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THE RUSSIAN WOMEN' ATTITUDE TOWARDS THE LATE MOTHERHOOD POSSIBILITY

Abstract. One of the natural fertility factors is the mother's age. The rapid reproductive medicine development allows women to become mothers even after the end of the reproductive period, although medical professionals emphasize the negative impact of late motherhood on the child and mother's health. The purpose of this article is to study the women' opinion regarding the age limit for the child birth and the prognosis of actions in the pregnancy event at a late reproductive age. The women' opinion is assessed on the basis of an all-Russian sociological survey conducted by the author in all federal districts of the country, where 831 childbearing age women were interviewed. The results of the study show that the majority of the surveyed women consider the age limit for the child birth to be 36-40 years old, the idea of this age increases with the woman's age, and it is higher in large cities. Also in large cities, women over 26 are more likely to be ready to have a baby if pregnancy occurs after 45, regardless of income level. This can be explained by the higher availability of reproductive medicine in large cities.

Keywords: fertility; limit fertility age; late motherhood; women's opinion about the childbearing; older reproductive age.

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MODERN TOOLS AND MANAGEMENT OF THE LABOR MARKET INFRASTRUCTURE FOR YOUNG PROFESSIONALS

Abstract. In this article, the author conducts a study on what methods are used to organize work with young professionals and the use of various methods for attracting young professionals in the Russian regions and abroad. At the moment, a significant part of the unemployed youth are graduates of higher educational institutions who enter the labor market for the first time. Employment in accordance with the acquired specialty for many young professionals is unrealistic or unpromising. Disproportions in graduates' demand and supply have arisen in the labor market. In this article, the author systematizes the experience of higher educational institutions graduates' employment in Finland, Germany, USA, Japan, Great Britain, Sweden and Asian countries. The countries were compared according to the frequency of using methods of organizing work with young specialists: recruitment programs, internships, practices, seminars, competitions, recommendations, job fairs. It is proposed to use methods to attract young professionals so that a young person after graduation from a university does not find himself alone with the finding a job problem. The article may be of interest to specialists involved in attracting young professionals in companies, as well as to employees involved in the regulation of the youth labor market.

Keywords: young specialists; frequency of use; ways of organizing work with young specialists; methods of attracting young professionals; employer.

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ACTUAL PROBLEMS OF EFFICIENCY ASSESSMENT INVESTMENT AND INNOVATION PROJECTS

Abstract. In modern Russian scientific practice, a lot of attention is paid to the methods development for evaluating the investment and innovation projects effectiveness, since this is due to the needs of Russia's innovative development. However, debatable and therefore very relevant for further re-search are the development of some non-standard methods for evaluating innovative projects that allow making investment decisions with a high success probability degree. The purpose of the study is to identify the actual problems of assessing the investment and innovation projects effectiveness in the modern Russian economy. The study used general scientific methods: comparative and system analysis, classification, comparative sources analysis, correlation analysis; specific methods: hierarchies analysis method. The authors have identified the advantages and disadvantages of each of the methods groups for evaluating investment and innovation projects. The result of the study is a list of topical problems of assessing the investment and innovation projects effectiveness and proposals for overcoming them. The authors conclude that the main problem areas of traditional methods for evaluating investment and innovation projects are the impossibility of adequately comparing different projects with each other according to all the criteria of interest to the end user, as well as determining the degree of return on investment.

Keywords: innovations; projects; efficiency; investments; project evaluation.

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IDENTIFICATION AND MINIMIZATION OF THE NEGATIVE CRISIS CONSEQUENCES ON THE MICROCIRCUIT MARKET FOR THE SERVICE SECTOR

Abstract. The features of the development and the impact on the economy of the microcircuit global crisis during the pandemic are characterized. The negative consequences of the crisis for the tertiary sector of the economy - the service sector, are shown, due to modern trends in the digital transformation of education, healthcare, tourism, utilities and financial sectors, depending on the provision of electronic components. It has been established that for the Russian market the global crisis of microcircuits is exacerbated by dependence on imports and the lack of microchips smaller than 10 nm, which ensure the speed and quality of electronic means. The degree of use by companies in the service sector of cloud computing, specialized platforms, geographic information systems, complexes for processing big data, as well as high-tech equipment is presented. Methods are proposed for reorienting Russia to new contractors in the short term to minimize the consequences of the crisis in the microcircuit market. The strategic necessity of creating complete chains from the development of microcircuits to the production of final products in the domestic market through cluster and public-private partnerships, targeted state support is substantiated.

Keywords: microchip market; services sector; crisis; sanctions; digitalization; value chain; technological independence.

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CUSTOMER ORIENTED MANAGEMENT OF ORGANIZATION IN THE MARKET OF RESTAURANT SERVICES

Abstract. The article is devoted to the issues of organization management based on the model of the marketing complex "4C". The essence of the 4C model and its modifications in modern conditions are considered. It was revealed that the 4C model shows high efficiency of application in the markets of consumer goods and services in order to increase customer loyalty to the organization, allows to implement a customer-oriented approach to managing relationships with consumers. The object of the study was the restaurant of the premium segment "BARBORIS" (Yekaterinburg). Based on a survey of regular customers and the use of statistical data analysis methods, the most significant factors of consumer loyalty were identified: the location of the restaurant, customer satisfaction with the service, the presence of the restaurant in social networks and the regular filling of the page with educational materials. It is established, using regression analysis, the relationship between the growth of customer loyalty and the presence of a bonus system in the restaurant. The directions of management decisions were formulated to improve restaurant management by using client-oriented approach to creating long-term relationships with customers. As an element of scientific novelty, we bring to attention the proposed method of surveying consumers based on the 4C model.

Keywords: marketing mix; 4C model; loyalty; regular customers; restaurant services; NPS.

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ANALYSIS OF THE ETHNIC COMPONENT EXPEDIENCY IN JEWELRY

Abstract. This article is devoted to the consideration of such an issue as taking into account the ethnic component in the jewelry development in order to increase consumer satisfaction. The study provides the author's survey results, in which two independent groups of different age consumers participated, since the consumers' age affects not only their ability to pay, but also their values and perception of design. Respondents were asked to choose from two images of similar jewelry one that they liked best and most fully satisfies their requirements for the product. The images were different: one product had elements of an ethnic group added, while the other was more "standardized" and aimed at a mass audience. Respondents were also asked about their willingness to pay extra for jewelry with ethnic elements. The conclusions are drawn about the feasibility of using such an approach. The conducted research is of particular importance for small jewelry enterprises, in which the ethnic elements' introduction does not require a change in the established technology of their manufacture.

Keywords: jewelry; small business; ethnos; consumer satisfaction; ethnic elements.

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YOUTH STUDENTS' RESEARCH COMPETENCES: ESSENCE AND CURRENT TOPICS OF RUSSIAN RESEARCH

Abstract. In this article, the author reveals the "research competencies" concept essence, as well as the main issues of the topic, which has been in the area of Russian scientists' attention over the last three years. The results are based on a systematic literature review conducted on the basis of an publications' analysis in the eLibrary database for the period 2019-2022 to determine the authors' current approaches to the essence and development of students' research competencies (RC). The lack of consensus in the "competence", "skill", "ability" concepts was noted; the approaches to the classification of students' research activities were studied and analyzed; an analysis of various RC classifications was carried out by components, the structure and description

of which does not reveal the full cycle of RC development. As a result of the scientists' opinions generalization, it is shown that the author's structure of the RC components somehow reflects other authors' various elements of the structures, but, at the same time, is universal and applicable for the students' development in various areas of training, as well as generalists, whose activities are directly or indirectly related to the project activities implementation, analytics, marketing and other components of research activities.

Keywords: higher education; research competencies; research work; student; classification of research competencies.

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INTERNAL CONTROL SYSTEM EFFICIENCY EVALUATION IN CORPORATE STRUCTURES: PROBLEMS AND WAYS TO SOLVE THEM

Abstract. This article is devoted to the problem of organizing the evaluating efficiency process in corporate structures and ways to solve them. The author analyzed scientific publications on the topic, and also studied the experience of organizing an internal control system effectiveness assessment in a large Russian logistics company. The key shortcomings of the internal control efficiency system, created according to the COSO methodology, are identified. Based on this experience, conclusions were formed and our own methodology for assessing the internal control system effectiveness was proposed, the main provisions of which are presented in this article. The author's methodology determines the responsible executor for the report formation on the effectiveness, the assessment timing and duration, conducting methods, the procedure for interaction between departments, special checklists have been developed that evaluate each component of the COSO system. A special algorithm has also been developed to evaluate the internal control system effectiveness in the con-text of subdivisions that have a presence in the Macro-regions; outlines and requirements for an automated software solution are proposed. The data can be used in the practical activities of large corporate structures. The developed approaches to assessing the internal control system effective-ness are elements of scientific novelty.

Keywords: internal control; internal audit; efficiency mark; COSO; corporate structures.

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STATUS AND PRIORITIES OF THE RUSSIAN SOCIAL SPHERE DEVELOPMENT IN THE DIGITAL ECONOMY

Abstract. The article shows that in modern conditions of social sphere digitalization development, its role and place is especially increasing, which has a direct impact on the “new” quality of life and the country's economic growth level. In this regard, it becomes relevant to identify the key problems of social development in Russia and ways to overcome them, as well as assessing the quality of life and development guidelines in the new economic conditions. The

purpose is: theoretical and methodological substantiation of strategic priorities for the social sphere development under the digitalization of the Russian economy influence. Research method and methodology: the author's state monitoring and social sphere transformation in the digital economy was carried out using general scientific cognition methods, analytical methods and techniques, as well as statistical analysis methods. As a result, the Russia's social sphere state was determined and the priorities and directions of its functioning were proposed, taking into account the other countries' positive experience, which contribute to the strategic goals' achievement. In this regard, it is strategically important to increase labor productivity from the digitalization scale; infrastructure and market development of digital professions; ensuring high standards of living, equal opportunities for every person; achieving a new quality and accessibility of social services; ensuring the social sphere technological development in the digital economy. The digitalization processes significance is shown with the highlighting of qualitative effects in the social sphere.

Keywords: social sphere; digital economy; state; strategic priorities; the quality of life.

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STIMULATION OF GRANDPARENTAL LABOR: HOW MUCH CAN IT COST TO THE STATE?

Abstract. Russian and foreign studies consider the stimulation of grandparental labor as a tool to promote an increase in the birth rate, an important scientific task is to assess the potential state costs associated with the reimbursement of the older people' parental labor costs to their grandchildren. The article proposes two methods for estimating such costs, that allows to solve simultaneously two problems. The first method allows to assess the costs for the formation of an additional child's human capital and the prolongation of the active longevity of the grandparents. Calculations are made on the basis of existing state measures to compensate for the costs of visiting various types of social institutions. The second method takes into account the time and labor costs of the grandparents in the process of performing the basic functions of parental labor in caring for and looking after grand-children. The author proposes a mechanism for assigning a payment to the grandparent for assistance in caring for children as an alternative to the institutions of professional assistance to families with children, which are becoming more and more popular, as well as a formula for assessing the potential costs of the state for the implementation of this payment for grandmothers and grand-fathers separately.

Keywords: grandparental labor; grandmothers and grandfathers; older generation; grandparents; care for children; government spending; labor stimulation.

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LEGAL TAX MINIMIZATION IN THE RUSSIAN FEDERATION

Abstract. This article focuses on the issues related to the tax optimization: the essence, legal methods and mechanisms. The authors analyzed the state of tax legislation at the present stage. The purpose of the study is to analyze the tax environment at the present stage, characterized by the presence of significant restrictions associated with the sanctions' imposition by a number of unfriendly countries, as well as the need to overcome the economic crisis caused by the COVID-19 coronavirus pandemic. Using this scientific study as an example, it is shown how current threats affect the modern tax policy development in the Russian Federation. The authors emphasize that the minimizing tax deductions policy is typical for many companies not only in Russia, but also abroad. The article examines the most common methods of minimizing taxes, highlighting separately legitimate methods used by entrepreneurs and illegitimate ones. The article also proposes a classification of schemes for reducing the tax burden currently used by businesses; the difference between the concepts of "tax optimization" and "tax minimization" is emphasized. The state of modern foreign policy relations, the challenges and problems facing the tax service, the economic growth of organizations under sanctions are taken into account.

Keywords: optimization; tax minimization; regulatory mechanisms; entrepreneurs; taxes; legality; accounting policy.

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PUBLIC ADMINISTRATION DIGITAL MATURITY AT THE MESO-LEVEL: COMPETENCE APPROACH

Abstract. A significant gap in the digital maturity level of the leading regions in the Russian Ministry of Digital Development rating and the subjects of the Russian Federation following them is the reason for this study of factors and barriers in the public administration digitalization at the meso-level. In order to identify the human barriers, the authors use the competency-based approach tools in management. The publications analysis in the competency models construction, structured interviews and correlation analysis were used as research methods. The authors analyzed scientific publications on the digital maturity concept, both at the organizations and the countries levels. It was revealed that at organization level a narrow (instrumental) and a broad (conceptual) understanding of the digital maturity content is used. Various approaches to building public administration digital maturity models and the proposed indicators have been studied. Based on the results of the study, the author's model of the mechanism for developing competencies of digital maturity at the meso-level was built, including all three groups of participants in the digital public administration process with the sources of financing for the developing competencies process, which is recommended to be introduced into the public administration practice.

Keywords: competence approach; competence; digital maturity; competence model; public administration; competence development.

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THE MAIN RISKS AND THREATS TO THE ECONOMIC SECURITY OF THE ENTERPRISE IN THE TURBULENCE CONDITIONS

Abstract. The objective is to analyze the risks and threats to the economic security of the enterprise in conditions of turbulence. An organization can be defined and analyzed as an organized system consisting of interconnected parts (subsystems), which, on the one hand, is influenced by the environment, and on the other hand, is able to form this environment. This approach to the organization clearly indicates the delineation of its borders. Thus, organizations have both internal parts and an environment. The concept of the organization's environment was popularized by cybernetics and the concept of systematic management. The environment occupies a central analytical position in organizational theory. Most definitions of the organizational or business environment in the literature are based on the work of Duncan (1972), who defines the environment as all significant factors outside the boundaries of the organization that are taken into account when making decisions. Rapidly developing countries, such as China, Vietnam, Indonesia and India, demonstrate export baskets that include goods that require higher qualifications compared to countries with a similar income level. As competition for foreign direct investment (FDI) and a share in trade intensifies amid a tightening global environment, more and more countries are considering the potential of free economic zones to accelerate growth. Diversification and possible modernization of the country's production and export base does not happen smoothly and naturally. There are significant market failures that slow down this process. The identification of the nature of these market failures and the development of policies to overcome them play a central role in order for the country to climb the development ladder. For example, the theory of growth diagnostics suggests that when a country liberalizes trade and investment and improves business and financial regulation, these reforms may be enough to expand the base of low-skilled exports, which corresponds to the most primitive form of comparative advantage. However, the economy may not go beyond this low-skilled export base, while the level of per capita income stagnates. The primary responsibility of the government is to ensure the safety of its citizens and the country, and the provision of uninterrupted energy services is becoming an increasingly integral part of achieving these goals. Energy security is a public good that markets, as a rule, are not able to provide at the proper level. As such, the security of energy supply is the primary concern and responsibility of all Governments. How energy security is defined and implemented through policy depends on the situation in an individual or a country, as well as on the time frame under consideration. Since the Covid-19 pandemic, Governments have become more aware of the vulnerability of cross-border supply chains in key sectors. This reassessment of trade-related risks has spurred efforts to improve energy security and supply chain security in general. The energy crises of 1970 led to a significant expansion of nuclear capacity, as countries sought to diversify energy sources and reduce dependence on the constant import of large volumes of fossil fuels. For many countries, the assessment of recent events and, in particular, the sharp rise in fossil fuel prices has led to the adoption of similar decisions that may lead to an increased role of nuclear energy.

Keywords: crisis; risk; uncertainty; security; economic security; turbulence.

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UPDATING THE TERRITORIAL MANAGEMENT SYSTEM: SYNTHESIS OF HIERARCHICAL AND NETWORK MODELS

Abstract. The scientific article is devoted to the search for designing principles of productive system for managing the territory development. The existing planning system imperfection, its inconsistency with modern dynamic economic and social changes is noted. The discourse on planning, evolution, theory and practice of regional management development stages is presented, the current stage features of regional strategic development are analyzed. A hypothesis has been put forward about the new combination of directive-normative and market-

network interaction nature within the emerging territorial administration ecosystems. From the evolutionary approach standpoint, the main features of the managing territorial systems modern stage in the new type spaces, which differ from traditional territorial systems, are identified □ in terms of their role in the ensuring integrity process, the changes scale, long-term actions, the establishing control possibility, problems, nature actions in this space. The requirements for the modeling regional management systems process are formulated based on the principles of balancing the positive experience of normative, indicative planning, socio-economic development strategizing with network principles of interaction that contribute to the territories' resilience potential realization. The institutional infrastructure development priority of territorial administration in the conditions of the need to ensure the territories' security, the expediency of investing in it, is substantiated.

Keywords: system of territorial administration; planning; Strategic; Hierarchical; Normative; network management model.

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STUDY OF THE INDICATORS' DYNAMICS CHARACTERIZING THE GENERAL PARENTS' SOCIAL WELFARE IN RUSSIA

Abstract. The population decline is among the negative trends that pose a threat to the national security of the country, aggravated by the society aging process. Researchers are considering various directions for their solution. In our opinion, the grandparents' active involvement concept into the grandchildren' upbringing and development deserves special attention. The grandparents' involvement degree in these processes will depend on a number of factors: the grandparents' wishes, their employment, social well-being, etc. The aim was to study the dynamics of indicators characterizing the grandparents' social well-being in Russia. Most of them showed positive dynamics in 2015-2020: the population income grew, life became safer, life expectancy increased, etc. At the same time, the deterioration of a number of indicators may become an obstacle to the active grandparents' involvement in the grandchildren' upbringing and development. These include a decrease in the ancestral labor resources, incomes differentiation between the working population at the age of entry into ancestry and non-working pensioners. It is necessary to develop state programs that take into account the parental labor intensity, as well as to stimulate this type of activity.

Keywords: social welfare; grandparents; grandfathers; grandmothers; ancestral labor.

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THREATS TO THE DIGITAL ECONOMY OF THE TAMBOV REGION

Abstract. The article deals with the issues of economic security from risks and threats arising in the information sphere in the Tambov region. The economic security level was assessed according to the system of economic security indicators in the Tambov region. Their individual parameters are investigated. As the analysis shows, the current country's economic security state and regions' is unsatisfactory. The features of ensuring the regions' economic security are studied. A system of measures to improve the economic security level has been formed. The beginning of the 21st century was marked by the rise of digital technologies based on the information revolution and economic globalization. Information has become the main resource in society and in economic processes. People turn information into knowledge, and socio-economic relations are increasingly

transferred to the network environment. The key factor in digital transformation in the market participants activities is the digital culture development. The cities' digital transformation is a complex, long-term process with many challenges and pitfalls, including inappropriate technology, vendor lock-in, cost, and even social backlash and opposition. Today, cities have a decade of experience to make the best choices in terms of developing, acquiring, deploying and monitoring technologies.

Keywords: economic security; risk; threat; Tambov region; digital economy.

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BRAND AS A KEY TOOL IN THE IMPORT SUBSTITUTION SYSTEM

Abstract. This article discusses issues related to the import substitution process in Russia. During the period of the first sanctions after the accession of Crimea in 2014, import substitution became a really important direction, while it did not remain the only way of development. The Russian market situation in 2022 showed that import substitution is a way out of the current situation for producers, consumers and the state itself. But the sharply vacated niches are strongly associated with the de-parted brands that set the bar high, and various analogues or their complete absence confuse the buyer. Establishing a connection between the manufacturer and the consumer is the main task of marketing. The past eight months have shown what problems the national business has faced and how crisis situations can be handled. Thanks to this experience, it is possible to form basic proposals for the further development of marketing in the import substitution. This is the central problem of this publication.

Keywords: marketing; import substitution; sanctions; national brands; consumer confidence; brand strategy; marketing strategies.

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INVESTIGATION OF THE EMPLOYEES' WELL-BEING UNDER INDUSTRY 4.0 DEVELOPMENT

Abstract. The article is devoted to the global factors affecting the workers' well-being in the context of the work processes transformation under the Industry 4.0. The study is aimed at examination the problem of the negative impact of economy globalization and digitalization on the socio-psychological employees' well-being. As a research method, a sociological survey conducted by the authors was used, in which 800 people living in six regions of the Russian Federation participated. The index method was used for a correct comparison of the obtained quantitative indicators. A subjective respondent's assessment of different aspects of professional activities is taken as an indicator for calculating the employee's socio-psychological well-being index. The survey results were processed using cluster analysis as an effective method of working

with fuzzy information. It has been established workers groups at risk, who demonstrate low rates of socio-psychological well-being and a high level of concern about global socio-economic risks.

Keywords: Industry 4.0; employees' socio-psychological well-being; global economic risks; global social risks; labour sphere.

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THEORETICAL APPROACHES IN THE STUDY OF ECONOMIC RELATIONS IN HIGHER EDUCATION

Abstract. The need to generalize theoretical approaches to the higher education research agenda formation makes this article relevance. The purpose of the article is to highlight the economic model elements of higher education in theoretical concepts. The article explores theories: public, individual and club goods, institutional theory and human capital theory from the point of view of their use in describing the economic relations of higher education. The obtained results allowed to conclude that it is important to include the analyzed concepts in the theoretical basis of the study. Relevant theories substantiate the subject composition and relations that arise between the participants in the higher education sphere regarding resource provision, the educational process implementation, the requirements formation for the student education and the higher education sphere coordination by the institutional regulator. In the process of studying the institutional theory, based on the participants' interaction analysis in the sphere of higher education, their relationships enlarged types were identified, then, based on the proposed typology, the subject composition and economic model elements of the higher education sphere in theoretical concepts were determined.

Keywords: higher education; economic model; public goods theory; institutional theory; coordination; human capital theory.

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FOCUS GROUP INTERVIEWS IN THE EMPLOYERS' OPINIONS ANALYSIS ON THE SOUGHT-AFTER PROFESSIONAL COMPETENCIES OF YOUNG PROFESSIONALS

Abstract. In the world events context and transformational changes taking place in the education system, the problem of the supra-professional competencies formation does not lose its relevance, on the contrary, it is gaining momentum. In this article, from the position of increasing attention in higher education to the supra-professional (universal) competencies formation, the focus group interviews results with employers' representatives are conducted from the point of view of this students' competencies development opportunities and the importance. The paper presents the results of 4 focused group interviews, in which 33 managers and HR specialists from various Russian regions took part. It was revealed in the study which supra-professional competencies employers consider the most important, whether there is a gap between the developed and existing students' competencies, whether it is necessary to expand the practice of

using real employers' cases in the educational process. As a result, the authors draw conclusions about the confirmation or partial confirmation of the hypotheses put forward by the study. The work carried out by the authors opens up prospects for further research on the correlation of the supra-professional competencies' development and the professional activity success; and the implementation of the individual development trajectories of higher educational institutions graduates also.

Keywords: higher education; supra-professional competencies; labor market; young specialist; student; focus group.

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VALUE-NETWORK MODEL OF A SMALL ENTERPRISE DEVELOPMENT STRATEGY

Abstract. The article is devoted to the actual problem of developing and implementing a strategy model for sustainable small enterprise competitive development. This paper presents the results of the existing business models analysis, discusses approaches to doing business, including traditional and holacratic, as well as issues of interaction with suppliers, customers and other stakeholders' groups. The prospects of using digital technologies to improve the company's business processes are noted. A value-network model of developing and implementing a strategy for sustainable small enterprise competitive development that meets the modern economy challenges is proposed for consideration. The model implementation is shown on the small enterprise example. A strategic analysis of a small organization was carried out using the methods of SWOT analysis, Porter's five competitive forces analysis, competitiveness polygon construction, directions for improving activities to increase the company's competitiveness are presented. The positive effects of the personnel motivation introduction according to the KPI system and the holacratic approach are described. Based on the analysis, the conclusion is made about the need for the company to enter the partner chain / ecosystem in order to achieve a stable position in the market and increase the company competitiveness.

Keywords: business development strategy; small enterprise; competitiveness; value-network model; digitalization of the economy; ecosystem; business processes.

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BUSINESS STRUCTURES ACCELERATION AS A SET OF SPECIAL SERVICES

Abstract. The relevance of the study is predetermined by the task set by the state □ "creation of a system for small and medium-sized businesses acceleration ". The extremely increased external environment uncertainty actualizes the importance of ensuring comprehensive business sustainability. It is reasonably believed that the state infrastructure for supporting business structures offsets the effects of external shocks and creates conditions for increasing the business and regions' sustainability. The scientific problem is that there is a need to study the acceleration concept essence from the point of view of providing services, which emphasizes the study's scientific significance. The purpose of the study is to generalize, expand and classify the system of acceleration's distinctive features and their services specificity that are not taken into account in the ongoing federal project. Research objectives: 1) the author's theoretical provisions verification and clarification on acceleration services based on primary data collected from

accelerators; 2) assessment of the services market formation and development in regional acceleration programs in Russia on the basis of primary data; 3) identification of directions for the development and recommendations to improve the services quality of regional public acceleration programs. An element of scientific novelty is the classification of the main acceleration signs proposed by the author.

Keywords: business acceleration; service; accelerator; support infrastructure; entrepreneurship; content analysis.