study is to obtain tools that allow regulating the system of labor potential management in conditions of uncertainty. In accordance with this stated goal, the task of obtaining a quantitative measure of uncertainty based on the use of the entropy index and acting as a tool for regulating the labor potential management system is defined. The study is based on the inextricability of the relationship between labor potential management and labor productivity, which is necessary to obtain an effect in the labor sphere. In the article, the author proves that entropy is a measure of the managerial actions concentration, which determines the changes response speed in labor potential to managerial personnel decisions. The theoretical and practical significance of the study is to substantiate the possibility and feasibility of using economic and mathematical tools based on the entropy index during making staff decisions related to reducing uncertainty in labor potential management procedures.

Key words: entropy; uncertainty; labor potential; staff; management decisions.

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STAFFING POLICY IMPROVEMENT IN THE FITNESS CENTER

Abstract. The article examines the current HR-management concepts in order to determine the most appropriate modern concept for a fitness center company; and analyzes its application in the "Drive Fitness" fitness club, in order to outline the directions for improving staffing policy. The article consists of several parts. The topic relevance is determined and the purpose of the study is formulated in the introduction. Such modern concepts of HR-management are analyzed in the first part as personal concept, talent management, HR-management by goals concept, motivational concept. The focus is on exploring HRM-concepts for the fitness industry. The HR-management system analysis of Drive Fitness LLC branch in Yekaterinburg was carried out in the second part of the paper. The author carried out calculations and revealed positive ROI results for investments in staff with a sufficiently high quality of internal corporate training; but it was revealed high staff turnover rates, which leads to negative consequences in the management system. As a result of the study, a suitable HR-management concept was selected, and a series of recommendations were developed to improve the staffing policy in the company. The conclusion contains the main conclusions.

Key words: personnel management; HR-management concepts; staffing policy; staff turnover; fitness industry.
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PROSPECTS FOR THE ARTIFICIAL INTELLIGENCE SYSTEM IMPLEMENTATION TO THE BUSINESS EFFICIENCY INCREASE IN CALL CENTER’S PROCESSES

Abstract. Recently, there has been a real boom in artificial intelligence (AI). Methods, models and algorithms, originally developed in research laboratories, reached the point where based on them began to appear en masse finished products, business tools, etc. The article describes the role of AI systems in the field of contact centers, their prospects for application in this area, as well as methods of development and implementation. The purpose of this article is to find directions for improving the activities of call centers using AI systems. The first part of the study describes the features of the activities of contact centers, identifies their functions and tasks. It has been revealed that the trend of transferring some customer relationship functions to outsourcing contact centers is becoming increasingly popular, which allows the company to reduce the costs of maintaining its own call processing center. The second part of the article discusses dialogue systems, their architecture and methods for implementing these technologies. It was concluded that the most efficient solution for the contact center - to attract a contractor to develop a chat bot for the contact center.

Key words: contact center; Artificial Intelligence; structure of Artificial Intelligence systems; Artificial Intelligence development; dialogue systems; goal-based systems; chat bot.

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RUSSIAN DIGITAL BANKING MARKET RESEARCH

Abstract. The article is devoted to the digital banking market development in Russia. The authors discuss the digital banks concepts, banking, present their appearance history, identify the causes and factors contributing to this. The digital banks’ role in the world market, their advantages over traditional banks, and their development trends are presented. The digital banks analysis is based on the classification methodology of IBM, which is applied to Russian banks. A study of Russian digital banks was conducted using the terms: ‘neo-banks’ and ‘digital-banks’. The classification of Russian banks was carried out, to which the authors added one more group - Digital banks. The Digital banks’ features are revealed: they do not have a banking license, but carry out cash settlement operations, provide acquiring services, issue bank cards via digital channels. The article also assesses Russian digital banks market represented in terms of cost. The presented statistics about the Russian banks development and the factors influencing their development confirm the growth trend of the Russian digital banking market and Russia's leadership in digital banking.

Key words: digital banking; digital services; digital technologies; IBM classification; neo-banks; digital banks; digital banking market.

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THE WELL-BEING CONCEPT APPLICATION BY THE HOSPITALITY INDUSTRY
Abstract. This article is aimed at studying the Well-being concept application in the modern hospitality industry development. The article contains a systematization of factors that determine the interest growth in a healthy lifestyle and Well-being philosophy: employees' burnout syndrome; healthy lifestyle trends; changes in motivation described in generation-theory and positive psychology. The authors analyzed the main components of the concept, designed to improve the staff health and well-being. The positive experience is studied of the Well-being resorts leader in Russia, located in Sochi - the Rosa Khutor Green Flow 4* hotel. The article examines the essence of the Well-being philosophy and highlights its main components, as well as the most frequently used models of the Well-being concept with a focus on health, financial well-being, and an individual value proposition. The authors analyzed and characterized the four main components of Well-being programs: financial literacy, emotional well-being, health management, and physical activity. The main components and principles of the concept practical application are also analyzed. Based on the analyzed theoretical data, this concept role as one of the most important and priority directions in the modern hotel industry is determined.

Key words: the well-being concept; the hospitality industry; hotel; leisure; recreation; well-being.