

ECONOMIC SCIENCES

N. G. Ivanova

COMBINING PROCESSES IN MODERN ECONOMIC SCIENCE

In the article, the stages of economic science are structured in a historical context. The author's vision of its current stage is presented - the general political economy, which is formed under the influence of unifying processes. These processes taking place in the global economy are described and arranged in a hierarchy. In connection with these processes, the integrative function of the general political economy has been substantiated. The prospects for the development of modern economic science in the XXI century are formulated.

Keywords: economics, economic science, political economy, unification processes, globalization, global society

Ilyinsky I.V.

HUMAN CAPITAL OF SOCIETY: STRUCTURAL AND FUNCTIONAL ANALYSIS

The article examines the genesis and essential characteristics of the theory of human capital. The analysis of the structural elements of human capital, in particular of such a category as the capital of education, is carried out, and practical recommendations are given on its formation and development in the Russian economy.

Keywords: innovative production, human capital, investment in human capital, competitiveness of human capital

Morozov O.A.

GR-MANAGER - NEW PROFESSION WITH OLD TRADITIONS

The article discusses issues related to the interaction of government and business in Russia, a retrospective analysis of the interaction of representatives of commercial structures with government authorities. Also, special attention is paid to the issue of creating a legal institution of lobbying in modern Russia, the role of lobbying activities in companies and the need for the formation and development of lobbying institutions in the economic activities of public authorities; analyzed the main methods of influencing the authorities, new principles of building relationships between the state and business, key tasks of GR-activity. The difference between the terms Government Relations, Advocacy and Public Affairs, as well as the specifics of such activities, is emphasized.

Keywords: lobbying, business and government, gr-manager, gr-activity, gr-department

Chulanov E.Yu., Chulanova G.Yu.

USE OF INITIAL INTRA-PERSONAL FORMS IN BUILDING A MANUFACTURER-CONSUMER COMMUNICATION PROCESS MODEL

The article discusses the possibility of using some fundamental categories of psychology in solving the problem of improving the model of the communication process between the manufacturer and the consumer of a product or service.

Keywords: consumer, archetype, communication, value, brand

Emirov N.D., Dzhigkaev Z.F., Emirova A.E.

THEORETICAL AND METHODOLOGICAL APPROACHES TO ASSESSMENT OF SOCIAL RESULTS OF PUBLIC ADMINISTRATION

The effectiveness of the activities of executive authorities in the social complex can be significantly increased with the correct arrangement of priorities for regional development. The article discusses methodological approaches to assessing the priority of specific areas of social development in the region. The authors show that prioritization assessments are part of the three-dimensional structure inherent in indicators of the social development of the region.

Keywords: efficiency of public administration

Dobroshtan O.V.

TAKING INTO ACCOUNT THE PSYCHOLOGICAL CHARACTERISTICS OF THE SOCIAL

GROUP AND THE INDIVIDUAL CONSUMER WHEN PLANNING ADVERTISING CAMPAIGNS

This article reflects the psychological aspects of a potential consumer's perception of the concepts of advertising campaigns, the main levers of influence on the buyer, used when creating an advertising material. On the basis of specific examples, methods of attracting attention of various social groups are considered. Also, an analysis of the peculiarities of the perception of advertising by a children's audience

Keywords: consumer psychology, social group, planning of advertising campaigns, age rating system

Salamatova A.N., Lokhova E.D.

ASSESSMENT OF THE QUALITY OF LOGISTIC SERVICE IN PURPOSE OF OPTIMIZING THE FUNCTIONING OF BUSINESS PROCESSES OF A PRODUCTION ENTERPRISE

The article discusses the possibility of using the methodology for assessing the OOS indicator ("lack of goods on the shelf") to assess the quality of the logistics service of a manufacturing enterprise in order to optimize business processes and improve the efficiency of the enterprise

Keywords: industrial enterprise, business process, quality of logistics service, production and logistics network, optimization model

Verbin A.A., Verbin A.A.

ON THE ROLE OF STATE INTERVENTION IN THE ECONOMY

The article analyzes the measures taken by the Japanese government to bring the country's economy out of "zero growth" and increase its competitiveness, as well as assess these measures and assess their acceptability for the Russian economy.

Keywords: state planning of the economy, state subsidies and benefits for enterprises, growth of labor productivity

Sharifi F.B.

DEVELOPMENT OF THE PUBLIC SERVICE SECTOR

The article examines the structure and specific features of the public service sector as a mega-institution. The duality and multilevel nature of its nature and the patterns of its development in the Republic of Tajikistan (RT) are analyzed. The degree of participation of this sector in solving priority, strategic tasks of the government of the republic is determined. The author also studies the structure of the state budget of the Republic of Tajikistan as a central and important segment of the public sector of services and the institution of fiscal policy.

Keywords: state, public services, public sector, budget, fiscal policy, social services, public sector institution of services, social order, social protection, employment

Mkrtchyan T.R., Kievskaya D.Yu.

INCREASING THE COMPETITIVENESS OF LIGHT INDUSTRY ENTERPRISES ON THE BASIS OF AN INNOVATIVE PROJECT OF THE SERIES PRODUCTION OF 3D FABRIC

The introduction of 3D fabric production technology at light industry enterprises opens up new prospects for the industry and for the fashion industry. This direction can contribute to innovative development and become the most important competitive advantage of light industry enterprises.

As part of the development of quality management methodology, the article discusses the target costing system in the implementation of the R&D complex for the production of 3D fabric

Keywords: innovative project, target costing, quality management methodology, technology, light industry, competitiveness, 3d fabric

Zhdanova T.A., Abramova S.V.

ACCOUNTING OF REVENUE ACCORDING TO RUSSIAN STANDARDS AND IFRS

The article discusses the criteria for the recognition and assessment of income in accordance with Russian and international accounting standards. In the course of a comparative analysis, common features and differences in accounting for revenue were identified in accordance with the requirements of PBU 9/99 "Income of an organization" and IAS 18 "Revenue"

Keywords: revenue, income, income from ordinary activities, other income, revenue recognition

PHILOSOPHICAL SCIENCES

Smirnov A.V.

YARD ART AS A DESIGN SPACE STRATEGY

The phenomenon of amateur art in the yard, also known as "housing and communal services art", is considered as one of the factors in the production of space in a modern city. Its cultural roots, attitudes towards it on the part of art workers and specialists in the field of urbanism are considered. It has been established that the practice of courtyard art plays the role of a marker of appropriation in the semiotic structure of the space of modern Russian cities, while competing with contemporary art ("public art") and the design of the urban environment. Also outlined are promising directions for the study of courtyard art in the humanities.

Keywords: public spaces, social space, production of space, urbanism

A.V. Khoroshilov

MATERIALISM IN SOCIAL PHILOSOPHY: HISTORY AND CONTEMPORARY PROBLEMS

The article presents a brief history of the formation of the materialist approach in the analysis of social reality. The author investigates the ontological prerequisites for the formation of materialism in the social teachings of antiquity and modern times, analyzes the transformation of ideas about the unity of the world during the transition to modern social theory. The inconsistency of materialism in the teachings of K. Marx is demonstrated. The rehabilitation of the materialistic approach to the study of society is associated with the actor-network theory. It is shown that materialism cannot claim to have an integral knowledge of social reality, but it acts as a necessary link in the construction of this kind of knowledge.

Keywords: materialism, social philosophy, epistemology, unity of the world, actor-network theory

PEDAGOGICAL SCIENCES

Smirnova A.A., Kader A.M.

PEDAGOGICAL SOFTWARE DEVELOPMENT OF PERSONAL SELF-REALIZATION (ON THE EXAMPLE OF THE MOVEMENT OF HISTORICAL RECONSTRUCTION)

The article presents the main directions of a formative experiment on the development of an individual trajectory of self-realization of a personality on the example of participants in the movement of historical reconstruction. A complex of software tools is proposed that together ensure the development of a club as a social institution, on the basis of which self-realization is carried out, as well as a socio-pedagogical approach to the development (and correction) of an individual trajectory of self-realization of an individual

Keywords: self-realization, socio-pedagogical program, historical reconstruction, club, individual trajectory of personality self-realization

Semyonova M.A.

CONDITIONS FOR CREATING A CREATIVE ENVIRONMENT IN THE PROCESS OF FORMING FUTURE TEACHERS-ARTISTS

The author examines the conditions for creating a creative environment in teaching fine arts. Discussions about the influence of watercolor painting on the formation of future pedagogues-artists are given.

Keywords: creative environment, fine arts, painting, professional development of a specialist, professional training

L.V. Rezinkina

FORMATION OF SELF-EDUCATIONAL COMPETENCE AS A CONDITION FOR PROFESSIONAL SELF-DEVELOPMENT OF FUTURE SPECIALISTS

The article deals with the problem of the formation of self-educational competence of students of a technical university. The multidimensionality of the essence of this phenomenon is shown, modern points of view on the need for professional self-development of an adult are analyzed

Keywords: competence-based approach, self-educational competence, professional self-development

Mkrtchyan T.R., Boglyukova O.O.

SOME ISSUES OF FORMATION OF THE STRATEGY OF INNOVATIVE DEVELOPMENT OF THE UNIVERSITY, TAKING INTO ACCOUNT THE INFLUENCE OF REFERENCE GROUPS ON THE TYPE OF CORPORATE CULTURE

The article provides an empirical study of the factors of satisfaction with the choice of a university by students, which should be taken into account when developing a strategy for the innovative development of a university. The hypothesis about the connection between the subject of research and the opinion of the reference group and the student's orientation in their assessments towards the subjective system of values determined by it and the general corporate culture of the university is put forward and confirmed. The author substantiates the mechanism of influence of the authoritative opinion of the reference group on the formation of a strategy of behavior of both consumers of educational services and the educational institutions themselves in the context of innovative activity.

Keywords: *innovative development, educational service, corporate culture, reference group, innovation strategy, empirical research*

Nikolaenko S.V.

SCHOOL AND CREATIVITY: EFFICIENCY OF METHODS AND METHODS OF TEACHING HISTORY

Creativity is a vital ingredient in improving history teaching in schools. The author indicates the definitions of creativity and reveals the content of the cognitive-network model of creativity (E. Santanen), which shows the psychological structure of the formation of new knowledge. Based on this model, a comparison is made between different methods of teaching history: brainstorming, synectic and discussion teaching methods.

Keywords: *history teaching, creative teaching methods, brainstorming, synectics, teaching methods*

Olekhova Yu.P.

USE OF A COMPETENCE APPROACH IN THE PROCESS OF DEVELOPING THE PROFESSIONAL COMPETENCIES OF A TEACHER

The article deals with the problems of reforming the system of professional development of teachers. The author reveals the correspondence of modern qualification categories to the requirements of a professional standard on the basis of a competency-based approach. A tiered approach is proposed for the development of qualification requirements for teachers with various length of service and work experience, based on individual possession of professional competencies

Keywords: *professional competence, skill levels, stages of a professional career*

Shvedova O.I.

SCALE OF GERMAN VALUES AS A SUBJECT FOR DISCUSSION IN A FOREIGN LANGUAGE CLASS

The article is devoted to the transformation of cultural and ethical priorities in Germany and their discussion in the classroom in the German language

Keywords: *evolution of the scale of values, the spoken aspect, teaching of the German language*

Stroy E.A., Sannikova O.I.

USE OF INTERNET SITES IN THE PROCESS OF LEARNING THE FRENCH LANGUAGE

The article is devoted to the analysis of the use of French Internet sites in the process of learning French as a foreign language. The communicative approach to teaching the French language is investigated. The algorithm of working with Internet sites on topical topics provided by the curriculum is considered

Keywords: *communicative approach, websites, teaching methods, lesson algorithm, extracurricular work*

Usha T.Yu., Petrova S.I.

TEACHING THE RUSSIAN LANGUAGE OF THE PARENTS OF STUDENTS-INOPHONIC ON THE BASE OF THE INFORMATION-METHODOLOGICAL CENTER AND POLYCULTURAL SCHOOLS OF ST. PETERSBURG

State structures and public organizations are working to adapt migrants and teach them the Russian language. We present the experience of the information and methodological center and multicultural schools in teaching Russian to parents of foreign students

Keywords: *multicultural school, foreign students, profile of teaching Russian as a foreign language*

Lazdovsky B.B., Ivanov V.D.

SOCIAL MEMORY OF THE UNIVERSITY

The article is devoted to the social memory of the university as an institution of socialization in the system of the educational and upbringing process of higher education. The significance of a number of social projects that played an important role in the patriotic education of student youth in the Soviet period of the development of LTI PPI is revealed.

Keywords: *social memory, social management, socialization, student teams, social projects*