

ECONOMIC SCIENCES

S. A. Vladimirov

ON THE ESSENCE AND MAIN DIRECTIONS OF EFFECTIVE STATE MACROECONOMIC INVESTMENT POLICY

An innovative methodology is proposed for the formation of a state investment program for a long period - up to 33-40 years, consisting of rigid ("quantized") series of investment projects of any level and spheres of socio-economic social activity, differing only in strict, predetermined by the state, numerical values of limited the number of indicators of the economic efficiency of public investments that are in a harmonious balanced relationship with the national parameter (discount rate) approved by the supreme state governing body of the national economy of the Russian Federation, characterizing the minimum requirements of society for the efficiency of investment projects, the numerical value of which is determined according to the author's methodology, in conjunction with forecasts of economic and social development of the country, including the rate of economic growth [2], [3].

Keywords: *macroeconomics, state, investments, efficiency, balance, national parameter of minimum social efficiency of investments, programs, projects, regulation*

Fedorova L.A., Fedorov Yu.A., Danilova O.S.

THEORETICAL ASPECTS AND THE CURRENT STATE OF STRATEGIC GOVERNANCE

The article discusses the theoretical foundations of strategic management and provides examples of organizations that successfully systematically manage business processes in accordance with the stated strategy.

Keywords: *strategy, management, planning, motivation, factors*

Zhikina O.V., Khapirashvili L.A.

NET ASSETS: LEGAL FRAMEWORK, ANALYSIS AND GOVERNANCE

The article is devoted to legal and economic issues related to the calculation of the indicator of net assets of a commercial organization. The normative documents governing the calculation and recording of net assets are indicated. Judicial practice of considering cases on negative net assets is presented. A comprehensive methodology for analyzing net assets is proposed, its application is shown on a specific example. Recommendations for managing the growth of net assets are given. The article is theoretical and practical.

Keywords: *net assets, assets, equity capital, authorized capital, solvency, financial stability, return on net assets*

A.A. Medved, D.V. Shcherbakova

THE PROBLEM OF CONFIDENCE AND WAYS OF ITS RESOLUTION IN INTERNATIONAL INVESTMENT RELATIONS

The article is devoted to the analysis of the institutional interaction of the agent-principal from the point of view of international investment relations, as well as to the factor of trust or distrust as an opportunity to prevent the opportunistic behavior of an agent.

Keywords: *trust, investment, international relations, opportunism*

Emirov N.D., Emirova A.E.

ABOUT THE INNOVATION CLASSIFIER FOR THE TRANSPORTATION SYSTEM

The article analyzes in detail the problem of constructing a classification of innovative activity on the example of developments in the unified transport system of Russia, while the author considers innovations in the field of economics and organization of production in transport. The author conducted a study of the relevant classifications in the scientific literature and showed the prospects for using a universal classifier of human activity (by its object, subject, subject, goals and objectives). As a result, it is possible to build a four-dimensional classification of types of innovative activities in transport. The author gives detailed explanations for each of the proposed classification groups. Most of the theoretical provisions of the work are illustrated with specific

examples from modern innovative developments in the unified transport system of Russia.

Keywords: *innovation, classification of innovation, transport*

Kasatkin B.P., Korotchenkova N.A.

ANALYSIS OF PROBLEMS AND PROSPECTS FOR DEVELOPMENT

The article is devoted to the development of industrial entrepreneurship in the PPP format. The practice of implementing public-private partnerships abroad is considered, the special growing role of partnership between the state and business in the industrial infrastructure sectors is substantiated. The main stages of the development of PPP in Russia and examples of similar projects are given. The main types of risks in public-private partnership are described and their features are analyzed.

Keywords: *public-private partnership, industrial entrepreneurship, cooperation between the state and business, risk, risk assessment*

Chigirina M.V., Lyubimenko A.I.

ACHIEVING THE OBJECTIVES OF THE BRAND STRATEGY BASED ON THE APPLICATION OF BRAND METRICS AND POINTS OF CONTACT

The article concretizes the stages of the brand life cycle, allowing the use of differentiated brand metrics at the points of its monitoring, as well as for influencing consumers through the points of contact in accordance with the objectives of the brand's communication policy at the corresponding stage of the life cycle.

Keywords: *metric, attributes, communication, contact, strategy, positioning, monitoring, consumer*

Hovsepyan E.V.

IMPROVEMENT OF THE METHODOLOGY FOR ESTIMATING THE CADASTRAL VALUE OF REAL ESTATE OBJECTS USING INNOVATIVE TECHNOLOGIES ON THE EXAMPLE OF THE REPUBLIC OF ARMENIA

The paper discusses in detail the main ways of influence of information in real estate management and in determining the cadastral value of real estate objects on the example of the Republic of Armenia. The relevance of the topic is associated with the need to promote innovative technologies to the real estate market of the republic and the development of techniques and methods of real estate management that increase the efficiency of its use, the reliability of real estate taxation, as well as reduce government costs associated with managing the real estate market and determining the tax base.

Keywords: *information, real estate tax, management, research*

Lyubimenko A.I., Vlasjuk K.A.

SPECIFICITY OF AUCTION TRADE IN MODERN ART OBJECTS

The article examines the features of modern art objects that are the subjects of the auction trade. The authors also analyze the trends in the art trade of the largest auction houses and determine the market share accounted for by contemporary art.

Keywords: *art object, contemporary art, auction*

Emirov N.D., Battalova S.S.

THE MARKET OF INFORMATION SERVICES AND NEW OPPORTUNITIES FOR LIBRARIES IN THE INFORMATION ERA

The modern stage of development of society is becoming more and more closely related to the huge growth of the information component in all areas of society. Information resources and data banks, the ability to access operational and reliable information are becoming a strategic resource and are playing an increasingly important role both in the development of society as a whole and in all its sectors: economic, social, humanitarian. The article analyzes the principles of activity of commercial structures operating in the field of information services, as well as the possibilities for libraries to realize their potential in the modern information age.

Keywords: *information services, information resources, knowledge economy, big data, library*

Nedvedskaya K.Yu.

BASIS FOR SUCCESSFUL DEVELOPMENT OF A CHAIN OF MINI-HOTELS

The article presents a step-by-step process of building a strategy for a hotel company as the basis for its successful development in the small business segment. The author has analyzed the main blocks: setting goals and strategic issues, conducting strategic analysis, choosing strategic alternatives, developing a plan for implementing the selected alternative, justifying the assessment of key success factors to ensure the development of a chain of mini-hotels in St. Petersburg.

Keywords: *development strategy, mini-hotel, key success factors, strategic alternative*

Ivanova E.Yu.

IJARA AS A WAY OF FINANCING

The article examines such Islamic financial instruments as Ijarah and Ijarah muntahiyya bittamlik, their differences from traditional financial instruments, analyzes the use of these contracts in international practice and the possibility of their use in the domestic financial market.

Keywords: *Islamic banking, Islamic finance, partner banking, leasing, finance lease, Ijara Muntahiyya Bittamlik*

Perevoznikova M.V.

FEATURES AND PROBLEMS OF CLUSTERIZATION OF THE MARKET OF CELLULAR COMMUNICATION SERVICES

Strategic planning for the development of companies in the context of clustering markets is becoming increasingly popular. The cluster approach to strategic planning, based on the unification of the regions of presence of large companies according to a number of criteria that are important from the point of view of business development, without taking into account their territorial connection, and on their basis referring the region to a certain cluster, is becoming more and more relevant in the existing market realities. The very meaning of the term "cluster" in this case takes on a slightly different form, different from the classical economic interpretation. Clustering based on this approach makes it possible to unify the management principles and strategic priorities of the company's development in the region, while the resulting clusters, unlike classical economic clusters, are not directly aimed at the development of the region itself.

Keywords: *cluster, cluster approach, requirements for clustering criteria, cellular communications, clustering problems, clustering features, clustering of the cellular market*

Vailunova Yu.G., Titova M.N., Yasheva G.A.

CLUSTERS IN INCREASING THE COMPETITIVENESS OF LIGHT INDUSTRY IN RUSSIA AND BELARUS

In the context of the formation of a network economy in Russia and Belarus, the relevance of using the cluster approach in increasing the competitiveness of light industry is increasing. The purpose of the study is to substantiate the methodological foundations for increasing the competitiveness of light industry based on the formation of clusters. The theoretical foundations of clusters are considered, including the essence of an innovative industrial cluster, factors of increasing the competitiveness of light industry and business entities included in the cluster. The analysis of the external and internal environment of the light industry of the Vitebsk region has been carried out, as a result of which the problems of the economic state of the textile and clothing and footwear industries, the prerequisites for the organization of clusters in the industry have been identified. Based on the calculation of localization factors, per capita production of products and specialization of the region in the Vitebsk region, the following clusters were identified: textile, petrochemical, leather and footwear. The directions of the formation of clusters in the light industry of Russia and Belarus have been developed.

Keywords: *cluster approach, cluster organization, methodological foundations for increasing competitiveness, light industry in Russia and Belarus*

PHILOSOPHICAL SCIENCES

Alekseev-Apraksin A.M.

PHILOSOPHICAL NOTES ON THE PSEUDOMORPHISM OF MODERN ETHNOCULTURAL LIFE

The modern world is characterized by global cultural diffusions. This historical situation has

significant consequences for the present and future development of culture. The concept of pseudomorphism, which is rarely used by ethnographers and anthropologists, makes it possible to improve the equipment of researchers in the disclosure and study of new perspectives of ethnocultural transformations. The article provides a consistent disclosure of the methodological capabilities and merits of ethnocultural research focused on the subject-matter, symbolic and transpersonal level of cultural life. Problem areas are identified regarding the parameters of information authenticity at each of the named levels. The controversial consequences of the administration of ethnocultural life in Russia and Europe are considered. The degree of reliability of the research is questioned, based on formal and statistical indicators. The analysis of the realities of modern ethnic and religious life allows the author to conclude that the concept of pseudomorphism methodologically facilitates the study of inorganic forms of intercultural interaction, having a significant heuristic potential for detecting and analyzing little-studied ethnocultural processes.

Keywords: *cultural diffusion, hybridization, symbolic reality, cross-cultural interactions*

Tikhonova V.B.

"RUSSIAN IDEA": BETWEEN RELIGIOUS PHILOSOPHY AND POLITICAL IDEOLOGY

Special attention is paid to two opposite models of the interpretation of Russian self-awareness. At the same time, various concepts of the "Russian idea", its characteristic features, problems of its historical development are considered, a possible explanation of its contradictory assessments is proposed.

Keywords: *"Russian idea", soul of the people, Russian identity, interpretations, social mythology*

PEDAGOGICAL SCIENCES

Gorskikh O.V.

NATIONAL PICTURE OF THE WORLD AS A BASIS FOR FORMING THE PERSONALITY OF STUDENTS IN THE PROCESS OF LITERARY EDUCATION

The article provides a substantiation of the concept of a national picture of the world in relation to the educational process in a modern school, in particular, the methodology of teaching literature. The author focuses on the description of key signs, cultural dominants, specific national-mental codes that form the system of values, the worldview of the people and create a field of national guidelines.

Keywords: *national worldview, national universe, mentality, national identity, culture code, intracultural and intercultural dialogue, methods of teaching literature*

Rymkevich P.P., Altukhov A.I., Bagretsov S.A., Makarov A.G., Cheburkov M.A.

APPLICATION OF THE THEORY OF EXACT SCIENCES IN THE FIELD OF TRAINING ENGINEERING STAFF

A synergistic approach in the field of training engineering personnel in the form of interdisciplinary relations is considered. The concept of the student's state function is introduced, the proposed method of equations is valid within the framework of synergetics.

Keywords: *interdisciplinary communication, synergetics, learner, transition matrix, ring, non-commutative multiplication*

Napreenkov A.A., Esaulova M.B.

ASSESSMENT OF THE EDUCATIONAL ACTIVITY OF A SPORTS CLUB OF A UNIVERSITY AS A PROBLEM OF PEDAGOGICAL PRACTICE

The article examines the effectiveness of the extracurricular educational work of a sports club as one of the modern technologies of education, the formation and development of creative principles, initiatives, teamwork, identifying the leadership qualities of students.

Keywords: *high school, educational activities, monitoring, physical education, sports club*

Osipov G.V., Stogova E.A., Zelenova I.M.

WATER POLO TEACHING METHOD. PART 2. WATER POLO SPREADS AROUND THE WORLD

This work is a continuation of part 1 of the article "Methods of teaching water polo. History of

development. Great Britain, XIX century ", published in No. 4 2016 of the journal" Bulletin ". The article tells about the history of the emergence of the game in different countries and, in particular, in Russia.

Keywords: *history, sports game, water polo, swimming clubs*