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#### THEORETICAL FOUNDATIONS FOR THE DEVELOPMENT OF INNOVATIONS IN HIGHER EDUCATION ORGANIZATIONS ON THE EXAMPLE OF HIGHER EDUCATION ORGANIZATIONS RUSSIAN FEDERATION

**Abstract.** The study of higher education management has a long history and is currently being conducted by both local and international researchers. Universities have gone through several models (generations) in their development: the first generation university (model 1.0 - "Medieval University") based on the concept of the seven liberal arts, the second generation university (model 2.0 - "research university"), based on the concept of V. von Humboldt, third generation university (model 3.0 - "entrepreneurial university"), fourth generation university (model 4.0 - "innovation university"). The article compares the models according to the following parameters: stages of development of society, main functions, instruments, impact on innovation processes in economic systems, University Success Criteria, authors fundamental approaches to the problem. Systematization of characteristics of existing approaches to the analysis of university's innovative development was carried out by the author, and management of access to the resources of the partner network of universities is described and analyzed.

**Keywords:** value analysis; value management; value chain; blue ocean strategy; value co-creation; value innovation.

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#### POST-PANDEMIC ECONOMIC TRANSFORMATIONS IN INDIA

**Abstract.** COVID-19 is a game-changer for much of the developing and emerging countries of the world, and not in a good way. COVID-19 hotspots are flaring up in many low-income countries. And, while it is challenging to combat the disease in developed countries, developing ones face even graver challenges. Combatting spread is difficult. Social distancing remains near impossible in the dense mega-cities. The lack of clean water in many poorer towns and villages prevents effective handwashing techniques. For those who do become ill, health systems are less developed, with fewer hospital beds and medical personnel per citizen, less technology, and less equipment and personal protective equipment. But it is not just the disease that will have a human toll. The corresponding slowing of the global economy from the pandemic is leading to unemployment and food insecurity. For the first time in over 20 years, we expect that global poverty will rise. This, in turn, may roll back gains in nutrition, education, and preventative health. So, there is an urgent need to examine how COVID-19 – as a health and development crisis - unfolded the way it did it and to consider possibilities for post-pandemic transformations and for rethinking development more broadly. In this context this paper will try to explain that what the pandemic has done and how to create an economic transformation that is more equitable and democratic. Also, examine what should be the local responses to COVID-19's damage.

**Keywords:** economies; development; inequality; transformation; COVID-19.

**PRIYANKA SINGH** - Economics Assistant Professor at Delhi University based College, India, Delhi, India

#### WOMEN EMPOWERMENT: A THEORITICAL ANALYSIS

**Abstract.** This Paper is an attempt to fill the informational gap that exists when it comes to myths and misconceptions related to Women Empowerment Scenario. Women exist as the most vulnerable subsection of the developing world. The whole narrative of Women Empowerment is now questionable as Covid-19 pandemic has made women especially the underprivileged ones more vulnerable to exploitation. The Paper introduces the concept of Pseudo Empowerment of Women. The Present Paper tries to present an argument in favor of uniform civil code in India to enhance the status of women empowerment. We critically examine in this paper the emerging Neo Domestic Violence as a tool used by the neo patriarchal Society to oppress and exploit its women on one hand and to maintain their power and hegemony on the other. Finally, we conclude by suggesting various solutions to reduce the inhumane and derogatory treatment to which Women are subject to.

**Keywords:** women empowerment; uniform civil code; domestic violence; marital rape; patriarchy.

**VLADIMIR ARKHANGELSKIY** - Lomonosov Moscow State University, Institute for Demographic Research of FCTAS RAS, The Russian Presidential Academy of National Economy and Public Administration, Moscow, Russia

#### THE POSSIBILITIES OF USING INDICATORS FOR REAL GENERATIONS IN ASSESSING THE DYNAMICS OF FERTILITY

**Abstract.** The article considers fertility rates in real cohorts by year of birth of women and by year of marriage registration, as well as the share of first marriages in real women generations. We estimate the presence of timing shifts and their possible impact on the total fertility rate dynamics by first and second births in modern Russia, on the basis of their analysis. We calculated the total fertility rates by the number of births, analyzed its dynamics in the period from 2012 to 2021 in Russia and the Sverdlovsk region. Next, we calculated the average number of first births by the age of 25 in real generations in Russia, the average number of children born in generations by the year of marriage in Russia and the region; the shares of women who entered into a first marriage in real women generations in Russia and in the region were analyzed, and calculations were made of the average number of second births in real women generations in Russia by the age of 30 and 32. The results of the study proved the dependence of the decline in the total fertility rate in recent years on the reduction in the average number of first births by the age of 25.

**Keywords:** fertility; marriage; real generations; total fertility rate; average number of births.

**GALINA BELEKHOVA** - Researcher in Vologda Research Center of the Russian Academy of Sciences, Vologda, Russia

#### WORK LIFE QUALITY IN PRE-RETIREMENT AGE: REGIONAL PROFILE

**Abstract.** In order to maintain economic activity and stability in the labor market, it is necessary to preserve and effectively use the accumulated human capital of older workers, including pre-pensioners. In this regard, it is important to understand the subjective feelings of

workers regarding the conditions of their working life. The purpose of the work is to analyze the quality of work life (QWL) of workers of pre-retirement age from the standpoint of their satisfaction with the objective conditions of labor activity. The information base is a sociological survey of the working-age population of the Vologda Oblast, conducted by the Vologda Research Center of the Russian Academy of Science in 2020. The following problem points have been identified. Firstly, a slight satisfaction with the size of the salary, expressed dissatisfaction with the completeness of the social package. Secondly, higher estimates of working conditions among pre-retiree women, which indicates a large proportion of men employed in harmful and dangerous working conditions throughout their working lives. Thirdly, low awareness of labor legislation and satisfaction with the work of trade unions, which weakens the feeling of a secure position in the enterprise. Fourthly, high satisfaction with the content of work with low readiness to master new knowledge and skills, engage in creative labor activity.

**Keywords:** work life quality; satisfaction; people in pre-retirement age; salary; qualification; sociological survey.

**YAROSLAV GRIGORENKO** - Student of Ural Federal University named after the First President of Russia B. N. Yeltsin, Yekaterinburg, Russia

#### PROSPECTS FOR THE POPULATION LABOR POTENTIAL IN THE REAL DEMOGRAPHIC SITUATION: SVERDLOVSK REGION CASE STUDY

**Abstract.** Labor potential depends on a number of factors, including the demographic situation, which has a positive and negative impact on the human resources preservation. Taking the Sverdlovsk region as an example, the population depopulation influence on the regional labor potential development and the human resources formation is considered. The study used: the theoretical analysis method, statistical methods, the forecasting to determine the prospects for the number of the population labor potential in a demographic situation. It was revealed that the unfavorable demographic situation in the region causes a decrease in the population, including the labor force, and, as a result, the irreplaceable labor potential. The labor potential reproduction problems are expressed in the age groups disproportion, and, first of all, in the growth of the population over working age. The author calculated the current and retrospective values of the indicators: the total demographic load factor, the child load factor and the pension load factor, as well as their predicted values for the period up to 2035. It is concluded that, despite the predicted decrease in the demographic burden, the labor potential state in the region will worsen in the future.

**Keywords:** demographic situation; population prospects; labor potential; population; human resources; Sverdlovsk region.

**INNA KULKOVA** – Doctor of Economics, Professor of The Ural State University of Economics, Yekaterinburg, Russia

#### THE DUAL CHARACTER OF THE LABOR RESOURCES' POSITION IN THE ECONOMIC WARFARE SITUATION

**Abstract.** The article is devoted to the understanding of the labor resources' situation in the economic warfare started by the collective West countries against the Russian Federation. By using the bibliometric method, we analyzed publications on the economic warfare, available in the largest Russian database eLibrary. First of all, we described the economic warfare of the collective West countries against Russia, using a methodical approach to describing any war in the, that is, with a consistent indication of: dates, reasons and excuses, preparation before the war

start, stages, results, consequences and significance. Based on the analysis, we revealed that the second stage is currently underway □ the acute hostilities phase in the economic warfare. With the help of logical analysis, we proved the dual nature of the labor resources position in the economic warfare, which, on the one hand, are the object of hostilities, on the other hand, are the subject of war, and can play an active or passive role in hostilities. The active labor resources' role can be positive or negative. As a scientific novelty element, we bring to your attention a schematic description of the labor resources position dual nature in the economic warfare.

**Keywords:** economic warfare; sanctions; work force; entrepreneurs; wage-earners.

**MARINA LIFSHITS** – Junior Research Fellow of Institute of Economics of the Ural branch of RAS, Yekaterinburg, Russia

#### ADDITIONAL MORTALITY IN RUSSIA AND IN OTHER COUNTRIES DURING THE COVID-19 PANDEMIC

**Abstract.** The article attempts to compare additional mortality in Russia during the pandemic with official data on deaths from Covid and with the situation in other countries, using several different sources. The author's hypothesis is that additional mortality rates more accurately characterize mortality from Covid. The ranking of countries was carried out according to the official data ratio on mortality from Covid with additional deaths indicators. The study revealed that Russia is among the countries where Covid mortality statistics differ significantly from additional mortality statistics, it is lower than additional mortality; as well as the fact that Russia is among the “leaders” of countries in excess mortality. Using econometric analysis, the author also found that the most important factor that determined the differences in the additional mortality level in the world was the older population proportion, which was most vulnerable to coronavirus. The conclusion is made about the presence of errors in the public administration of Russia, which failed to cope with the task of minimizing the citizens' death during the pandemic.

**Keywords:** COVID-19; additional mortality; excess mortality; comparison across countries; deaths of medical workers.

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**SERGEY ARZHANUKHIN** – Doctor of Philosophy, professor of Ural Institute of Management – branch of Russian, Presidential Academy of National Economy, Yekaterinburg, Russia

#### PROJECT MANAGEMENT OF FAMILY INSTITUTE IN THE DIGITAL SOCIETY

**Abstract.** The article discusses the project management methodological foundations of the family institution in the digital society. The authors state and analyze the crisis in the social sphere associated with the fact that the change in the hierarchy of ownership in a digital post-industrial society is not accompanied by a change in the priority support subjects in the social sphere. It is shown that families that find themselves in a difficult life situation continue to be the key support subjects, and not those that determine the priorities of the country's social development today. Social technologies for managing the family institution should be derived from the theory and practice of the new digital society in Russia, and the article considers project management as an effective tool for solving the problem of supporting the family institution in the digital society. The integrated system creation of the state strategic management to support the family institution in a digital society is methodologically justified. It is noted that forecasts, strategies and support programs should be linked in terms of goals, timing and activities in the

proposed system. In addition, the need to monitor the decisions' implementation is substantiated, for which it is proposed to use both aggregated indicators, and indicative, and critical ("threshold") ones.

**Keywords:** social sphere; digital society; project management methodology; family institute; performance evaluation indicators.

**ALEXANDER NESHATAEV** – Master student of The Ural Federal University, Yekaterinburg, Russia

#### FEATURES' ANALYSIS OF THE PRONATALIST POLICY INSTRUMENTS IN REGIONS WITH HIGH FERTILITY

**Abstract.** One of the factors determining demographic attitudes is demographic policy. Birth rates vary significantly between regions of the Russian Federation. The article considers the regions with the highest total fertility rate. The hypothesis of the study suggests the presence of other factors affecting the birth rate in regions with high birth rates – specific regional support for families with children, non-profit organizations activities and the dominant culture peculiarities. The results of the study showed that the regions are implementing measures to support families, but they are more represented in the most economically stable regions, that have more favorable fertility dynamics. According to a number of criteria, the non-profit sector in the studied regions has favorable indicators, but at the same time, its structure in the regions differs significantly. Sociocultural factors that can influence reproductive attitudes have been identified: religious, indigenous population' ethnic traditions, family and tribal mutual assistance. The obtained results are debatable and require further research on this topic.

**Keywords:** fertility; family support; pro-natalist policy; regional family policy; nonprofit organization; cultural characteristics.

**OLGA SEKICKI-PAVLENKO** – Junior researcher in Institute of Economics of the Ural Branch of the Russian Academy of Sciences, Yekaterinburg, Russia

#### AGE STRUCTURE OF POPULATION IN THE LIFELONG EDUCATION DEVELOPMENT CONTEXT IN RUSSIA

**Abstract.** The article presents a peculiarities study of the different age groups involvement in lifelong education in Russia. The first part of the paper presents the development stages of the lifelong education concept. In the second part of the article, the Russian scientific literature is considered, which examines the problems of the relationship between age and participation in lifelong education. An analysis of Russian research has made it possible to single out three main directions for considering the age structure in the lifelong education context. It is concluded that it is necessary to consider the population educational trajectories by using 5-year age groups. The purpose of this study is to assess the age groups involvement parameters in lifelong education. The data of the sample survey of population involvement in lifelong learning, conducted by Rosstat in 2020, show that the involvement level by types of lifelong education differs in different age groups. It was found that the vocational education acquisition ends by the age 45-50, while at the age of up to 40 years, men are more likely to receive professional or additional education, and in groups over 55, women are much more likely to engage in self-education. This confirms our hypothesis that the different ages population may approach the construction of educational trajectories in different ways.

**Keywords:** age structure; lifelong education; age groups; detailing; educational trajectories.

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#### INSTITUTIONAL CONDITIONS' TRANSFORMATION FOR THE FOREIGN TRADE ACTIVITIES DEVELOPMENT OF THE EAEU-STATES IN THE COVID-19 PANDEMIC

**Abstract.** This article focuses on a number of issues related to the regulating mechanisms for Eurasian integration in the face of restrictions that have emerged due to the COVID-2019 virus pandemic. The purpose of the study is to assess the unequal conditions for the trade policy implementation for the Eurasian Economic Union (EAEU) countries and to prepare ways to solve the current Eurasian integration's problem. It was revealed that there is no preliminary countries selection according to the economy development level among the principles of association, which leads to economic disproportions in the Union; the leading country (Russia) is forced to bear the financial costs of maintaining the organization, and there is a high risk of drawing in other states in case systemic crisis in this leading country. An analysis of the new global trends impact on the economic security of the EAEU integration association has been made. Integration processes have been studied based on the integration development in the EAEU before, during the pandemic, as well as the possible alternatives development for its development in the pandenomics context. The state of modern international relations, the challenges and problems facing the EAEU are taken into account.

**Keywords:** economic integration; cooperation of states; integration association; Eurasian Economic Union; World Trade Organization; economic security; pandenomics.

**VICTOR FAUZER** – Institute of Social, Economic and Energy Problems of the North, Komi Science Centre, Ural Branch of the Russian Academy of Sciences, Syktyvkar, Russia

#### FACTORS AND CONSEQUENCES OF CHANGES IN THE ETHNIC POPULATION STRUCTURE IN THE KOMI REPUBLIC

**Abstract.** The article is based on the results of the population censuses (1897-2010), the subject of the study was the changes in the ethnic population structure of the Komi Republic, which has the status of a territorial-national entity in the form of a republic, with broad statehood elements. It is shown that industrial development in 1920-1930 and then the "Gulag" period until the end of the 1950s led to the beginning of "ethnic erosion" of the indigenous population and partial loss of their identity. The Soviet period – the extensive development period for the northern territories led to a further change in the ethnic population composition, the share of the indigenous nation has declined, especially in urban areas, where the share of Komi is now less than half. It is proved that the ethnic structures deformation occurs mainly under the influence of migration processes and, as a consequence, an increase in the intensity of indigenous Komi people assimilation. It is concluded that the existing trends preservation of decreasing the number and share of Komi in the population structure will lead to a further loss of the Komi identity. After the 2021 population census results' publication it is necessary to assess the

structural changes in ethnic composition, language proficiency and assimilation process that have occurred over the last inter-census period.

**Keywords:** Komi Republic; ethnic structures; factors of «ethnic erosion»; migration; assimilation processes.

**HUANG QING** – Master student of The Ural Federal University, Yekaterinburg, Russia

#### THE "BIG DATA" APPLICATION TO COMMUNITY MANAGEMENT IN CHINA DURING THE COVID-19 OUTBREAK

**Abstract.** This paper first discusses and analyzes the application of big data in China's COVID-19 epidemic at this stage. We systematized the areas of application of big data for the prevention and control of COVID-19 in community management, and determined the goals of their use in each of the areas. Then we found the problems of data accuracy, data fragmentation, data disclosure and insufficient privacy protection in the application of big data in major epidemic prevention and control. Finally, the application of big data is prospected, and effective suggestions are put forward. Indicators have been identified that need to be collected and analyzed in addition to the continuous development, improvement and innovation of big data application technologies in the field of prevention and control of COVID-19. We also propose a range of measures that can help local governments understand the dynamics of public opinion and public sentiment, as well as identify and assess the risks of social governance.

**Keywords:** big data; epidemic prevention; epidemic control; COVID-19; advice.

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#### NEW OPPORTUNITIES TO INCREASE THE SCIENTIFIC CAREER ATTRACTIVENESS FOR THE YOUTH

**Abstract.** The article is devoted to the scientific career attractiveness study for university youth. Generalization of the social problems of Russian postgraduate studying experience allowed us to characterize the conditions of university graduate students' scientific and educational activities, the barriers to young scientists' professional development that exist today. The special significance of the authorities' systematic activity for the scientific potential reproduction in the country, the favorable conditions formation for the graduate students' scientific and educational activities to ensure sustainable socio-economic development of the country to external challenges is substantiated. The state needs to make additional efforts to create an effective system of scientific and pedagogical staff reproduction in graduate schools, since almost 90% of graduate students study at universities. The authors' conclusions are based on the data of desk research: results generalization and secondary analysis of sociological research materials on the analyzed topic, regulatory documents, comparative analysis of official statistics and information systems containing information on the scientific activities effectiveness in the federal districts of the Russian Federation. The analysis can become a methodological basis for the research model development for new state measures to engage students in scientific and research activities, tools to increase the science work attractiveness.

**Keywords:** scientific career; student youth; postgraduate studies; development barriers; state support measures.

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#### CAREER GUIDANCE MANAGEMENT IN TRANSFORMING UNIVERSITIES DURING THE CANDIDATES' SELECTION AND SUPPORT FOR TRAINING IN ADVANCED ENGINEERING SCHOOLS

**Abstract.** The authors present in this scientific study relevant concepts for managing the applicants' selection to advanced engineering schools of transforming universities, with an emphasis on the universities' orientation to solving frontier problems and achieving scientometric indicators. New tools for schoolchildren' professional orientation from applicants to students on the principle of "accompanying career building throughout life" are considered. The paper proposes schemes for a two-level education system: bachelor's (specialist) and master's degree, taking into account the customers' (partner enterprises) requirements, as well as several alternative scenarios for the candidates' admission for training in higher educational institutions. The principles of applications' selection for admission to engineering educational projects are systematized, as well as the criteria and indicators of the system for assessing candidates for two levels training - bachelor's and master's programs. A navigation center model for the joint interaction of T-universities with schoolchildren, applicants, students and graduates has been developed, which is a multi-level system of support and guidance for students in their professional development, with an emphasis on personal characteristics, a typology of thinking and human resource potential of regions. The proposed model includes not only the applicants' recruitment, but also their self-competencies' development, the construction of life and personal growth; the center's activities principles are also defined.

**Keywords:** university management; advanced engineering schools; applicants; applicants' selection and recruitment; career support; self-competencies; career guidance.

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#### TRENDS IN THE SOCIAL ENTREPRENEURSHIP DEVELOPMENT IN RUSSIA

**Abstract.** The state role is being rethought in a market economy, in connection with which great hopes are placed on entrepreneurship, a significant role is assigned to solving many urgent problems, including the social sphere. The social entrepreneurship potential makes it possible to solve those problems that, due to various factors, neither the commercial nor the public economy sectors are ready to solve. The need to develop social entrepreneurship in Russia is dictated by the large number of unresolved social problems presence. The article identifies the most significant social problems, the leading regions in terms of these problems presence, and social entrepreneurship trends in the development of Russian regions. Based on a such indicators comparison as the number of people living in a particular region; the number of small and medium-sized businesses; the number of social enterprises and their dynamics; the share of social entrepreneurship entities in the total number of small and medium-sized businesses, regions with positive trends in the social entrepreneurship development were identified, their



experience was studied. Key factors contributing to the social entrepreneurship development in Russia, as well as factors hindering it, have been identified; relevant recommendations are given.

**Keywords:** social entrepreneurship; social problems; entrepreneurial activity; subjects of social entrepreneurship; factors of social entrepreneurship.