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EVOLUTION OF VALUE TECHNIQUES: A LITERATURE REVIEW

Abstract. This study aims to identify the value methods utilized in businesses and determine the purpose of each value approach. A thorough examination of many research papers and books was used in this study. Although the value method was initially created to control demand, value approaches are now utilized to produce competitive advantages, retain existing customers, and attract new customers. According to the findings, after the articles and books analysis, there are twelve different value approaches to create value (i.e., the emergence of value concept, cost analysis, functional analysis, value analysis, value analysis update, value engineering, value planning, combinex, value management, value chain strategy, value co-creation, and the blue ocean strategy). This research is useful for academics to recognize different value methods. Further, this article also can assist businesses in determining how they manage their values and selecting the optimal value technique to create a long-term competitive advantage. Finally, a comprehensive study of each value technique could be studied in future research.

Key words: value analysis; value management; value chain; blue ocean strategy; value co-creation; value innovation.

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THE CONCEPT OF STRATEGIC ENTREPRENEURSHIP: INTRODUCTION OF IDEA

Abstract. The article is dedicated to the description of the strategic entrepreneurship concept, a synthesis of the entrepreneurial approach and the logic of strategic enterprise management. Foreign researchers have accumulated a certain theoretical basis, that was not presented in domestic science. Accordingly, the article is devoted to the review of theories, opinions and developments of foreign researchers on the issue of strategic entrepreneurship. Strategic management deals with stable functioning processes at the enterprise, when the key emphasis is on the constancy of competitive advantages, while the logic of entrepreneurship presupposes functioning in conditions of uncertainty, instability and volatility of market positions, as well as active actions. Each of the approaches has its limitations, entrepreneurship is blind without a strategy, and strategy is paralyzed without entrepreneurship. Therefore, it is important to combine these approaches organically, using the advantages of each of them. The author carried out a comparative analysis of both approaches and joint strategic entrepreneurship in terms of: the main goal, attitudes towards balance, change and time, sustainability, advantages and disadvantages, competition, uncertainty, opportunities, subjectivity and opportunity assessment. Network effects are also analyzed, acting as typical "moats" - sources of sustainable advantage. Such a network effect is described as having a large audience as a desirable strategic advantage.

Key words: strategy; entrepreneurship; logic; limitations; company's advantages; company's resources.

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TOOLS DEVELOPMENT FOR CONTROL OF THE ORGANIZATIONAL DEVELOPMENT STRATEGY IMPLEMENTATION

Abstract. The article is devoted to the theoretical and practical aspects development of the rationale for the methodological tools use to control the organization's development strategy implementation. Strategic control is an integral part of strategic management in modern conditions, providing the process with information and analytical tools for decision-making. In addition, the proactive function of monitoring the strategy implementation helps to prevent negative consequences associated with the risks of strategic management. This study discusses the tools used at various stages of strategic control, as well as models that are the basis for creating an effective system for monitoring the development strategy implementation. The authors have developed indicators with a methodology for their evaluation for each strategic goal and for each of the projections: finance, customers, internal business processes, innovation, education and development. Further, the risks were identified according to the same projections. On this basis, methodological control tools based on the synergy of the balanced scorecard model and the expert methodology for risk assessment are substantiated. The proposed method for monitoring the strategy implementation allows, through risk assessment, to determine the central threats to the strategy implementation. The results of the study were tested on the example of an enterprise operating in the metal structures production market.

Key words: organization development strategies; strategic control; control tools; balanced scorecard; expert methods; risk assessment.

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CURRENT DIRECTIONS' SIMULATION OF TERRITORIES' SOCIO-ECONOMIC DEVELOPMENT ACCORDING TO THE SUSTAINABLE DEVELOPMENT CONCEPT

Abstract. Taking into account the environmental component is a necessary condition for the territories' sustainable development in the modern world. This direction special role in strategic planning is noted not only by individual states, but also by the world community. Global environmental problems threaten the effective realization of the territories' reproductive potential possibility. At the same time, it is worth noting the environmental and socio-economic spheres mutual influence. Environmental protection activities financing is a necessary condition for the balanced development of the Russian Federation. The paper provides an analysis of the environmental expenditures' dynamics, as well as their structure over 18 years. The study analyzed the environmental expenditures impact on the gross domestic product (GDP) of the Russian Federation. Based on the graphical analysis results, preliminary conclusions were made about the nature of the relationship between the independent variables and the resulting factor. It was revealed that independent parameters are related to the territories' socio-economic development by linear and logarithmic dependence. Statistical significance parameters were calculated for the constructed models, proving the possibility of applying the results in practice. The practical role of the study is the forecasting and planning possibility for the socio-economic development processes, taking into account the environmental component.

Key words: environmental sphere; region; sustainable development; eco-development; environment; socio-economic development.

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ISSUES OF TAKING INTO ACCOUNT THE HIGH-TECH INDUSTRIES ENTERPRISES' SPECIFICS IN THE INFORMATION MANAGEMENT AND PLANNING SYSTEM DEVELOPMENT

Abstract. The article describes current trends and basic principles for the corporate management decision support systems at enterprises in high-tech industries, and suggests methods for designing and implementing such systems, taking into account the real enterprise's needs. The building and implementing corporate systems principles are studied, taking into account the life cycle, the main stages of the project for the corporate information system implementation are highlighted. The information system is presented by the authors as a model containing six successive modules (stages): (1) identification of the activity purpose and the tasks that are planned to be solved in its implementation course; (2) forecasting the expected consumer value of the event using economic and mathematical methods; (3) calculation of the upper limit price and comparison with the scheduled event price; (4) technical and economic feasibility verification of the measure implementation; (5) determination of risk indicators associated with the measure implementation; (6) accuracy and verification assessment of the predicted value of the event cost. The authors detailed the main indicators of the information system implementation effectiveness for management and planning, and also touched upon the issues of calculating the operating an information system efficiency in the context of their life cycle.

Key words: corporate system; life cycle; management accounting; consumer value of high-tech products; production organization.

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INNOVATIVE APPROACHES TO THE HUMAN CAPITAL DEVELOPMENT AND USAGE IN MODERN CONDITIONS

Abstract. The article is devoted to the innovative approaches to the human capital development and usage in modern conditions. The paper gives a description of the socio-economic environment current state, which is characterized by a high turbulence degree in accordance with the VUCA-world model, and the further transformation possibility only on the basis of the sustainable development principles. The exceptional role of human capital in ensuring economic development and social progress is revealed, its various interpretations in modern scientific literature are presented. The content of the human capital's structural elements is outlined: the educational capital, healthy, intellectual, cultural and moral. Proposed and justified promising approaches to the human capital development and usage: the human needs system creation, focused on achieving a balance of social, economic and environmental interests; labor motivation system development aimed at activating the employees' innovative behavior

and developing their relevant competencies based on active learning; non-standard forms of employment introduction, such as telecommuting, freelancing and platform employment, which are a promising tool for human capital usage. The conclusion is made about the fundamental role of social partnership in the proposed approaches practical implementation.

Key words: human capital; human capital development; human capital usage; turbulence; socio-economic environment.

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ECOSYSTEM APPROACH TO THE REGIONAL PROFESSIONAL POTENTIAL FORMATION IN THE DIGITAL TRANSFORMATION CONDITIONS

Abstract. During the rapid lifestyles transformation, it is important to construct the regional eco-system as an environment for the territorial professional potential formation, considering regional peculiarities and the employers' needs. It is demonstrated that one of the key projected eco-system features is the unified platform creation based on IT technologies. That provides, on the one hand, the digital educational services integration and employers' search services, on the other, a space for interpersonal communications, providing regional residents with the opportunity to exchange knowledge and wisdom in all areas of human life, self-determination in changing social conditions, oneself' development as a harmonious person. The transformation significance of the regional system into an ecosystem for the industrial regions is reflected on the Kemerovo region example. It is shown that demographic processes occurring in the region hinder the innovations development in it, increase the investment attractiveness of the region, growth the living standard and budget revenues. At the same time, the regional goal to create and develop markets for high-tech products and services requires the presence of intellectually and professionally developed workers. The conceptual idea of the regional ecosystem architecture for the territorial professional potential formation, which will ensure the sustainable development of the region, is presented.

Key words: ecosystem; regional development; employee; competence; professional potential.

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CAUSES AND CONSEQUENCES OF DYSFUNCTIONAL STAFF CONFLICTS IN ORGANIZATION

Abstract. Personnel conflicts are an integral part of socio-economic relations in the organization. Conflicts do not always have a favorable effect on the situation, they conceived lead to negative consequences, worsening staff communication and the organizational stability. Therefore, it is necessary to timely and effectively apply tools for resolving personnel conflicts, to find the right management strategies. The relevance of the article lies in the fact that personnel

conflicts in an organization are inevitable, the personnel conflicts' management and settlement is one of the important areas in the any organization managers' work. The scientific article deals with functional and dysfunctional conflicts. Particular attention is paid to the study of dysfunctional conflicts: their typology is given (divided into intrapersonal, interpersonal, between the individual and the group and intergroup). For each type of conflict, the occurrence causes, settlement methods, including administrative-legal, economic and socio-psychological HR methods are presented. It also systematizes the possible staff conflicts' consequences in case of ineffective management. Possessing the skills to transform dysfunctional conflicts into functional ones will help improve staff relations, the organizational effectiveness. The paper presents the results of sociological surveys relevant to the topic made by the HeadHunter Research Service conducted in 2019-2020.

Key words: organizational conflicts; staff conflicts; dysfunctional conflicts; causes of conflicts; conflict resolution.

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THE RESOURCE BASE ASSESSMENT OF HIGHER EDUCATION INSTITUTIONS' PHYSICAL AND SPORTS ACTIVITIES

Abstract. The relevance of the article is due to the need to assess the universities' physical culture and sports activities resource base. The resource provision expansion has a positive effect on the physical culture and sports infrastructure availability and, accordingly, allows scaling the positive impact on the population health. Two approaches to the universities' resource base assessment are defined: the first is based on the normative indicators of higher education monitoring institutions, the second is aimed at assessing the university position both in the system of international and domestic higher education institutions rankings. The article provides an assessment and comparative analysis of the universities' physical culture and sports activities resources based on the universities' statistics in the Sverdlovsk region according to three main indicators: availability of full-time employees who carry out sports, pedagogical and administrative work; physical culture and sports financing; infrastructure provision with sports facilities. The results of the study showed a dual picture of resource availability: some universities have a lack of staff, financial resources and the sports facilities capacity, while others are characterized by the presence of reserves for the mentioned resources.

Key words: higher education resources; physical culture and sports activities; security of physical culture and sports activities; physical culture and sports staff; university finances.

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SOCIAL AND LABOR SCIENTIFIC WORKS REVIEW ON POPULATION ADAPTATION TO SOCIOECONOMIC CHANGES

Abstract. Significant and dynamic socio-economic changes that are taking place all over the world, including in Russia, require rapid and deep adaptation activations by the population. Many scientific publications in recent decades have been devoted to the study of the population

adaptation processes. The purpose of this article was to review socio-labor scientific research in the period from 2000 to 2020 on the population adaptation factors and mechanisms to modern dynamic socio-economic changes. The theoretical basis of the study was publications on social and labor adaptation factors of individuals and organizations. The practical base was made up of scientific publications posted in the international databases Web of Science and Scopus, as well as on the eLibrary.ru platform. The study was conducted using the bibliometric analysis methods as one of the most versatile tools for studying information flows. The dynamics and trends of publication activity were determined, and the interdisciplinary nature of the research was substantiated. The analysis revealed that the number of publications on adaptation in the RSCI is higher than in international databases, the structure of publications by science type is compiled; organizations and countries with the largest number of publications are identified in international databases.

Key words: databases; bibliometric analysis; social research; socio-economic changes; population adaptation factors.

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WORKFORCE' COMPETITIVENESS IN THE CONTINUING PROFESSIONAL EDUCATION PROCESS

Abstract. The article forms a conceptual model of labor force competitiveness, which is based on two main theoretical approaches to labor force competitiveness, implemented, firstly, when applying for a job in the labor market (the external environment) and, secondly, when performing work in production (the internal environment). This article attempts to solve the problem of assessing the labor force' competitiveness not only in the work process, but also in the vocational education and advanced training. A systematic expanded list of the labor force competitiveness indicators is presented, including quantitative indicators (advanced training frequency, experience (length of service) in a particular professional field, etc.) and qualitative indicators (educational level; academic performance; certification results; professional and qualification level; scientific and technical knowledge; discipline, etc.), characterizing the labor force competitiveness, which can be supplemented and revised taking into account information capabilities. The study made it possible to form a system of indicators for the assessment methodology that characterize the labor force competitiveness formation in the continuous professional education for workers in various economy sectors: the railway industry, the education sector, and the state and municipal service.

Key words: competition; competitiveness; work force; continuing professional education; competitiveness quantitative assessment, competitiveness qualitative assessment.

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DEMOGRAPHIC CONSEQUENCES OF THE EPIDEMIC: ARKHANGELSK REGION CASE STUDY

Abstract. The various types of infectious spread diseases the epidemics and pandemics emergence, which leads to the human lives' loss. The article discusses and summarizes some types of consequences from epidemics using coronavirus infection COVID-19 as the example. The information base of the study was statistical data on the demographic indicators' state and

dynamics in the Arctic zone of the Russian Federation regions. The study was conducted by using the statistical analysis methods. The demographic situation in the period from 2000 to 2019 was analyzed, as well as the possible demographic consequences of the COVID-19 epidemic, in comparison with all-Russian data. Based on the analysis of fertility, mortality and migration gain/loss, conclusions were drawn about the decrease in the number of permanent population in the Arctic zone due to such phenomena as low birth rates and negative migration gain. We also analyzed the growth rate of cases and deaths from COVID-19 by months, the proportion of deaths in the cases structure, and it was concluded that an increase in the number of deaths as a result of a new coronavirus infection caused even greater demographic damage to the study areas.

Key words: arctic zone; epidemic; demographic consequences; population size; morbidity; mortality.

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ASSESSMENT OF INVESTMENT ACTIVITIES IN THE HYDROPOWER INDUSTRIES OF TAJIKISTAN

Abstract. The article reveals the content and features of investment activity in the hydropower industries, considers the methodological issues of investment activity assessment and the theoretical foundations for developing a mechanism for improving investment activity in the hydropower sector of the economy. Investment activity is considered as a process of investing capital and a set of practical actions for their implementation. Taking into account the industry specifics and the mechanism for organizing investment investments in the hydropower industry, investment activity is also considered as a system of interrelated and constantly recurring investment cycle phases. The current investment activity state is analyzed. It is substantiated that in the hydropower investment is a capital investment mechanism covering a system of interconnected and constantly recurring phases of the investment cycle. It was revealed that during market relations development, the corresponding price of capital goods and capital services is formed and, consequently, a number of capital market segments are formed in hydropower, such as the segment of the capital market or capital as a reserve, where transactions of all types of production assets, the capital services market, which generates a income stream, as well as the formation of the third capital market segment - the market for loan capital, financial services, and securities. It is substantiated that it is the balanced development of these segments that creates favorable conditions for the investment activity development, thereby expanding capital assets and the income flow from their use.

Key words: investment; capital; hydropower economy; investment process; investment activity; public investment; foreign capital investment; securities; borrowed resources.