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TRAINING DRIVERS IN THE PERCEPTION AND FORECASTING OF ROAD TRAFFIC RISKS IN ORDER TO PRESERVE THE REGIONAL POPULATION

Abstract. Road accidents are one of the leading deaths in the world, with an estimated seventh cause of death by 2030. Traffic accidents lead to great loss for individuals and societies. These risks can be avoided by studying and training on the risk perception program, which is one of the programs currently being studied to help drivers discover dangers and reduce accidents. If distracted driving, fatigue and exhaustion that afflicts the driver are among the main causes of accidents, then it can be avoided by developing quick and useful solutions that help the driver focus on the roads. The perception of driving danger depends on the driver's ability to detect dangerous situations and react accordingly. The analysis of traffic accidents confirmed that novice drivers have a higher proportion of both the likelihood of an accident and the severity of the consequences compared to experienced drivers. These two main findings have led to the hypothesis that there is an association between the perceived risk of driving and road traffic accidents. Assuming such a link exists, tools such as the hazard perception test, which can predict crash risk and reduce accident risk. This problem has been explored in our article.

Keywords: safety culture; training; education; hazard perception; hazard avoidance; accidents.

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THE DISTANCE LEARNING TECHNOLOGIES USAGE IN CORPORATE EMPLOYEE TRAINING: THE SERVICE SECTOR ORGANIZATION CASE STUDY

Abstract. The article is devoted to the study of corporate employee training systems and the evaluation of the effectiveness of distance learning. The paper identifies the reasons for the spread of distance learning and substantiates the expediency of its use in corporate employee training. The positive (flexibility, modularity, economic efficiency, specialized quality control of education, breadth of coverage, use of specialized technologies and learning tools) and negative (problems of low concentration of students on educational material and difficulties in retaining their attention, lack of "live" communication in the learning process, the need for additional financial costs for technical and software equipment) were identified the effects of using such forms. An assessment of the effectiveness of corporate training programs of one of the largest Russian companies in the service sector was carried out based on the four levels of D. Kirkpatrick's model: learners' response assessment, learning assessment, workplace behavior changes' assessment and performance

assessment. The best training options for employees have been identified. The existence of a direct relationship between the program effectiveness and its interactivity degree has been established.

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THE INSTITUTIONAL CONDITIONS INFLUENCE ON THE ENTERPRISES' INNOVATIVE ACTIVITY EFFICIENCY

Abstract. The article shows how institutional conditions influence the enterprises innovation activity efficiency. The author characterizes the methodologies of rating innovation development assessments and concludes on the limitations of innovation performance ranking. The paper presents an approach to assessing the institutional conditions impact on R&D loss using the Harrington desirability curve and regression analysis. The data of the FIRA PRO information system, Rosstat statistical data and the Federal Tax Service of Russia were used as the empirical base of the study. Research shows that there is a need to reduce the costs associated with capital investments. The author emphasizes the criteria for the system effectiveness of stimulating the enterprises' innovation activities and determines the place and significance of the proposed assessment approach. According to the author, one of the effective ways to create favorable conditions for the innovative developments is the sectoral transaction institution. The author proposes a mechanism for implementing this institute, which will ensure an increase in the competitive advantages of innovative sectors by increasing the number of proactive companies, goals and opportunities for their development.

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APPROACHES FORMATION TO THE INTERNAL CONTROL SYSTEM IMPROVEMENT TAKEN INTO ACCOUNT CORPO-RATE STRUCTURE'S ORGANIZATIONAL FEATURES

Abstract. This article is devoted to the problem of developing approaches to improving the internal control system, taking into account the organizational features of the corporate structure. We analyzed the experience of organizing an internal control system in a large Russian logistics company. Based on this experience, we formed own conclusions and proposed own approach to internal control implementing, the main provisions of which are presented. In particular, to organize effective inter-action between municipal authorities and JSC Russian Post, we proposed the local government bodies employees' functionality and requirements for the special software development with the help of which the interaction mechanism will be implemented, and its advantages are identified. It is also proposed to allocate an "internal controller" position at the Post Office level; systematized the tasks that this employee will solve, and presented the report on internal control structure. The information can be used not only in Russian Post JSC, but also in the practical activities of large corporate structures with a developed regional network with minor adaptation. The developed approaches to improving the internal control system constitute elements of scientific novelty.

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THE STATE ASSIGNMENT FORMATION AS A BASIS FOR INSTITUTIONS ACTIVITIES FINANCIAL SUPPORT (CASE STUDY HIGHER EDUCATIONAL INSTITUTIONS UNDER THE RUSSIAN MINISTRY OF EDUCATION AND SCIENCE)

Abstract. The state is striving to improve the functioning from budget institutions activities planning today, which indicates this study relevance. The purpose of this paper is to analyze how the state (municipal) task, which is the basis for universities' activities financial support, is formed. The theoretical basis of the study was the Russian and foreign authors' publications. In addition, the regulatory legal acts of the Russian Federation related to the research topic were analyzed. As a result, the following conclusions were made. The composition, content and quality characteristics, as well as the order according to which the state (municipal) task will be carried out - this is what the state task contains. Orders of the Ministry of Finance of the Russian Federation change annually, which allows to state the following: normative per capita financing is a dynamically developing area of the economy. If in 2020 the volume of the subsidy depended on the number of bachelors, masters and graduate students, then in 2021 it consists of those whose duration of study exceeds 2 years. It should be noted that the state (municipal) task may not be completed in full, and such deviations vary in different regions and in individual universities.
Keywords: state (municipal) assignment; financing universities; higher education; immovable property; deviation from the assignment.

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CONCEPTUAL APPROACHES TO THE LABOR POTENTIAL THEORY DEVELOPMENT WITHIN THE RATIONAL COGNITION BOUNDARIES

Abstract. The economic development priorities, defining the ways and means of organizing human relations, are changing in society. Provisions that give a clear notion of the effective organization labor patterns are of particular importance. The new professional activity spheres lead to the fact that the person's role in the spiritual and material values reproduction processes is being rethought. One of the most well-known socio-economic notions is labor potential, which reproduces public discussions about the human factor role in the technologies for managing social processes development. This increases the rational knowledge importance, which outlines guidelines for the conceptual approaches' formation to the labor potential theory development. The article defines the problem of the lack of a unified terminology related to labor potential and establishing HRM specific features. It is shown that ideas about labor potential are based on statements that are largely subjective in nature. The presentation features of descriptive labor potential characteristics in the socio-economic relations system are considered. The provisions that act as criteria for the reliability of statements related to the labor potential content in the cognitive activity system are determined. The possibility and expediency of using objective information sources about labor potential within the rational knowledge boundaries is substantiated. The labor potential definition is proposed, reflecting the scientific concept logic of a person's ability to create material and spiritual values.
Keywords: labor potential; labor potential definition; labor potential theory; socio-economic category; labor; rational cognition.

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THE MATURITY LEVEL ASSESSMENT OF THE ESG RISK MANAGEMENT SYSTEM FOR MINING ENTERPRISES' BUSINESS PROCESSES

Abstract. The basis for the enterprise's sustainable development is continuous, systematic and effective risk management, which is an important component of the ESG principles, is subject to improvement and adaptation to the trends in sustainable development and ESG, finds a wide response from stakeholders in decision-making. This study presents the results of the organizational risk management systems' current state assessment, analyzes the prerequisites for integrating ESG factors into the enterprise's risk management system, and presents standards and recommendations that can become the basis for integrating environmental, social and managerial factors. In order to identify areas requiring improvement, measure progress in reducing risks and in the risk management system effectiveness, aggregating the set of documents provisions in the ESG and analytical research, the author developed a methodology for assessing the ESG risk management system's maturity level of the mining enterprises' business processes. This methodology was tested by the author using information from non-financial reporting, local acts, and news in the media for five mining companies - one from each group of the National Rating Agency's ESG ranking. The proposed methodology practical implementation allowed to form recommendations for the ESG management systems-risks development.
Keywords: risk management system; ESG factors; sustainable development; risk management maturity level; mining enterprises.

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STAKEHOLDER REQUIREMENTS AS A MOTIVATOR FOR THE DEVELOPMENT OF DISCLOSURES IN FINANCIAL REPORTING ABOUT DFA AND DIGITAL CURRENCIES

Abstract. Significant progress in the crypto-economy and its gradual legalization require streamlining the information disclosed in financial statements. Due to the fact that at the moment there are no standards for disclosing information about digital financial assets (DFAs) and digital currencies, companies make decisions on the content and volume of information provided themselves. Therefore, they need to monitor and evaluate the relevance of this or that information. The use of stakeholder theory can significantly improve the quality of reporting information. The article proposes the use of the following algorithm of actions: a) identification of stakeholder groups interested in knowledge about the reporting organization's operations with DFAs and digital currencies; b) analysis of the requirements of these groups for the content and volume of information about DFAs and digital currencies in financial statements, based on both the use of the practical experience of leading companies and a preliminary survey of their own stakeholders; c) developing a plan for monitoring stakeholder satisfaction with the information presented in the reporting based on constant feedback from them; d) developing a plan for the gradual improvement of information disclosures, based on active cooperation with stakeholders. The use of the proposed algorithm makes it possible to increase the degree of confidence in financial statements, and therefore in their issuer.
Keywords: cryptoeconomics; digital financial assets; digital currencies; stakeholders; stakeholder requirements; disclosure of information in financial statements.

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FEATURES OF CURRENCY CONTROL ENSURING IN THE PEOPLE'S REPUBLIC OF CHINA AT THE PRESENT STAGE

Abstract. The scientific article is devoted to the comprehensive analysis of the peculiarities of the functioning of the currency control system of the People's Republic of China. The relevance of the work is outlined by the high importance of studying the currency control mechanisms implemented in the PRC against the background of increasing geopolitical instability and the formation of this state as one of the world's most important financial centers. The problem of the research is conditioned by the introduction of new norms of regulation of the national currency legislation by the Chinese side in the process of expanding foreign economic relations. In the course of scientific work the aim of identifying the fundamental directions of the PRC currency policy, understanding the essential characteristics of which is necessary for the progressive increase in the level of economic cooperation between Russian business and Chinese economic entities has been achieved. The article provides an overview of the country's legal and regulatory framework for currency control, describes the mechanism of organization of currency transactions between subjects of economic relations, and considers the features and prospects of the introduction of the digital yuan in the list of legal means of payment of the PRC. In the final part it is concluded that despite the intensified application of sanctions restrictions by a number of developed countries, China, on the contrary, consistently implements a financial policy based on the principles of progressive expansion of institutional openness, increasing the convenience of cross-border trade and development of inter-country cooperation.
Keywords: People's Republic of China; exchange controls; foreign exchange transactions; digital yuan; geopolitical instability; cryptocurrency; cross-border activity; currency legislation; shadow economy.

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MECHANISM FOR THE STRATEGY DEVELOPMENT AND IMPLEMENTATION OF THE SERVICE SECTOR INNOVATIVE DEVELOPMENT

Abstract. The article considers the development and implementation mechanism of the innovative development strategy in the service sector. The innovative development strategy is presented, which is described as a sequential change of phenomena, states, and a set of actions to achieve a certain result – improving the services quality and manufacturability. For organizational and methodological support of the innovative development strategy's formation and implementation process, a mechanism for the innovative development strategy's development and implementation in the service sector, consisting of successive stages, is proposed. In the digital strategy context for the society development and the information support improvement, several approaches to assessing the prospects effectiveness for service sector innovative development have been identified. A mechanism for the strategy development and implementation for the service sector innovative development in the context of the cluster technologies usage is proposed. The distinctive features of

the cluster approach, characterized by the emergence of positive effects: scale effect, scope effect and synergy effect, are described. The use of the expert assessment method to analyze the synergy effect is proposed. It is noted that it is expedient for service sector enterprises to switch to a new integrated management system of the innovation process as an independent management object.

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SELF-EMPLOYMENT INSTITUTIONAL MODEL FORMATION IN RUSSIA: THE KHANTY-MANSIYSK AUTONOMOUS OKRUG-YUGRA CASE STUDY

Abstract. The institute formalizing goal is the role structure creation with rules accepted by its members. In this article, the author proposes to identify the players in the self-employment institution, determine their characteristics and features, identify interaction areas, and most importantly, formulate the rules vision. The author identified four key players in the self-employment institution (self-employed, consumers of goods and services, state and municipalities, IT companies) and assessed each of the players' characteristics, features and goals in order to better understand the format, rules and self-employment institution development vector in Russia. The article examines the legislative framework both in terms of taxes and in terms of regulation and self-employed activities stimulation. Considering that self-employment is an interdisciplinary issue, which is dealt with by various executive authorities, such as the Ministry of Economic Development, the Ministry of Labor and Social Protection, and the Ministry of Finance, it is worth noting the large regulatory framework formed over the years of the self-employment institution formation. Based on the analysis, the author draws conclusions about the self-employment institutional model formation stage and the prospects for working on this issue.

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ECONOMIC SECURITY OF RUSSIA – CURRENT THREATS AND COUNTERMEASURES TO OVERCOME THEM SUCCESSFULLY

Abstract. Economic security is one of the most important elements of national security. In this paper, using abstract-logical and statistical-economic methods and situational analysis, the key indicators of Russia's economic security are assessed, its current state is determined, and a list of the most significant challenges and threats caused by global geopolitical changes and the global market transformation processes is formed. The authors identified the following challenges and threats to the Russian economic security: an acute shortage of qualified employees in the industrial sector, a fairly high machinery and equipment depreciation degree, the difficulty of ensuring the technological economic sovereignty in the context of a sanctions war and a lag in the technological development level, unsatisfactory the Russian state budget balance. Based on the factor analysis results, the authors prove the need for a comprehensive solution to the problems of ensuring the

economic security in combination with the resolution of existing systemic problems that impede further economic growth. Based on an evidence-based approach and expert assessments, the paper substantiates the key role of the state in the deindustrialization processes, import substitution and structural restructuring of the economic system, which effectiveness has a correlational effect on the economic security level.

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LABOR MARKET AND FERTILITY: A RESEARCH BASED ON THE REGIONAL DIFFERENTIATION ANALYSIS

Abstract. The Russian economy development depends on many factors, among which demographic factors are significant. The decline in population, aggravated by the aging process, occurs despite government measures to stimulate the birth rate, support families and children, and poses a threat to national security. In these conditions, the development of measures to overcome the existing demographic situation must be accompanied by comprehensive research into the factors influencing its change. The purpose was to study indicators characterizing regional differentiation in education level, child birth rates, and the women' position in the labor market, as well as to identify the relationships between them. The study revealed that the birth rate dynamics for the first and second children has noticeably decreased in Russia in the period 2018-2022, and the birth rates of third and subsequent children are increasing; there is a statistical relationship between fertility rates and women's participation in the labor market; changes in birth rates and the female population structure by educational level occur independently of each other. Directions for improving measures to stimulate fertility are proposed, taking into account the implemented research results.
Keywords: birth rate; labor market; female employment; women in the labor market; regional differentiation; support for parenthood.

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SUCCESSFUL COMPANY EXPERIENCE IN THE SYSTEM'S FORMATION FOR HEADS OF STRUCTURAL DIVISIONS TRAINING AND DEVELOPMENT

Abstract. The article analyzes the Russian organizing and conducting staff training practice, which showed that in many companies a unified corporate training system has not yet been formed, the stages of organizing and conducting training have not been thoroughly worked out, and feedback on training and the training programs quality is poorly implemented. The corporate training system in Russia is not distinguished by the variety of used forms and methods. The article provides a brief description of the staff training system elements. To solve existing problems, the

authors developed and proposed for implementation a conceptual corporate training system model, the main element of which is an information and diagnostic unit that allows monitoring and evaluating the effectiveness of the individual subsystems implementation and the training system as a whole. A staff training system based on constant monitoring and the implemented individual elements quality assessment will allow timely adjustments to be made and the quality of all sub-processes in the system to be improved based on the feedback principle. The article summarizes the analysis results of the cor-porate staff training systems at Russian enterprises and presents groups of indicators that are rec-ommended by the authors to assess the corporate staff training effectiveness.

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ASSESSING THE INFORMATION SYSTEMS FUNCTIONALITY METHODOLOGY FOR MANAGING STAFF COMPETENCIES IN THE IMPORT SUBSTITUTION CONDITIONS

Abstract. In the context of foreign software import substitution that automates management processes, assessing the information systems functionality for managing staff competencies, becomes especially important. In the management subject field, the information system functionality for managing staff competencies is studied extremely rarely and is represented by single publications of a practical nature. The article is intended to contribute to this research gap eliminating while achieving the goal of the study - to propose a methodological approach to assessing the information systems functionality for managing staff competencies in the import substitution conditions. Methods of literature synthesis, functional analysis and clustering were used to study the automation of competency management functions in 13 original information systems. 3 functional clusters of competency management information systems have been identified. Recommendations are given for assessing the information systems functionality for managing staff competencies in the import substitution conditions, both for employers when forming technical specifications for the HR management functions automation, and for national software developers when forming a competitive offer, as well as government and educational authorities solving the liquidation gaps problems in competencies at the industry and cluster levels.

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ESTIMATION OF HUMAN CAPITAL IMPACT ON LABOR PRODUCTIVITY (ON RUSSIAN REGIONS DATA FOR 2019-2021)

Abstract. The article examines the issue of the human capital influence (the quality of human resources) on the results of economic development at the macro level. According to the human capital theory, the latter is a leading factor in economic dynamics, bringing significant economic returns. However, many studies in recent years do not confirm the close connection between human capital and parameters of economic development. The purpose of the study is to assess the human

capital impact on labor productivity in Russia, based on statistical data from Russian regions for 2019-2021. For the assessment, a linear regression model was used, in which the dependent variable is labor productivity, calculated as the volume of GRP per 1 employee. Variables characterizing the level of development of human capital and investment in human capital were chosen as determining ones. Several control variables are also included in the regression. The modeling results did not confirm the hypothesis about the significant human capital influence on labor productivity, identifying as significant factors that form the industrial, production and export base of the regions. The obtained results are explained by structural features of the Russian economy and compared with the results of similar studies by other scientists.

Keywords: human capital; human resources; economic development of Russia; development of Russian regions; labor productivity; economic growth.

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NON-CORPORATE SOCIAL NETWORKING SITES USAGE BY EMPLOYEES FOR PROFESSIONAL PURPOSES

Abstract. The article is devoted to the study of the social networking sites usage by the employed working age population in the Sverdlovsk region. The information base is two monitoring sociological studies conducted by the author at the end of 2021 and the autumn of 2023. 301 people were interviewed in the first study and 268 in the second; the study was conducted among urban residents living in Yekaterinburg, medium and small towns. The results of the study showed that the vast majority of respondents have accounts on social networking sites and spend a lot of time online. The most popular social networks in the region and their usage dynamics have been identified. Further, options for activities on social networking sites were identified in the research process. At the same time, the study showed that almost half of employees in 2021 and almost three quarters in 2023 use non-corporate social networking sites to watch training videos and photos, and read training posts. The answer to another question showed that when introducing new digital technologies at the workplace, employees figure it out themselves or, again, watch training materials on the Internet.

Keywords: social networks; educational content; digital competencies; training; educational videos.

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ELECTION CAMPAIGN FINANCING ORGANIZATION

Abstract. The article describes the financing the election campaign process, taking into account the legal, political and social changes in the subject of research in the Russian Federation. The author evaluates the four main financing sources, focusing on the theoretical aspects of the electoral process, as well as referring to the practical experience of political elections in Russia. The relevance of the study lies in the popularity of candidates seeking funds in both legal and illegal ways, which is repugnant to the country's democratic dogmas. The article pays special attention not only to the fundraising methods for the implementation of the electoral process as a candidate, but also to the necessary budgeting actions of each of the organizational entities: the election headquarters, the press service, political analysts and handouts (souvenir) material. Moreover, in addition to the traditional classification of possible financing forms, the author notes the nuances of

the legislative process, which, in his opinion, in the implementation of state budgeting, lobbies the candidate and obliges him not only to provide full accounts of the funds spent on the campaign, but also to further represent and realize the sponsor's (state) interests. The research methodology is based on political discourse, as well as a comparative approach that allows to assess the problems and prospects of campaign financing without a subjective component.

Keywords: election campaign; financing; sponsorship; public financing; elections; candidate; political elections.

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ALGORITHM FOR ASSESSING STUDENTS' RESEARCH COMPETENCIES

Abstract. Managing the research potential of young people today is the most urgent task for our country. For effective management, it is very important to develop a standard system for monitoring and evaluating the research activities of organizations and enterprises in various fields of activity at all levels of their existence. The basis of the research was a systematic approach associated with the use of the modeling method, which allowed to comprehensively study and reproduce the structure and properties and qualities of the algorithm for evaluating students' research competencies. Based on the analysis, the author's algorithm for evaluating the research potential of a student and a specialist, disclosed in three interrelated assessment models, is developed and presented. The results obtained will form the basis of an empirical study of the effectiveness of the formation of research competencies of university students in their professional activities after graduation.

Keywords: research competencies; research activity; evaluation algorithm; evaluation model of research competencies.