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## THE INFLUENCE OF THE SOCIAL-CULTURAL ENVIRONMENT ON THE CORPORATE SOCIAL RESPONSIBILITY MANAGEMENT

**Abstract.** The article is devoted to the Corporate Social Responsibility principles application in the companies, taking into account the socio-cultural aspect of management, in particular, taking into account the employee' religious preferences. The author explored the influence features of different religion on Corporate Social Responsibility policy. Since most workers in Russia are Christians, the influence of Christianity is determined on the idea of Corporate Social Responsibility in details, including the attitude of the Orthodox religion toward these ideas. Based on the study of migration statistics, the author determined that the overwhelming majority of migrants in Russia are Muslims, so the author studied the elements of CSR in Islam. The problem was revealed that a fairly large part of migrants in Russia do not know the Russian language, so they cannot assimilate into Orthodox culture. For the completeness of the study, the connection between Buddhism and CSR has been studied. It was revealed that the non-believers' share has been increasing for last five years.

**Keywords:** socio-cultural environment; corporate social responsibility; ethnic stereotypes; managerial decisions; the influence of religion.

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## CORONAVIRUS COVID-19 INDUCED THREATS FOR RESEARCH AND DEVELOPMENT IN URAL REGION WITHIN THE FRAMEWORK OF THE NATIONAL PROJECT «SCIENCE»

**Abstract.** COVID-19 affects socio-economic circumstances because of declining global GDP, declining capital flows, fewer investment opportunities, and decreased trading. The scientific community has defended all of humanity, studying the virus and inventing vaccines all around the world. It is necessary to prevent a decrease in the scientific activity effectiveness. The study aims to identify the main factors of the COVID-19 pandemic negative impact on the scientific activity of Ural scientific organizations within the national project «Science» framework. The study relies on interviewing the heads of 22 scientific academic organizations in the Yekaterinburg, Russia, in August, 2020, who were asked to name the most serious coronavirus lockdown threats. The author analyzed and structured the survey results. The negative consequences of the coronavirus spread influence on the scientific organizations' activities are highlighted. In this study, we consider the competitive human resources formation in the field of research and development is a serious task in the conditions complicated by the COVID-19 epidemic, the solution of which is developing in three directions: improving the graduate school institute, supporting promising research projects, creating new job.

**Keywords:** COVID-19; research and development; Ural region; researchers under the age of 39; negative consequences for science.

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## UNIVERSITY STAKEHOLDERS' BEHAVIOR MODELS IN THE DIGITAL TRANSFORMATION PROCESS OF THE UNIVERSITY INTELLECTUAL CAPITAL

**Abstract.** The article substantiates the hypothesis that the stakeholders' interests and goals balance in the information society university can be implemented by several models with the priority of the particular stakeholder or a group of stakeholders' interests. It is shown that the priority model that ensures the sustainable and reliable development of the university with a low conflicts level between stakeholders is such platform of the interests' balance models in relation to the university intellectual capital, in which the leading role belongs to the digital academic community. The human capital's unique properties in the university's intellectual capital structure of industrial and information societies have been determined. Based on the analysis of changes in the university's intellectual capital structure, stakeholder's behavior models of academic information structures in the university's intellectual capital development as an integral part of the university and the regional ecosystem intellectual capital are designed. The main university stakeholders' expectations are highlighted: administrative structures, students and intellectual capital. The scientific research value consists in analyzing the stakeholders' models of academic structures that lead to the university's intellectual capital formation as an integral part of the university and the regional ecosystem intellectual capital.

**Keywords:** human capital; social capital; organizational capital; intellectual capital; virtual organizational capital; information society; industrial society; university stakeholders; behavior model; university ecosystem; platform solutions.

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## INDEX APPROACH TO SUBJECTIVE ASSESSMENT OF THE QUALITY OF LIFE (ACCORDING TO THE MATERIALS OF MONITORING SOCIAL MOOD BY VTSIOM)

**Abstract.** The article discusses the issues of using the index approach to the subjective assessment of the social moods of Russians. Statistical methods were used to analyze the data of monthly ex-press polls of the population conducted by VTSIOM on a representative all-Russian sample in the period 2017-2020. In the dynamic series of indices formed on the basis of sociological surveys, a significant random component was revealed, comparable in size to trend changes. It is shown that out of six indices, the hypothesis of normal distribution can be accepted only for indices of satisfaction with life and economic situation of the country. It is shown that in cases of violation of the distribution normality, it is effective to construct piecewise linear models of the trend of the dynamics of indices using the GLM procedure (generalized linear model). The results of modeling the dynamics of indices by linear, logarithmic and piecewise linear models are discussed. The relationship between the indices of social well-being and the state of affairs in the country has been investigated using the methods of multiple correlation and factor analysis. It is proposed to assess the indices of social mood through the complex application of methods of one-dimensional and multivariate statistical analysis, which allows to reveal objectively existing

connections between informative indicators and contributes to a deeper understanding of the phenomenon under study.

**Key words:** social well-being; sociological measurements; monthly surveys; life satisfaction; social optimism; financial situation; economic situation of the country; political situation; general vector of the country's development; time series; statistical tools.

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#### PROFESSIONAL STANDARDS AS A BASIS FOR DEVELOPMENT AND IMPROVEMENT OF KNOWLEDGE IN THE FIELD OF DEMOGRAPHY

**Abstract.** The relevance of the study is due to the professional standards' formation and adoption in the Russian Federation with a simultaneous increase in attention to demographic processes, requiring them to be taken into account in the process of making various management decisions and reducing courses in demography and related disciplines in educational programs. The study is based on the approved professional standards analysis, studying the presence of requirements in the field of demography in the professional functions' performance. The semantic content of the "knowledge", "skills" and "labor functions" prescribed in professional standards has been carried out with the possibility of increasing the "demographic component". The authors have identified six codes of professional standards containing these requirements: health care; social service; communications, information and communication technologies; finance and economics; architecture, engineering, geodesy, topography and design; light and textile industry. The comparison of these requirements with the educational programs content in higher educational institutions, included into the 100 best universities of the Russian Federation rating. The authors draw attention to the knowledge of demography importance for those involved in population-related governance.

**Key words:** demography; demographic knowledge; professional standards; labor functions; educational standards.

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#### HOUSING AND COMMUNAL SERVICES OF THE REGION: DYNAMICS, TRENDS, ISSUES

**Abstract.** The article explores the most problematic element of the socio-engineering infrastructure, i.e. the housing and public utilities sector. The authors apply the methodology for assessing the socioeconomic development of regions and the particularities of their socio-engineering infrastructure. The study employs the methods of structural analysis, correlation and regression analysis, survey, questionnaire, ranking, as well as the forecasting method based on the system of average dynamic indices. The paper analyses official indicators and empirical data that characterize the quality of housing and public utilities service and provides a forecast of shifts in utility costs until 2021. The findings show that rising prices is a monotonously increasing phenomenon and the cost of housing services does not correspond to their quality, which negatively affects the economic motivation of households and undermines their confidence in

decisions and actions of authorities. To stabilize the housing and public utilities sector and create favorable conditions for its development, the authors suggest taking the following measures: to employ the international experience in considering the costs of housing services based on the scientifically grounded industry average indicators; to implement measures associated with boosting prices and tariffs for housing and public utilities after a detailed scientific investigation, explaining the background of the decisions to the population and examining the possible public resonance; to guarantee the transparency of collecting and using targeted funds.

**Key words:** institutional infrastructure; social engineering infrastructure; housing and communal services; housing services prices; satisfaction with housing services.

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#### WORKPLACE INNOVATION: RELEVANCE AND IMPLEMENTATION PROSPECTS

**Abstract.** The article reveals the “workplace innovation” concept essence and justifies this type of innovation study relevance. The research is aimed at analyzing the workers’ satisfaction with their professional activities, working conditions and the workplaces quality in workplace innovation implementation. The study information base comprises the quality of labor potential monitoring results carried out by Vologda Research Center of the Russian Academy of Sciences within the Vologda Oblast in 2020. The article considers the conceptual construct “workplace innovation”, and shows the such innovation demand in society and economic effects. However, the analysis results indicate that despite the generally positive marks for implementing innovation in workers’ labor activities and their workplaces, the country’s innovative activity is still not competitive enough. The author emphasizes the workplace innovation studying and further implementing importance in order to improve various aspects of labor activity and create a favorable working space for the effective tasks’ fulfillment by employees and the successful organization functioning.

**Key words:** innovation; workplaces; workplace innovation; implementing innovation; improvement of working processes; labor efficiency.

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#### SOCIAL AND LABOR SPHERE: TRENDS OF THE NEW MILLENNIUM

**Abstract.** Social and labor sphere is the main sphere of human life. The regularities of the functioning of the social and labor sphere in the new millennium consist in the transition to an innovative type of development, which involves the provision of Decent Work. The concepts are given: social and labor sphere as a complex system of labor and social and labor relations; Decent Work as the embodiment of the needs of people in their working life. The author's understanding of the social and labor sphere structure is offered. The main factors and conditions for ensuring decent work have been identified. The standards of decent work in the field of social partnership and the mechanisms for their achievement have been identified. In more detail, using the example of the economy of the Russian Federation and Western countries, the indicators of ensuring decent work are considered: the number of employees covered by collective agreements, agreements; the number of violations in the world of work. the number of penalties imposed on employers, the

number of collective labor disputes; the number of organizations in which decisions are made with the participation of representatives of the trade union organization during the work of collegial management bodies, etc. It is concluded that the quantitative parameters of these indicators, which make it possible to ascertain the transition to Decent Work, remain controversial.

**Keywords:** social and labor sphere; social and labor relations; decent work; social partnership; decent work standards.

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#### EMPLOYEE WELL-BEING MANAGEMENT IN THE MODERN COMPANIES' SOCIAL POLICY

**Abstract.** The article is devoted to the employee welfare management in the context of digitalization and robotization. The authors proceed from the fact that when introducing corporate well-being programs, organizations should take into account both the employees' actual needs and the labor risks associated with the fourth industrial revolution. The authors considered modern approaches to managing employee well-being and believe that an integrated approach should be based on managing various aspects of an employee's life, including professional development, financial, social, psychological status, as well as health and environmental issues. The author's global risks classification in the social and labor sphere, affecting the workers' well-being, is presented, and on its basis the authors have identified the most promising directions for the well-being programs development in the organizational social policy. An expert survey of specialists and managers in the human resource management, conducted by the authors in order to determine the most important areas for the employee well-being growth in order to create a complex company's well-being ecosystem, made it possible to highlight and rank the tools for influencing the employees' well-being. As a result, the authors ranked the most significant social policy measures and identified problems that require further study.

**Key words:** employee well-being; well-being management; social policy of the organization; expert survey; the fourth industrial revolution.

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#### THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY PROGRAMS ON PRESERVING THE HEALTH AND PROLONGING THE EMPLOYEES' WORKING LONGEVITY

**Abstract.** The saving the company's human resources issue is important, since unfavorable external and internal factors of the working environment have a serious impact on the health, can cause a large number of disability days, occupational diseases, injuries and deaths at the workplace. Preserving the employees' health is one of the corporate social policy areas. This article examines the corporate social responsibility programs possibility aimed at saving the company's human resources, to preserve the employees' health and working capacity. Based on the literature analysis the and the Russian and foreign business experience, the author determined the composition of measures for the employees' health prevention and preservation included in the CSR program. The

study is based on evaluating the additional measures effectiveness for in-depth diagnostics and employees' health improvement based on the results of mandatory annual medical check-ups. This component costs were estimated and their payback was calculated based on the practical data of a large metallurgical company located in the Sverdlovsk region. A sufficiently low payback period may indicate its economic efficiency and benefit for the enterprise.

**Keywords:** corporate social responsibility; human resources; CSR programs; labor safety; health improvement; human resource management; health management.

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#### IMPACT OF QUALITY CHARACTERISTICS OF WORKPLACES ON THE LEVEL EMPLOYMENT REALIZATION THE POTENTIAL OF WORKERS

**Abstract.** The quality of working life is the main indicator of the assessment of social and labor relations, which are currently in the process of transformation from the impact of such challenges as robotizing jobs, increasing the flexibility of labor market institutions, and spreading unsustainable employment. The study is devoted to identifying the relationships between the quality of working life and the level of realization of the working potential of the employed population. The article presents the results of the assessment of employees' satisfaction with the quality of their working life, as well as the level of use of qualities and skills in working activity by the employed population. The information base of the study was compiled by a survey conducted by the Vologda Scientific Center of the Russian Academy of Sciences of the employed population of the Vologda Region (N = 1500 people). The hypothesis of the study was the assumption that the creation of favorable working conditions will not only preserve the existing labor potential, but also use it as efficiently as possible. It was revealed that the population satisfied with work has a higher level of realization of labor potential, while the greatest advantage is observed in the components of social claims: the need for achievement, that is, in aspects that reveal the desire of the population for self-realization.

**Key words:** employed population; labour potential; the quality of working life; the realization of labour potential; satisfaction with working conditions; sociological survey.

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#### INFORMATION AS AN ECONOMIC CONCEPT IN A VIRTUAL ECONOMY

**Abstract.** The focus of the article is the study of the concept of "information" as one of the fundamental concepts of the virtual economy, which underlies the development of information and communication technologies adopted by the virtual business. A comparative analysis of this concept with the concepts of "data" and "knowledge" is carried out. It was revealed that the data are the "raw material" for information, while the knowledge is the massifs of information, interpreted and analyzed to develop a coherent set of them. The properties and sources of information are investigated. In addition to the properties of usefulness and value of information, the author highlighted such properties as: indivisibility, inexhaustibility, inherent uncertainty and risk during its transition from producer / seller to consumer, compressibility, replaceability, possibility of joint use. A critical analysis of the Western concept of the essence of the concept of "information" is given, highlighting information in a category other than goods and services based

on the analysis of information properties: uniqueness, supply heterogeneity, frailty (early spoilage), indivisibility (inseparability of production and consumption), tangibility, ownership, reproducibility. It is shown that such an interpretation is flawed, and information for the purpose of business valuation should be considered as a unique product and resource (factor of production) in a modern economy.

**Keywords:** information; knowledge data; properties of information; goods and services; production factors.

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## LABOR PRODUCTIVITY IN THE OIL AND GAS FIELD WITH THE USE OF MODERN DIGITAL TECHNOLOGIES

**Abstract.** The modern structure of Russia's market economy is typically described as an economy with a pronounced commodity dependence, with oil and gas representing about 20 % of the country's gross domestic product (GDP) and 45% of export supplies. Oil and gas revenues provide about one third of the Russian budget system revenue – from about 28 % in 2020. Meanwhile, the traditional engine of growth observed in the oil industry was previously achieved only by high extent of production. The Russian primary industry is generally quite conservative; thus, this fact has hindered the implementation and use of digital technologies. In 2020 the pandemic (Covid-19) became a major challenge for the local oil and gas companies, causing the necessity to switch to remote management and integrated control of the drilling process, which enables to monitor the effectiveness of traditional business processes. The article examines the need to implement the technology of remote online-monitoring of drilling performance, providing improvement of management quality based on the geological and technological parameters of the drilling tools, thus greatly improving the use of the operation structure of the company's degree of detail. Targeted increase in drilling efficiency gives an opportunity to boost the profitability of existing reserves and develop inaccessible locations with tight oil and gas reserves, as well as to access new areas of extraction. Taking into consideration the natural depletion of existing major deposits and the reduction in production volumes, it has proven to be necessary to implement an integrated technological system to control the drilling process, which allows to improve productivity, optimize business processes and maintain the leading position in the global energy market.

**Keywords:** digital transformation; oil and gas industry; well construction; online monitoring of drilling; economic growth; labor productivity.

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## MODERN APPROACHES TO THE DEFINITION OF SELF-EMPLOYMENT IN RUSSIA

**Abstract.** The institutionalization of any phenomena begins with the conceptual apparatus and the definition of the boundaries within which a new institution exists, without passing into related concepts. Self-employment is a fairly new concept for Russian economic science, although it has been de-facto existing for a long time. The institutionalization of this concept began in a rare format for economic science - in the form of an experiment, and spread throughout the country even before receiving and analyzing its results. This course of events predetermined a large layer of shortcomings and discrepancies both in the conceptual apparatus and in connection with other normative acts. In this article, the author suggests reviewing and analyzing the main approaches

to the definition of self-employment, as well as viewing its transformation in the course of the historical process. Based on the work done, the author's unified definition is proposed.

**Keywords:** self-employment; literature review; institutional approach; employment; small business.

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#### INTERNATIONALIZATION OF EDUCATIONAL SERVICES: GOALS, OBJECTIVES AND FORMS OF IMPLEMENTATION

**Abstract.** In the integration and development foreign relation's context, one of the most important trends in modern education is the internationalization of educational services. It provides universities and the state with a number of key advantages that shape the country's competitiveness in research in the international arena. Using the methods of content analysis, observation and generalization, the article identified the goals, objectives and forms of implementation of the internationalization of educational services in different countries of the world. By the study of the Russian, Chinese and European researcher's approach we regard the process of internationalization educational service's concept. The four main state approaches to the education internationalization and the external effects of the educational services' internationalization were analyzed. The analysis made it possible to formulate a scheme of goals and objectives of the educational services' internationalization. The article concludes that the internationalization of educational services is at the stage of active development. The new epidemiological situation in the world developing new forms of internationalization of educational services, includes multilateral partnerships of universities and the intensification of the online experience's exchange between researchers from different countries.

**Key words:** internationalization; educational service; joint educational program; Russia; China; higher education.

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#### MODELS OF POPULATION ADAPTATION TO THE DYNAMIC ECONOMIC DEVELOPMENT CONDITIONS OF THE RUSSIAN FEDERATION SUBJECTS

**Abstract.** Changes in the behavior of the population can be described with the help of various forms of adaptation that have common features. The aim of the study was to develop a complex of structural econometric models of population adaptation to the conditions of dynamic economic development of the subjects of the Russian Federation. The article uses the following methods: two-stage cluster analysis based on the values of the components, calculated by the method of principal components; panel research method with the construction of a combined regression model. In the course of the study, all subjects of the Russian Federation were grouped into 2 clusters with subsequent distribution by sub-clusters. The analysis of econometric models led to the conclusion that the adaptation of the population of the regions of Russia is largely determined by the level and rates of economic growth and development of the subjects of the



Russian Federation. According to the results of the study, it was determined that the dynamics of socio-economic regional processes and phenomena determines demo-graphic adaptation in 37%, social adaptation in 29% and economic adaptation in 24%. One of the promising areas for further research can be the practical consideration of the results of econometric calculations when predicting the behavior of the population in specific regions.

**Keywords:** adaptation of the population; population adaptation models; economic dynamics; adaptive behavior of the population.

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#### THEORETICAL FOUNDATIONS OF THE EMPLOYER'S BRAND ASSESSMENT

**Abstract.** The article assesses the essence of the employer's brand as a socio-economic phenomenon. The key approaches to this phenomenon analysis are analyzed and the conceptual foundations of the employer's brand formation are determined, the EVP concept methods and approaches are presented. The connection between the employer's brand and the employer's image is shown. The interrelation of the company's brand as a general one and the employer's brand as a private one is reflected. A hypothesis is formulated about a direct connection between the employer's positive image and the company's brand value growth (as a whole). The article analyzes the theoretical provisions of existing concepts and various approaches to the evaluating the employer's brand problem. The large companies experience generalization in the field of formation and employer brand and image development is carried out, in particular, the experience of the «Kalina» concern is evaluated. The article shows the relationship between the employer image and the company's profit, conclusions are drawn about the relationship between the positive employer image and the company's value growth in the market. The experience of developed countries in the employer's image concepts application and the branding system development in the HRM is shown. The assessment of the main parameters and criteria by which the employer's brand is analyzed and the current state of the company is determined from the employer's image point of view. The article also formulates the author's employer's brand definition. The article draws conclusions about the prospects for the employer brand concept development in modern socio-economic conditions.

**Keywords:** employer brand; employer image; employer; employee; labor market; company brand; personnel management system; organization's labor resources; human capital.

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#### ON THE USE OF QUANTITATIVE INDICATORS TO ASSESS THE QUALITATIVE STAFF CHARACTERISTICS

**Abstract.** The article examines the modern management problem associated with the staff evaluation using quantitative indicators. The subject of the article is the contradictions that arise in the evaluating process both the employees themselves and the results of their work. The main purpose of the article is to present the author's views on possible solutions to the problem of quantitative assessment. The methodological basis of the study consists of the foreign researchers' concepts involved in personnel evaluation. The main conclusion of the article is the need to expand the criteria base for quantitative assessment, including qualitative indicators, as well as the need to establish correlations between the staff qualitative parameters and the resulting indicators. The study attempts to consider possible alternatives to cumbersome qualimetric methods. At the same

time, the researcher considers the basic criteria development (productivity, labor intensity), relative to which evaluation indicators should be built, to be the most promising approaches. Within the framework of the analysis, the possibility of ranking labor indicators is indicated, depending on their influence degree on the final economic results of the enterprise. Also, as an alternative to qualimetric approaches based on individual indicators ratings, an approach based on indicators of deviation from the "ideal employee" portrait is proposed.

**Key words:** effectiveness; evaluation; indicator; evaluation; monitoring.

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## CHINA DIGITAL TECHNOLOGIES INTRODUCING EXPERIENCE

**Abstracts.** The new digital technologies' introduction is a priority for the world's leading economies. China is the leader in this direction in the digital technologies implementation rate in various areas of business. The successes and problems overview of introducing new technologies makes it possible to evaluate and apply the Chinese companies experience in this area. The digital innovation introduction is under the Chinese Communist Party's leadership, which fully supports this development through the government programs adoption. These documents show the investment priority areas. The created digital infrastructure also stimulates Chinese businesses to introduce digital technologies actively. The main economy digitalization problems include those associated not only with the economy, but also with social aspects. Already now there is a territorial stratification, as the digital "race" requires constant updating of gadgets and other devices, the cost of which is available only to the wealthy population segments. Digitalization affects all aspects of the economic and social sphere. The widespread adoption problem and experience in the digital technologies' implementation is the main task of this publication.

**Keywords:** digital technologies; investment; implementation of digital technologies; digitalization problems; China experience.