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THE EFFECT MECHANISM OF IDENTITY CHANGE ON LABOR PARTICIPATION OF CHINESE ELDERLY IN THE DIGITAL AGE

Abstract. Actively developing human resources for the elderly is an important way to alleviate the labor shortage. However, in the digital society, most elderly people become 'digital refugees' due to the digital access divide, the use divide, and the inequality divide. On the surface, the 'digital divide of the elderly' is caused by the low digital literacy of the elderly. Internally, it is mainly the impact of the lifestyle of the elderly on psychological digital exclusion. Therefore, it is helpful to further reveal the mystery of restricting the labor participation of the elderly by analyzing the mechanism of the change of the digital identity of the elderly on their labor participation from the internal level. Therefore, this paper first summarizes the research results of digital identity-related literature; secondly, taking the Chinese elderly (women over 55 years old and men over 60 years old) as the research object, the statistical analysis method is used to analyze the current situation of the digital identity, evolution, and reconstruction of the Chinese elderly. Finally, the mechanism of digital identity change on the labor participation of the elderly is clarified from three perspectives: labor stock, internal driving force, and labor way.

Key words: identity; digital identity; digital divide; digital integration; the elderly's labor participation.

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NONPARAMETRIC MODELING METHODS IN THE SUBJECTIVE QUALITY OF LIFE ASSESSMENT

Abstract. The article deals with the non-parametric modeling methods application for assessment the Russians' social moods dynamics according to sociological monitoring data. The monthly population' express surveys results conducted by VTsIOM on a representative all-Russian sample in the period 2017-2022 are analyzed. Two types of models are presented: 1) "hard" models, for which nonparametric methods of mathematical statistics are used, and 2) "soft" models, constructed by the generalized linear model procedure. Due to the strong random component of monitoring indicators, comparable in magnitude to trend changes, as well as non-compliance with the hypothesis of their distribution normality, a non-parametric method was used to identify the difference in the medians of the samples using the Kruskal-Wallis test, followed by pairwise comparisons using the Mann-Whitney test. Along with this, it is proposed to consider dispersion-regression trend models of sociological nature indicators, built using the procedure of a generalized linear model, as "soft" models that reflect the trends in their change dynamics. The problems of the model specification and identification are also indicated in the case of modeling social processes based on the results of monitoring public opinion. It is concluded that soft but effective models can be a good alternative to hard models.

Key words: sociological measurements; monthly polls; life satisfaction; social optimism; financial situation; the economic situation of the country; political situation; the general vector of

the country's development; dynamic series; nonparametric methods of statistical analysis; "soft" models; generalized linear model of dispersion analysis.

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INVESTMENT STRATEGIES THEORY AND PRINCIPLES OF SOVEREIGN FUNDS TRANSPARENCY

Abstract. Despite the fact that sovereign wealth funds have been present for quite a long time on the international scene, their openness and transparency level remains a challenge for the sovereign wealth funds development. Eliminating the risks associated with the fund's opacity will allow investment strategy development that will be aimed not only at preserving the fund's resources, but also at their multiplication through investments. There is a lack of scientific research in the National Wealth Fund's development strategy in Russia. Therefore, this study is of particular relevance for Russia, faced with the National Welfare Fund reduction. The article is devoted to the investment strategies functioning peculiarities and the definition of the transparency principles for sovereign funds. The methodological and theoretical foundations of the study were the Russian and foreign scientists' papers devoted to assessing the sovereign funds' role. The authors proposed a modernization of the sovereign funds' transparency index. The theoretical and practical significance of the study lies in the fact that the obtained results can be used by Russian government agencies, whose competences include the formation and use of sovereign funds, which will lead to the effective sovereign funds management.

Key words: sovereign funds; investments; national wealth fund; investment strategy; sovereign funds transparency.

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ESG-TRANSFORMATION OF RUSSIAN PETROCHEMICAL INDUSTRIES BASED ON A TARGETED APPROACH

Abstract. The article is a study aimed at determining the prospects for the petrochemistry development in the cross-border regulation context, and also the actors' goals importance assessment: state – business – education - science. The goals consistency analysis of priority for the petrochemistry development in the sustainable development concept demonstrates their imbalance, this is due to the fact that most of the strategic documents defining each actor separately goals do not agree with each other. The algorithm of the study described in the article includes 5 stages, and the results of the study fully confirm the existence of interests' imbalance problem for these institutions. The author suggests the targeted approach usage to the petrochemical industries development regulation and the ESG principles' introduction into the petrochemical enterprises business model. According to the author, this will allow to generate high added-value within the oil and gas sector in conditions of shifting energy consumption towards renewable energy sources and to develop industry within the country in conditions of technological isolation.

Key words: ESG-transformation; petrochemistry; high-added value; low carbon regulation; renewable energy sources; sustainable development goals.

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TRENDS IN THE HEALTH INFRASTRUCTURE DEVELOPMENT IN THE ARCTIC

Abstract. The healthcare infrastructure is one of the key components of the social sphere. People living in harsh Arctic conditions especially need high-quality medical services to offset the negative impact of natural and climatic factors. This study identified and analyzed the main trends in the healthcare infrastructure development in fourteen Arctic municipalities of the Northern macro-region. The meso-regional level of spatial-territorial systems is considered separately. As a result of the rate analysis of changes in the health infrastructure development indicators over a fourteen-year period, the main problems were identified. Negative trends were identified, which were formed, first of all, in providing the population with medical facilities in a hospital: there is a decrease in the provision with hospital beds, the possibility of hospital treatment. This problem concerns all studied Arctic territories. Trends in the infrastructure provision for outpatient care do not cause concern. there is a significant reduction in the staffing of healthcare facilities in the Arctic municipalities of the Arkhangelsk region and the Komi Republic. Also, the indicators' statistical accounting problems about the provision with health infrastructure at the municipal level were identified.

Key words: healthcare; Arctic; municipalities; infrastructure; trends.

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THE ROLE OF CONFIDENTIAL INFORMATION AND PERSONAL DATA PROTECTION IN CONTRACT RESEARCH ORGANIZATIONS (CROs)

Abstract. The aim of the article is to study the regulations and policies for the protection of confidential information and personal data in a contract research organization. Pharmaceutical manufacturers, as well as outsourcing organizations providing services in this area, are subject to extensive regulatory requirements in the field of confidential information and personal data protection. Accordingly, pharmaceutical manufacturers, contract research organizations develop, implement or refine compliance elements that address areas of potential problems or high risk and are applicable to their own companies. In this article, we review the General Data Protection Regulation (GDPR) as the best practice for protecting confidential information and personal data in contract research organizations, as well as laws that regulate this industry. As an object, the standards and policies on confidential information and personal data in force have been analysed. Having conducted the research, we can conclude that the implementation and compliance with GDPR-based data protection policies and standards helps to solve the following issues: maintaining the sustainable companies' operation and improving the patient data security.

Key words: contract research organization; confidential information; personal data; clinical trials; data protection policy; data protection regulation; data security; compliance elements.

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WOMEN IN SCIENCE

Abstract. A study on the female employment structure in science and support measures was completed in August 2022. This paper analyzes stereotypes in the labor market and examines the reasons why so few women make a career in science. It was conducted taking into account the historical and sectoral context as part of the global trend of increasing the women's role in all sectors of the economy, as well as during the CIGRE "Women in energy" project ("Women in Energy") was implemented. The article presents an analysis of three feminization waves in Soviet and Russian science. Based on the statistics of companies, specialized federal and regional government bodies, as well as universities, the total share of the female component in science was revealed - only 21%. An analysis was made about the women's share dynamics in science in the world, the share of women researchers by country, regions of the world, CIS countries, in Russian research □ by field of science, by involvement in the scientific and technical agenda and the field of research. The dynamics of the gender structure of the teaching staff by the academic degrees is analyzed and the main reasons for the existing gender gap in science are identified.

Key words: gender inequality; gender imbalance; gender equality; gender stereotypes; professional activity; women in science; labor market.

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MECHANISMS FOR THE MULTI-CYCLIC MODELS IMPLEMENTATION TO CALCULATE THE PRIME COST AND BUSINESS PROCESSES' COST AT INDUSTRIAL ENTERPRISES

Abstract. The main problem in calculating the total production cost in terms of overhead costs and the business processes cost at an industrial enterprise is the deviation of the estimated cost from the actual costs incurred. This is due both to the specific features of industrial enterprises (big main and auxiliary business processes, a huge number of them, a large number of closed economic relationships' loops at the subprocesses and functions levels, a large range of input resources and products), and calculation methods' algorithms (primarily, the most common boiler method in industry). In order to improve the accuracy of calculating these indicators, the author proposes the multi-cyclic distribution principle for overhead costs, the essence of which is their gradual assignment to the main business processes over several cycles, gradually. The article presents multi-cycle calculation models both for the auxiliary business processes cost and for calculation cost production an industrial enterprise. In order to automate the production cost calculation and the business processes cost, software products have been developed. In the article, the author proposes a step-by-step calculation algorithm using two programs: 1) calculating the cost of supporting business processes and 2) calculating the cost of production.

Key words: digital economy; software; cost price; overheads; supporting business processes cost.

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INSTITUTIONAL MECHANISMS OF POPULATION ADAPTATION IN THE SOCIAL AND LABOR RELATIONS SPHERE

Abstract. The article is devoted to the institutional mechanisms study of the population's adaptation in the social and labor relations sphere. The relevance of this topic is caused by the ongoing rapid changes in the economy and society, not only in Russia, but throughout the world,

which require significant efforts from the population to activate the adaptive potential. The article proposes for scientific discussion the theoretical provisions development on institutions and social organizations in the social and labor sphere. The author supplemented the social institutions' classification in the social and labor relations field on the "institutionalization object" basis by identifying groups of institutions for regulating pre-labor and post-labor relations; the article defines social institutions in each of the groups. When determining social organizations that carry out the institutional mechanisms, the author applied a stakeholder approach; the main social and labor relation stakeholders are named. In order to analyze the institutional mechanisms for assisting the population in adapting to dynamic changes, social organizations of labor mobility in the Sverdlovsk region were studied: the state employment service, non-state services and job sites, digital platforms. The direction for platform employment development is determined.

Key words: population adaptation; socio-economic changes; adaptation mechanisms; social and labor relations; institutional arrangements.

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PROBLEMS OF HUMAN RESOURCE MANAGEMENT SYSTEMS' IMPLEMENTATION AND APPLICATION

Abstract. The article is devoted to the problems of human resource management systems implementing at Russian enterprises. The human resource information system' definitions of personnel management information systems (HRIS) and the possibility of their use in the practical activities are analyzed. The scientific publications' analysis has shown that foreign studies show the high efficiency demonstrated by companies that actively implement HR analytics; while for many Russian organizations the possibility of using data on human resources in order to improve the management decisions quality is not obvious. Experts note the lack of analytical competencies among HR specialists. The article systematizes the problems of using HR analytics in Russian companies, including the fragmented automation use, which does not allow to solve the problems of managing the organization's human resources comprehensively and for a long-term. The article also identified the risks of using analytical software in the HR departments. It is concluded that it is necessary to move to more mature automation processes based on integrated information HR systems with a single-entry point and on a uniform digital platform, as well as to develop and create intelligent HR systems in the future that will allow implementing strategic tasks based on predictive analytics.

Key words: analytics; human resource information system; software; human resources; digitalization.

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THE «CURRENT TIME» FACTOR INFLUENCE ON THE MAINTENANCE OF THE COMPANY'S FINANCIAL CAPITAL DURING THE FINANCIAL INSTRUMENTS EVALUATION

Abstract. This article reveals the relationship between the financial instruments' valuation and the maintenance of the organization's own financial capital. A study of the economic literature showed that financial instruments are closely related to cash flows, and their reliable assessment

directly depends on the time factor, since their value is reflected in accounting either at the reporting date or at the date of transaction completion. Fundamental differences between national and international accounting standards in the field of accounting for financial instruments and the value at which they are recorded are noted. The maintaining financial capital concept definition is given, on the basis of which it is concluded that maintaining financial capital is equivalent to maintaining the organization's net assets. A modified balance equation is presented in accounting estimates corresponding to the current point in time and compared with its data at the beginning of the year, which is defined through the maintaining financial capital concept. The findings are the first step towards identifying, analyzing and subsequently adjusting financial statement items that reflect financial instruments and their revaluation, which is necessary to generate reliable information about the organization at the reporting date and eliminate risks associated with the current time factor affecting the maintenance of financial capital as net assets.

Key words: financial instruments; maintain financial capital concept; current time factor; equity; accounting financial statements; IFRS; balance equation; net assets.

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CIRCULAR ECONOMY IN RUSSIA: TRENDS AND PROSPECTS

Abstract. The article is devoted to the prospects of circular economy development in Russia. It outlines that the urgency of transition of Russian economy from traditional, linear model to the circular economy is caused by the necessity of reconsideration of consumption principles and achievement of more rational use of available resources. Definition, main characteristics and key principles of circular economy model are considered. Within the framework of the review of international approaches to the concept of circular economy, the typical business models are described. The priorities of the formation of this type of economy in Russia were identified in the discussion at the Eastern Economic Forum 2022. They are the maximizing of the rational use of raw and input materials, reducing wastes, creating infrastructure for recycling and disposal, including the organization of eight eco-industrial parks, which would possess all-round possibilities for processing the main types of waste. The article emphasizes the introduction of business models and processes developed with due consideration of Russian reform needs in the sphere of transforming the MSW management system has a significant potential for solving the acute problems of waste processing and exhaustion of natural resources.

Key words: circular economy; EEF-2022; business model; eco-industrial park; environmental education; economic incentive mechanism.

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REVERSE ENGINEERING STRATEGIES IN THE CONTEXT OF DIGITAL TRANSFORMATION OF THE ECONOMY

Abstract. Reverse engineering is usually perceived as the existing technologies copying in order to reproduce them. However, the reverse engineering results can increase the resource efficiency level and also create opportunities for the new business models emergence and can be used in the Industry 4.0 technologies. The purpose of this article is to analyze how reverse engineering fits into the digital transformation of the economy paradigm. Thus, the article

provides the areas in which reverse engineering based on 3D scanning allows additive manufacturing, augmented and virtual reality, and simulation. In addition, the author demonstrates how rapid prototyping in some areas of knowledge (for example, medicine, art, jewelry) increases the work flexibility, which allows implementing a customization strategy. The result of the study is to systematize the application areas for reverse engineering results and highlight the three main strategies for its use: copying strategies in the general sense, and its particular manifestations; the reverse engineering usage as an integral element of the 3D modeling process; customization through reverse engineering.

Key words: reverse engineering; industry 4.0 technologies; simulation strategy; customization strategy; 3D modeling practical use.

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MINING INDUSTRY IN THE TRANSITION TO A LOW-CARBON ECONOMY

Abstract. The Russian mining industry is currently characterized by adaptation to the low-carbon economy principles, which contains both opportunities and threats for its development. Additional research is needed to determine the strategies for the sustainable development of the mining industry at the present moment and to reduce the negative impact of the global decarbonization policy. As a goal, the authors highlight the finding such special characteristics of the Russian mining sector that are in the conditions of transition to a low-carbon economy and finding strategies for its further sustainable development. The authors set the following tasks: to assess the Russian mining sector as an object of a low-carbon economy; to identify factors that have a strong influence on the transition to a low-carbon economy on the Russian mining industry; scenarios formation for the mining industry development in the conditions of transition to a low-carbon economy. The author used comparative analysis, statistical analysis, generalization and comparison as methods, as well as the scenario method. The result of the study is a list of the main factors affecting the Russian mining industry development in the context of the transition to a low-carbon economy and proposals for its strategic development. As a conclusion, the authors propose to identify the trend of increasing demand for renewable energy sources as the main reason for changes in the mining sector and propose scenarios for the mining industry development.

Key words: mining industry; low-carbon economy; decarbonization; mining industry development strategy; development trends.

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TRENDS IN THE HUMAN CAPITAL, RESOURCES AND POTENTIAL DEVELOPMENT IN RUSSIA

Abstract. This article is devoted to the defining and developing the relationship between human capital, human resources and human potential in Russia. The human resources, capital and potential theory specificity is quite extensive. The modern theory is sufficiently developed in the scientific literature. There are many concepts that define the concepts of human capital, resources and potential, however, the Russian theory differs from the foreign one, while all these terms have a certain relationship, which lies in the HRM generality at the micro level. Today, this terminology is relevant, there are also many scientific works that determine the theoretical framework development. This article defines the basic concepts of human resources, potential and capital, determines their interdependence, and highlights the most universal and general theoretical concepts that are relevant to the modern Russian HRM. The human capital quality assessment in

Russia was carried out according to generally accepted quantitative indicators in dynamics, directions for the human capital, resources and potential development in Russian economy, both from the state and business, are presented.

Key words: human resources, human capital, human potential, staff policy, HR theory.

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VIDEO GAMES AND CYBERSPORTS AS TOOLS FOR MARKETING AND BRAND PROMOTION

Abstract. Digitalization is actively developing not only in the working environment, but also in the leisure and entertainment industry. The main purpose of this article is to consider video games and eSports sites as a marketing tool, that is, the possibility of promoting goods and services. The relevance of the study is due to the need to attract the consumers' attention, to be in trend, in the face of changing consumer's behavior patterns. The main brand promotion methods using video games and eSports tournaments are analyzed. Further, the authors conducted a sociological survey to analyze the above methods effectiveness. A total of 93 people aged 17 to 57 were surveyed to find out which video game and esports ads are most likely to make a purchase. The results of the survey showed that advertising on streaming sites is more preferable than direct advertising, as respondents have more trust in opinion leaders, who are streamers, video bloggers and professional players. In addition, the article analyzes the Swiss company Logitech positive experience in using video games and eSports as marketing and brand promotion tools.

Key words: video games; eSports; streaming sites; content; integration; advertising; influencers.

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THE IMAGE OF A TOURIST CITY AND ITS MARKETING ASPECTS

Abstract. The issues related to the image of the city were considered in this study. The purpose of the article is to interpret the image of a tourist city in a marketing dimension. The main attention was paid to the such concepts discussion as image, identity and tourist potential of the city. It was noted that this topic is of interest to researchers engaged in territorial marketing. Today the city functioning includes not only the material and spatial aspects. The article presents the author's systematization of the features of the city as a product in marketing, as well as the relationship between the components of the destination image. The relationship between the tourist value of the city and its tourist infrastructure has been investigated. Increasingly, the residents and tourists' opinions about the city and representatives of other target groups to whom the city sends marketing messages are being expressed. The key to success in a competitive urban market is taking conscious measures to create an attractive destination image. The main value of a tourist city is its attractive image, while the attractiveness of the city largely determines the tourist potential.

Key words: territorial marketing; image of the city; tourist potential; image; attractiveness.

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SOCIAL FACTORS OF LABOR PRODUCTIVITY AS ITS GROWTH DRIVERS

Abstract. Labor productivity is influenced by a number of factors, including social ones, which are becoming increasingly important. The research is aimed at studying the social factors affecting the workers' productivity. System analysis, analysis-synthesis and general scientific methods were used in the study. Researchers give ambiguous assessments of the social labor productivity factors' role and the risks affecting them. Therefore, the purpose is to study the social labor productivity factors, to assess the significance, nature and strength of influence, as well as to propose a set of measures to influence the social labor productivity factors. According to the labor productivity factors ranking by significance results, it is concluded that social factor located mainly in the middle of the rating except "remuneration and its structure", which gives reason to consider them as having an average significance level. The most significant social factors are: wages and their structure; employee experience, knowledge, qualifications; employee satisfaction with working conditions; training availability, advanced training. Such factors as the company's social development, corporate culture have received low places in the rating and, accordingly, a low significance level, which reflects the still low Corporate Social Responsibility (CSR) in Russia and the corporate governance shortcomings. Development measures of social labor productivity factors influence at the enterprise and employee levels are proposed based on the analysis results. The measures are complex in nature, should take into account the peculiarities of factors' influence at the enterprises and employees level, should be aimed at increasing the human capital, further social partnership and CSR development, as well as contain direct and indirect state regulation measures aimed at increasing labor productivity.

Key words: labor productivity improvement; social factors; social responsibility; ranking of factors; state regulation.

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DIGITAL ECONOMY OF THE TAMBOV REGION

Abstract. The article deals with the digitalization of the economy issues as an accelerated introduction of digital technologies in the economy and the social sphere, which creates conditions for high-tech business, increases the competitiveness of both a separate subject of the Russian Federation and the country as a whole. The article traces the events related to the digital economy development in the Tambov region. The purpose of the article is to determine the features, problems and prospects for digitalization of the Tambov region's economy using agro-industrial complex as the example. First of all, the author noted the factors for the successful digitalization implementation in the economy at the regional level. The following are the main documents regulating the digitalization process and the digital transformation program of the Tambov region. Since the key industry in the region's economy is the agro-industrial complex, the article discusses digitalization in more detail using this industry as an example. Two main economy digitalization directions of the agro-industrial complex in the Tambov region are identified, which are 1) production processes digitalization, 2) the industry management sphere and the market participants' interaction based on a digital platform. The main difficulties that the Tambov region faces in the digitalization process and directions for solving emerging problems are also highlighted.

Key words: digital transformation; digitalization; digital economy; regional economy; development; regional agro-industrial complex; agriculture.

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DEVELOPING STRATEGIC PLANNING IN ORGANIZATION HIGHER EDUCATION

Abstract. In this article we will touch on SWOT analysis is a strategic planning and strategic management technique used to help an organization higher education to identify Strengths, Weaknesses, Opportunities, and Threats related to business competition or project planning. It is sometimes called situational assessment or situational analysis. Additional acronyms using the same components include TOWS and WOTS-UP. This technique is designed for use in the preliminary stages of decision-making processes and can be used as a tool for evaluation of the strategic position of organizations higher education. It is intended to identify the internal and external factors that are favorable and unfavorable to achieving the objectives of the venture or project. Users of a SWOT analysis often ask and answer questions to generate meaningful information for each category to make the tool useful and identify their competitive advantage. The article contains a methodology for constructing a SWOT analysis and directions for using its results.

Key words: higher education; development; SWOT analysis; strategy; management.

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HOTEL EMPLOYEES' PERCEPTIONS TOWARD HUMAN-ROBOT CO-WORKING BASED ON THE INDUSTRY 5.0 CONCEPT: A QUALITATIVE APPROACH

Abstract. The tremendous development of information technology and artificial intelligence led to rapid changes in business. This progress led to the outbreak of industrial revolutions, including the fifth industrial revolution or Industry 5.0. The most crucial mission of Industry 5.0 is human-robot collaboration to maximize the benefits of both. Many studies have evaluated the role of robots in the hotel business and their effectiveness in achieving customer satisfaction and improving service quality. However, empirical studies regarding human resources are limited. Therefore, this study aims to investigate hotel employees' perceptions regarding co-working with robots and the effects of robot introduction on employee well-being. The research depends on semi-structured interviews with workers from upscale hotels in Yekaterinburg, Russia. The results showed that employees tend to have a positive attitude toward service robots. In addition, employees were aware of the advantages and disadvantages of service robots and the aspects that could affect their well-being as a consequence of working with robots. The study proposes practical implications for hotel management and further research for academics.

Key words: industry 5.0; employee-robot co-working; hotel business; service robots; employee well-being.

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THE ROLE OF THE COVID-19 PANDEMIC IN ADVANCING DIGITAL TRANSFORMATION INFRASTRUCTURE IN EGYPT AND HOW IT AFFECTS VALUE CREATION FOR BUSINESSES AND THEIR CUSTOMERS

Abstract. Technology greatly facilitated remote purchases, transactions, and communication among individuals during the COVID-19 pandemic. Consequently, the COVID-19 pandemic impacted the manner and rate of digital technology adoption in Egypt. This study intends to investigate the impact of the COVID-19 pandemic on the Egyptian government's acceleration of the adoption of digital transformation, which produced value for businesses and their customers. The quantitative method is used in this study to examine and analyze digital transformation data from the Egyptian Ministry of Communications and Information Technology. According to this study's findings, the COVID-19 pandemic compelled the Egyptian government to develop the digital infrastructure required for digital transformation. Telephone subscription rates and Internet user numbers have increased over the past three years, reflecting progress in infrastructure. As a result of this improvement in digital infrastructure, businesses now have an outstanding chance to undergo digital transformation, discover their digital customers, and deliver value to them. This study contributes to the digital transformation literature by increasing understanding of Egypt's current level of digital transformation and its influence on value creation for Egyptian businesses and their customers.

Key words: digital transformation; value creation; COVID-19 pandemic; customer value; internet.

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COMPARATIVE ANALYSIS OF ENTREPRENEURSHIP THEORIES USING THE HISTORICAL APPROACH

Abstract. The small and medium-sized businesses' growth is considered the most effective tool for economic development, but it was not always so: early economists did not single out entrepreneurs as the economy drivers, the theory of entrepreneurship itself appeared in the 17th century, although some of its elements are found earlier. The entrepreneurial theory received a thorough development in the XVIII century, further deepening and absorbing new elements. At the present time, the theory of entrepreneurship is in an unsatisfactory state: the leading scientists' positions are sometimes opposite; the authors interpret the essence, functions and nature of entrepreneurial activity in different ways. This study attempts to fill this gap and structure various entrepreneurial theories together. The object of the research is entrepreneurial activity, the purpose of the article is to deepen the understanding of the entrepreneurship essence, the tasks are: comparative analysis of various entrepreneurial theories, the main entrepreneurial schools' identification and review, as well as the term "entrepreneurship" clarification. The scientific novelty of this article consists in a clear definition of the entrepreneurs' functions, qualities and institutional characteristics, the entrepreneurial schools' allocation, as well as in refuting the opinion that the early authors mixed entrepreneurial and capitalist functions. The article examines the entrepreneurial theory evolution, describes the various authors' contribution, shows the change in the composition of entrepreneurial qualities and functions over time, determines the time of approaching the entrepreneurial theory to the modern form.

Key words: entrepreneurship, theory of entrepreneurship, entrepreneurial schools, entrepreneurs' qualities, entrepreneur' functions, entrepreneurship institutional characteristics, history of entrepreneurship.

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METHODOLOGICAL PROBLEMS OF THE STATE PROJECT MANAGING THE SOCIO-ECONOMIC DEVELOPMENT OF RUSSIA

Abstract. Throughout modern history, leading Russian scientists and statesmen have been looking for ways and approaches to create and ensure the optimal system functioning for managing the socio-economic development of Russia. Over the past thirty years, we could observe several attempts to ideological restart the logic of managing the country's development. Strategic planning approaches were supplemented by a system of national projects, but an integral system for managing the so-cio-economic development of Russia has not yet been formed. The project management system of solving the strategic tasks of the country's development for the period up to 2024 and 2030 is fragmented. As a main guiding documents analysis result, a structural imbalance in the strategic planning system becomes noticeable. The problems of project approach's incorporation, conjuga-tion and interconnection with the public administration system stand out especially clearly. Based on the analysis of the strategic planning functional stages, this article proposes to supplement them with the design stage, without which it is impossible to solve strategic problems effectively. The authors actualize the issue of developing a methodological approach to the formation of a scientif-ically based and adequate to modern realities model of socio-economic development project man-agement in Russia.

Key words: public administration; socio-economic development; strategic planning; national project; project management.

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ORGANIZATIONAL HUMAN POTENTIAL AS A RESOURCE FOR ITS INNOVATIVE DEVELOPMENT

Abstract. This article considers the issue of developing the company's human resources potential from the innovative development point of view. The main theoretical human resources' features were studied, as well as innovative methods for developing human resources analysis. From the theoretical part, the basic concepts, specifics, classification and main human resources elements were studied. Modern practices for applying the described methods at modern Russian enterprises were also highlighted in this article. The problems of developing human resources in Russian business and the main applying innovative methods problems in building it at the organizational level were presented, as well as trends in the human resources usage development in Russian companies as a resource for their innovative development. Thus, on the basis of the identified problems, author's recommendations are proposed about the innovative methods' introduction for the personnel activities development and the classical HRM system modernization, taking into account advanced methods of HR management. Innovative human potential development at modern companies contributes to economic stability and business development in any field of activity.

Key words: human potential; HR innovations; HR policy; personnel innovative development; HRM innovative methods.

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CURRENT PROBLEMS OF THE FINANCIAL INCENTIVE SYSTEMS DEVELOPMENT AT RUSSIAN ENTERPRISES

Abstract. It is difficult to overestimate the incentives system role in the motivating employees processes for efficient and productive work. However, innovations in the monetary incentives do not always give the expected result. The problem often lies in the ill-conceived management actions, some-times this is due to the Russian reality specifics. The relevance of the article lies in the fact that the main problems that arise when transferring foreign approaches to Russian enterprises are identified, based on the Russian business experience and the study of foreign trends in the field of wages. The authors studied the experience of applying the following methods of monetary incentives: in-creasing the share of the variable part in the employee's total income, using the Hay-systems method (grading method), using the Scanlon and Rucker incentive system, building remuneration based on the KPI achievement, and also the use of the "menu" or "buffet" system, when the employee himself can choose benefits. For each of these methods, the article presents the advantages and the most common management errors and / or problems that arise during the system implementation.

Key words: financial incentives; wage systems; Hay-system; KPI systems; Rucker plan; Scanlon plan.

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ESSENCE, FORMS OF ORGANIZATION AND THE SOCIO-ECONOMIC SYSTEMS' DEVELOPMENT

Abstract. It is substantiated that in the social system the socio-economic system is the basic one, as a set of basic economic and superstructural political and cultural institutions. Their individuals are bound by socio-economic relations, which are determined by the relevant institutions in the form of formal and informal norms and rules. As a form of manifestation of being, its essence is manifested in the aggregate of labor, material and non-material resources organized by individuals and their socio-economic relations. The forms of their organization are the socio-economic system of the state, industries and enterprises. Negative trends in the mankind development towards a consumer society are noted on the basis that the spiritual, being a form of individual's intangible essence manifestation, determines the essence of his material relations in the socio-economic system, therefore, the lower the spiritual development level, the higher the material needs, and vice versa. It has been clarified that historically consistent forms of progressive socio-economic growth, socio-economic development and the development of the socio-economic system are natural for the socio-economic system. The economic criteria for these forms are: an increase in the employed in production, production capital and scientific and technical progress; the development of a technological mode of production and the socialization of economic property relations, respectively. Social criteria are the quantitative and qualitative growth in the consumption of economic goods.

Key words: basis; institute; institution; superstructure; relationship; needs; development; socio-economic system.