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NONPARAMETRIC MODELING METHODS IN THE SUBJECTIVE QUALITY OF LIFE ASSESSMENT

Abstract. The article presents a methodology for assessing, building a rating and typology of regions based on nonlinear scaling on the Harrington function basis. The methodology was tested on the example of the regions' classification of the Russian Federation according to the health care system indicators. It is substantiated that the tasks of determining the regions' rating and their classification should be considered as independent ones. To determine the place of the region by the main health care system characteristics, it is rational to use the generalized additive-multiplicative desirability function. It is more productive to classify according to two indicators - resource and result factors, i.e., classification should be two-dimensional. It is advisable to distribute the regions of the Russian Federation by activity groups according to the generalized desirability function value, in accordance with the rating. The described technique usage made it possible to single out four groups of the regional healthcare systems' effectiveness in the regions of the Russian Federation according to the generalized desirability function value: leading regions, regions of the central trend, lagging regions, and problem regions. When constructing classification schemes within each of the four groups of regions according to two factors - resource and result, a division into subgroups was made. The integral indicator usage, in conjunction with particular desirability functions, contributed to a more accurate assessment of the regions of the Russian Federation by the main aspects of the healthcare system effectiveness.

Key words: information and analytical support; regions of the Russian Federation; regional healthcare system indicators; rating; non-linear scaling; classification.

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THE REGIONAL ASPECT OF THE SMALL ENTERPRISES DEVELOPMENT (SAMARA REGION CASE STUDY)

Abstract. The paper presents a view on the regional aspect and the specifics of the small businesses development in the Samara region based on the author's structuring economic space, which fractally includes macro-regional, regional, sub-regional, municipal and local structural levels, as well as their corresponding structural units. The paper investigates the characteristic differences in the small enterprises sector at the national and regional levels on the example of the Samara region (regional share in the distribution of the number of small enterprises employees and in the average number of employees), analyzes the small enterprises significance and differentiation in terms of location and development in general and on the example certain enlarged types of activities that belong to the mass and technological sectors (trade; production; crop and livestock breeding, hunting; information technology, software; research and development). Based on the Williamson variation coefficient and the first Theil index calculations, a significant heterogeneity of the small enterprises municipal distribution was proved in the Samara region economic space, small companies performing research and development are especially heterogeneous. The conclusions are presented that can be applied by public authorities in the regional development management.

Key words: regional economy; regional development; small enterprises; spatial differentiation; spatial development.

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DIGITAL TECHNOLOGIES IMPACT ASSESSMENT ON THE HUMAN CAPITAL DEVELOPMENT

Abstract. It is the person who plays the main role in creating values today, therefore the human capital is the object of the study by many scientists. This study is aimed at identifying the impact of digital technology development on the human capital development based on the elasticity assessment method. The study determined the impact in eight federal districts of the Russian Federation. The information base of the study was the statistical data of the Federal State Statistics Service. Quantitative analysis was used as a research method. A correlation analysis was carried out for all Federal Districts, as well as an elasticity analysis using a mathematical method to find the "digital technologies transformation into human capital coefficient" and conclusions were drawn based on the obtained results. As a result of this study, recommendations were proposed to improve the digital economy impact on human capital effectiveness through the employees', university and college students' and computer science teachers' training. Since there is a difficult situation with the digital economy influence on the release of bachelors, specialists, masters by educational organizations, the main authors' proposals relate specifically to universities.

Key words: human capital; digital economy; impact indicators; correlation analysis; elasticity analysis.

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THE BANKING SECTOR ECONOMY: CREDIT RISKS MODELING

Abstract. The problem urgency is determined by the economic situation, the growing role of the banking sector. Significant accounts payable are being formed, the debt load of economic sectors is growing, and the series of bankruptcies likelihood is growing. Refinancing debts leads to an increase in the interest rate, creating a high inflation threat and a debt crisis. Methodological approaches to the implementation of bank corporate underwriting in the economic instability conditions are considered. In this article, the authors analyzed macroeconomic forecasts, as well as external factors in assessing the credit risk of a corporate borrower based on a comprehensive economic and statistical approach to bank underwriting. In particular, in order to model the assessment and calculation of the bank's corporate borrower credit risk, this study analyzed the following elements: the problem debt in the banking sector level, the borrower's industry exposure to

risks, and the borrower's participation in government business support programs under sanctions restrictions. Predictive bank underwriting models are proposed by modeling. It is concluded that improving the modeling of a credit risk comprehensive assessment using elements of stress testing and scenario analysis methods is an important direction in the study of banking underwriting problems in the face of the banks' loan portfolio deteriorating quality and an increase in the company defaults frequency due to the coronavirus pandemic, as well as economic sanctions.

Key words: economics of the banking sector; credit risks; bank underwriting; correlation and variance analysis; economic and statistical modeling.

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THE FALSE PRODUCTS' ECO-LABELING PHENOMENON RESEARCH IN THE RUSSIAN HOUSEHOLD CHEMICALS MARKET

Abstract. The aim of the research is to study the false eco-labeling phenomenon of household chemicals in Russia. This phenomenon is seen as part of a more general plan to mislead consumers, known in the world literature as "greenwashing" (greening reputation). In the course of the study, an attempt was made to assess the consumers' real interest in buying environmentally friendly and safe products, their awareness in these aspects, the impact of images and symbols associated with "eco-products" on the desire to purchase these products. The following tasks were solved: a review of information on the household chemicals' labeling was carried out, the environmental signs concept was considered, the false environmental signs facts use were found and studied, greenwashing examples were given, a practical study was conducted to detect "greening reputation" facts on product packages household chemicals in Magnit-cosmetics and Wildberries stores. The study conducted by the authors confirms the discrepancy between the consumers' desire to purchase environmentally friendly and safe products and their reliable eco-labels sufficient awareness. It is concluded that false eco-labeling is becoming a very effective method of unfair marketing in Russia.

Key words: greenwashing; dishonest marketing; eco-label; household chemicals market; consumer awareness.

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SOCIAL ACTIVITY OF ORTHODOX RELIGIOUS ORGANIZATIONS IN THE SVERDLOVSK REGION

Abstract. This article discusses the main areas of Orthodox religious organizations activities with youth in the Sverdlovsk region, as well as mechanisms for attracting young people and ways to organize this activity. Particular attention is paid to taking part in social projects that are not directly related to the faith spread, worship. Quantitative grant applications analysis, traditional document analysis and in-depth interviews methods were used. Based on the Presidential Grants Fund website study, the receiving grants frequency by Orthodox organizations was calculated and compared with the same indicator for other organizations. Further, the interaction of the Russian Orthodox Church with youth is analyzed within the youth departments' activities of the dioceses included in the Yekaterinburg Metropolis, formed in the Sverdlovsk region: Alapaevsk, Yekaterinburg, Kamensk, Nizhny Tagil and Serov. The same directions are determined and features. For an in-depth analysis,

the results of interviews conducted by the author with Orthodox religious organizations representatives implementing projects with the young people participation in the Sverdlovsk region are presented. The interviews showed differences not only in the content of work with youth, but also in approaches to this work.

Key words: Orthodox religious organizations; Russian Orthodox Church; the youth; youth work; Foundation for Presidential Grants.

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THE CONTENT ANALYSIS METHOD USAGE TO EVALUATE THE PUBLIC EMPLOYMENT SERVICE'S ACTIVITIES

Abstract. The paper is devoted to the quality of services assessment provided by public employment services. Based on the author's thesis about the insufficiency of using only quantitative indicators to evaluate their activities and understanding the complexity of conducting sociological surveys on satisfaction with the services' activities, a set of assessment document analysis methods is proposed. It is proposed to use employment service clients' reviews on the Internet as documents. In the author's opinion, the assessment should include, firstly, a content analysis of reviews with the calculation of the average score, the proportion of reviews with a positive/negative sign of information by year the review was written, as well as the word cloud definition that characterizes the general tone of the reviews. Secondly, it is proposed to use a narrative analysis of the reviews' content to identify evaluation criteria according to the SERVQUAL model; this model seems to be the most appropriate, since the centers provide services to the population. The proposed set of methods was tested by the author on reviews available on the Yandex search pages of the Tyumen, Yekaterinburg, Kurgan and Orenburg city employment centers. A total of 528 reviews were analyzed from 2019 to 2023. Limitations on the proposed methods' usage have also been identified.

Key words: employment services' quality; service quality assessment; employment centers; content analysis; SERVQUAL model.

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INVOLVING YOUTH IN EMPLOYMENT IN IT INDUSTRY

Abstract. One of the state youth policy's key tasks for the Government of the Russian Federation is to provide conditions that allow youth to be involved in employment. This scientific article presents the results of the analysis of mechanisms and activities that are aimed at involving young people in employment into IT industry. The main trends in the IT sector development in the Russian economy are determined. The following theoretical approaches were used in the research: subject-object, structural-functional approaches and system analysis methods; and statistical models as the empirical method. The results of the analysis showed that when providing employment for young people, including students, it is necessary to take into account their interest in those sectors of the Russian economy that allow them to realize creativity and human potential. IT organizations are most suitable for this. Some measures are taken that are aimed at improving the legal and financial support for the IT companies' economic activities. The author found in conclusion, that in order to involve young people into IT industry employment, it is necessary to create stimulating conditions for this industry enterprises' development, which will allow, among other things, to realize the Russian youth creative potential and the desire for entrepreneurship.

Key words: youth employment; youth recruiting; student youth; employment promotion; youth; information technologies; government support.

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DEPRESSED TERRITORIES AS AN OBJECT OF PUBLIC ADMINISTRATION: SPECIFICITY AND APPROACHES TO MANAGEMENT

Abstract. An important role in improving the welfare of depressed areas belongs to the effectiveness of regional policy, which plays an important role in mobilizing internal resources and creating socio-economic conditions for the realization of economic potential. The government is implementing a number of measures to support problem regions. These include: state programs for the socio-economic development of geopolitically important regions, support for rural areas, measures to diversify and restructure the economy of single-industry cities, preferential conditions for areas of advanced socio-economic development and regional programs to ensure the development of municipalities. Often these measures overlap, and funds are transferred to solve the same problem, since there is practically no mechanism for their coordination. In addition, a significant problem that hinders the implementation of state support for depressed regions is the lack of an official legislatively fixed status of a depressed territory. In Russian regional policy, three practices of “development” of depressed territories are most common: the annexation of such territories to a more favorable neighboring territory; providing a constant stream of financial assistance, subsidies and transfers; reduction of social spending in depressed areas through reorganization in the field of local government, education, and medicine. This confirms the inefficiency and inconsistency of financial assistance measures in the context of solving the problems of depressed regions. Thus, we have revealed the absence of unified principles for determining problematic and depressive territories; the existing state measures to support territories partially overlap, which causes an overabundance of financial investments and limits the effectiveness of regional policy.

Key words: depressed territories; regional policy; state regulation; socio-economic development; sanitation.

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RESULTS AND PROBLEMS OF THE «PUSHKIN CARD» PROGRAM IMPLEMENTATION IN THE SVERDLOVSK REGION

Abstract. The publication presents the results of study of the problems of the implementation of the Pushkin Card program among schoolchildren of the Sverdlovsk region. Its relevance is due to the need to increase the level of cultural competence of the young population, as evidenced by the small number of visits by young people to cultural institutions. The purpose of the article is to characterize the problems of involvement of schoolchildren of the Sverdlovsk region over the age of 14 in the «Pushkin Card» program and to identify ways to popularize the Pushkin Card program. The

empirical basis of publication is publications on official sources on the Internet. The interests of schoolchildren in relation to cultural events have been studied. A positive assessment of the activities of the Russian state for the development of cultural institutions has been revealed. The results of the study are the low level of connection and use of the "Pushkin Card" by schoolchildren of the Sverdlovsk region and insufficient use of the card in the organization of educational work in educational institutions. It is concluded that it is necessary to increase the interest and motivation of young people to study and perceive cultural values, including through the organization of a volunteer movement aimed at informing schoolchildren about cultural events, increasing the number of events that can be attended within the framework of the Pushkin Card program.

Key words: program " Pushkin Card"; pupils; cultural values; schoolchildren' cultural interests; schoolchildren' leisure behavior.

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LEGAL ASPECTS OF HIGHER EDUCATION INSTITUTIONS FINANCING ON THE STATE MUNICIPAL ASSIGNMENTS BASIS

Abstract. The article is devoted to the legal aspects of financing universities on the basis of state municipal assignments. The Russian and foreign scientists' papers, legal acts at the state and municipal levels were used as an information basis. Methods of literary sources and legislative acts analysis, systematization, comparison and comparison were used in the research process. As a result of the analysis, it was concluded that the universities financing on the basis of municipal assignments is a particular problem of normative per capita financing. the author systematized in the article the current legal acts regulating the universities financing on the basis of municipal assignments. By analyzing the dynamics of changes in legislation, it is proved that per capita financing is a dynamically developing part of the economy, since the content of the Ministry of Finance of the Russian Federation orders that regulate the procedure for counting the number of students changes every year. In addition, it is indicated that for federal state institutions in the municipal assignments, percentage deviations from the volume completed can be indicated, which is confirmed by the municipal assignments analysis of two universities: in St. Petersburg the deviation cannot exceed thirty percent, in Moscow - ten. The article may be of interest to specialists of higher education institutions dealing with financing issues.

Key words: higher education institutions; municipal assignments; normative-per capita financing; subsidies; percentage deviation; expenses.

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MODERN RESEARCH REVIEW ABOUT DIGITALIZATION IN THE REGIONAL ECONOMY

Abstract. The article analyzes the main researchers' works about such a phenomenon as the digital economy. The main authors of modern scientific works related to the regions' digitalization level assessing problems are named. A brief review of the most relevant modern studies related to the territories digitalization and representing, in the author's opinion, the greatest scientific and practical interest was carried out. As a result of the analysis, it was concluded that the available studies leave out a comprehensive approach to assessing the digitalization level of the economy in digital reality. The need to update the theoretical and methodological base for assessing the regional economy digitalization level has been identified. In particular, it is necessary to search for an optimal method for assessing the regional economy digitalization level, since, according to the author, the existing

assessment methods do not cover all possible parameters and criteria for the economy digitalization process. The article is in the nature of posing a scientific problem and may be of interest to specialists involved in assessing the territories digitalization level.

Key words: digitalization; digital economy; economy digitalization; region digitalization; region digitalization assessment; territories digitalization; research review.

SERGEY CHERNYSHEV – Postgraduate student of the Irkutsk National Research Technical University, Irkutsk, Russia

THE EXISTING MUNICIPALITIES' REAL ESTATE MANAGEMENT SYSTEM MODERNIZATION

Abstract. The main purpose of the study is to find an effective and modern solution to the complexity problem of substantiating the need to repair buildings and structures under the municipalities' jurisdiction. Materials and methods: theoretical research methods, such as analysis and synthesis, as well as empirical research methods, including observation, description and comparison, were used in the work. The expert survey of municipal employees method was also used for the existing difficulties in their professional activities. Results: based on the results of the study, it was found that the existing system' improvement is possible by creating a specialized software product, taking into account modern trends. The article defines a set of requirements for a new software product. The analysis of the organizing work process on the overhaul of municipal buildings after the proposed specialized software product introduction was carried out, it was revealed that due to its use the number of work stages will be reduced. The task is to determine the most effective modernization solution that meets the modern development trends. The proposed software product will allow municipal employees to substantiate the need to repair a property without the involvement of experts.

Key words: municipality; major repairs; digital transformation; municipal management; technical inspection; real estate.

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INTRAPRENEURSHIP AS A GROWING DEMAND: IGNITING ENTREPRENEURIAL MINDSET TO FUEL EMPLOYEES' STRATEGIC RENEWAL BEHAVIOR

Abstract. The effect of having an entrepreneurial attitude on employee performance has been recognized in earlier studies. This study aims to investigate the link between an entrepreneurial mindset and intrapreneurial activity among employees. Additionally, we explore how situational cues can encourage an entrepreneurial mindset. As a research tool, we used a developed questionnaire with appropriate scales, which allows to quantify the factors that are important for our study, such as involvement in work, psychological safety, entrepreneurial attitude, etc. Further, the necessary information was collected on this questionnaire, which was processed, first of all, using SPSS 26, and then we analyzed the structural equations using Mplus 8.0. The findings of this study show that supporting employees' intrapreneurial behavior, which is commonly seen as a crucial factor in organizational success and productivity, requires an entrepreneurial mindset. The study has also identified psychological safety and job engagement as the key cues that stimulate employees' entrepreneurial mindsets.

Key words: entrepreneurial mindset; intrapreneurial behavior; strategical renewal behavior; innovativeness; proactiveness.

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CONTRADICTIONS IN THE INTERACTION OF THE POPULATION AND AUTHORITIES OF THE SUBJECT OF THE RUSSIAN FEDERATION IN MODERN CONDITIONS

Abstract. The year 2023 is a continuation of the social processes that began at the end of 2019, which significantly influenced the interaction of the authorities with the population specifics, the civil society state, the usual way of life: the COVID-19 pandemic, a special military operation in Ukraine, sanctions pressure against the Russian Federation. In the conditions of growing uncertainty feelings, the population life activity transformation, as well as the inevitability of problems in all spheres, a new social reality is being formed, which determines the need to ensure a full-fledged dialogue between the authorities and society. The article examines the forms of communication that citizens choose as a means of communication with the authorities, specifies their usage degree. The interdependence analysis between the emerging situation in society and the communication channels "power – population" transformation is carried out. Empirical research through a survey of the population in the Sverdlovsk region revealed changes in the problems structure, which are of interest to society in recent years, identified difficulties in establishing contact with authorities, and determined the priority of choosing interaction forms. The article concludes that the chaotic communication channels development had a negative impact on building relations between civil society and the state and has led to inefficient the act of communication implementation.

Key words: communications; interaction; authorities; civil society; digitalization.

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HOW CROSS-FUNCTIONAL TEAMS HELP TO ASSESS THE COMPANY'S KNOWLEDGE CAPACITY

Abstract. The article focuses on the cross-functional teams' activities in the organizations' knowledge capacity development aimed at innovative designs. It shows advantages of applying cross-functional teams in innovative projects. The article reveals the lack of applied tools for cross-functional teams' knowledge potential diagnostics, taking into account their implementation peculiarities, which represents the relevance of this research topic. The article presents the author's diagnostic methodology that evaluates the knowledge resources used by cross-functional teams: human, innovative, organizational, relational resources, organizational learning and development, as well as the proactive behavior vector. The main feature of this methodology is the individual activity in knowledge sharing usage as a proactive behavior vector that has a direct impact on all resources' types involved in the innovative knowledge accumulation. The author's diagnostic methodology approbation result at the innovative enterprise in Yekaterinburg is presented. The dynamics of changes in each of the resources and knowledge potential as a whole during the cross-functional team's work on a project is calculated. Based on the methodology testing results, a conclusion is made about management measures aimed at improving the effectiveness and efficiency of cross-functional teams.

Key words: knowledge capacity; cross-functional team; knowledge sharing; innovative designs; innovative products.

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FEATURES OF THE BARRIER-FREE ENVIRONMENT CREATING AS THE STATE SOCIAL POLICY DIRECTION IN THE SVERDLOVSK REGION

Abstract. In this article, problems in the sphere of practical residential property adaptation to the people with disabilities needs were considered using the situation in the Sverdlovsk region as the example. The regulatory legal acts analysis and information presented on the website of the Commissioner for Human Rights of the Sverdlovsk Region was carried out for this purpose, as well as collection and grouping of information about the municipal commissions activities for examining the disabled people residential property: the authors calculated the dynamics of appeals to the Commissioner for Human Rights in the Sverdlovsk Region regions by years, the information availability on the municipal commissions activities for the residential premises for disabled people inspection and common property in apartment buildings on the municipalities' official websites, its relevance, the structure of conclusions on appeals. In addition, telephone interviews were conducted by the authors with municipal commissions representatives for the inspection of residential premises for the disabled and common property in apartment buildings about the practical implementation of activities to create a barrier-free environment for persons with disabilities in their residence place. In conclusion, the problems of implementing work to ensure unhindered access for people with disabilities to social infrastructure facilities are summarized.

Key words: accessible environment; barrier-free environment; disabled person; social politics; official websites of municipalities.

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UNIVERSITY STUDENTS' ENTREPRENEURIAL COMPETENCIES IN EXPERT EVALUATIONS

Abstract. The modern system of higher education requires students to develop entrepreneurial competencies, including continuous learning of new knowledge, adaptation to rapidly changing conditions, work organization skills, team interaction. The article reveals the experience of Yanka Kupala State University of Grodno in creating an entrepreneurial infrastructure and implementing innovative projects. Particularly in 2022 the employees of the Sociology and Special Sociological Disciplines Department of Yanka Kupala State University of Grodno conducted an expert survey to identify effective entrepreneurial competencies formation methods for university students. As a result of the study the demand assessment in the modern labor market for specialists who are able to identify and assimilate new knowledge, have a wide range of professionally relevant competencies and are able to self-educate, as well as an expert possibility assessment to apply the knowledge obtained at the university and college to start work, in professional activities, to improve their professional prospects, in social activities, to develop of entrepreneurial abilities, to create a basis for personal development, for self-improvement, personal growth. The actions necessary from the university, to form a specialist with entrepreneurial competences, were determined. The awareness level of the structural units' activities and projects at the university, aimed at the innovative ideas' development and involvement in their work was disclosed. Experts evaluated the existing technologies for the entrepreneurial skills formation among university students. Necessary measures for the students' entrepreneurial competencies formation were proposed. Based on expert evaluations, procedures

were developed to implement technologies for the students' entrepreneurial competencies formation and also for college students, including two areas: changes at the institutional level, aimed at the entrepreneurial environment formation, and changes in the content and forms of the educational process.

Key words: entrepreneurship; entrepreneurial competencies; students; innovation; startup; expert survey.

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A COMMUNICATION STRATEGY DEVELOPMENT BASED ON MARKETING RESEARCH FOR A CONSTRUCTION TOOLS DISTRIBUTOR

Abstract. The article presents the results of research and communication strategy development for a construction tool distributor. A technique for developing a communication strategy, consisting of six stages, is proposed. It was revealed that in order to develop a communication strategy for a distributor, it is necessary to use digital communication tools in order to most effectively further interact with the client and increase the marketing activities' effectiveness. The proposed technique was tested at the construction tool market of the Sverdlovsk region. The authors conducted a marketing study of the construction tools market. The digital communication channels analysis for companies - market participants made it possible to determine the most effective communication channels. Further, the market segmentation was carried out and the target audience portrait was compiled, an assessment of the awareness degree about the construction tools brands was made. Based on a survey of target segment representatives conducted by the authors, the most important construction tool's characteristics for consumers were identified: reliability and quality, tool weight, construction ease and additional materials consumption. The obtained results made it possible to develop recommendations for building a communication strategy for a construction tool distributor and to propose a set of marketing communications tools.

Key words: communication strategy; construction tool market; digital communications; market research; marketing communications tools.

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SMM TECHNOLOGIES IN FORMING THE GOVERNMENT AGENCY IMAGE (THE ELECTION COMMISSION OF THE TYUMEN REGION CASE STUDY)

Abstract. The article problematizes the social media marketing (SMM) technologies' usage for forming the state body image, the official page of the Electoral Commission of the Tyumen Region in the social network VKontakte was taken as the example. The image's role is determined as one of the parameters of the departments' efficiency that conduct information work in public relations. It has been established that social networks are one of the main channels for image formation today. The empirical part of the article is based on the analysis of the SMM technologies usage effectiveness

in the Tyumen Electoral Commission account development in the VKontakte social network. The authors consistently analyzed: the account data, compiled the target audience portrait, determined the periods of its activity; the work on the main content generation covering the activities of the Electoral Commission of the Tyumen Region and (or) its leaders; the work on generating unique content, studied permanent headings, determined contests and interactive voting among subscribers. In conclusion, recommendations are given for monitoring the community activities, tracking incoming messages and comments, and analyzing the subscribers' activity.

Key words: SMM; election commission; social networks; interaction with the population; state body image.

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TRANSFORMATION OF THE HIGHLY QUALIFIED ENGINEERING STAFF TRAINING SYSTEM AS THE MOST IMPORTANT CONDITION FOR ENSURING TECHNOLOGICAL SOVEREIGNTY AND NATIONAL SECURITY OF THE STATE

Abstract. Ensuring technological sovereignty, which is the foundation for the survival and further qualitative country development in the face of growing geopolitical tension and enormous sanctions pressure on the Russian economy, is one of the key tasks, the solution of which depends on the education quality, especially engineering. This article is devoted to the methodological approaches and directions definition for the transformation of the highly qualified engineering staff training system. Raising the question of the need to reform the higher education system, the author considers it important to refer, first of all, to domestic historical experience in this area, to take the best of the accumulated in the Soviet education system and supplement it with the last three decades achievements. The article explores the basic principles and technologies for the engineering staff training in the Soviet period in the country and selects those that can be used at the present stage. Mechanisms are proposed for transforming the engineering staff training system on the basis of the "Nedra" Universities' Consortium in three directions: changes in curricula, methodological and staffing of the educational process, in order to ensure that the modern engineering staff training system meets global challenges and the national economy needs.

Key words: technological sovereignty; global challenges; educational policy; training system; educational and methodological support; higher engineering and technical education; specialist training quality; methodological foundations of transformation.

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THE SPECIFICS OF THE IT PROJECT TEAM'S MOTIVATION SYSTEM

Abstract. One of the conditions for the project implementation is the resources availability. These include human resources. In the IT development, it is people who make up the main resource, since it is their efforts that produce the project result value component. Success depends on the people involved in the project. The relevance of the topic on building an effective motivation system for the IT project team is due to the need to develop productive strategies for managing staff motivation in the information technology. The purpose of the article is to study the motivation methods and factors affecting the change in labor productivity. The author sees the task of the project as the consideration and analysis of existing motivation theories, project team management methods, successful practical experience based on implemented IT projects cases. As a result of the study, the managing the project team staff motivation methods were identified, triggers affecting changes in group and personal

motivation were identified, ways to increase labor productivity and involvement in achieving team results were named. The article has practical value for project managers and HR specialists, as it provides recommendations on the motivation system development in the IT team. The conclusions of the study contain theses on the building a motivation system's principles, ways to increase the team interest as a project result.

Key words: project team; personnel management; human resource management; motivation; motivation system.